



Organización Internacional del Café  
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Organisation Internationale du Café

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**New Tools for the Coffee Grower**

## **Background**

1. This document contains a summary of a revised version of the project proposal “Coffee compendium” aimed at providing simple answers to key questions asked by small coffee producers, which was approved in principle by the ICO Executive Board in 2003.
2. This project proposal has been prepared by CAB International (CABI) and could be submitted to the Consultative Committee of the Common Fund for consideration in July 2005.

## **Action**

The Board is requested to consider this revised project proposal and, if appropriate, to re-endorse its submission to the Consultative Committee.

## PROJECT PROFILE SUMMARY

The International Coffee Organization (ICO) hereby submits the following project proposal with its recommendation for financing by the Common Fund for Commodities (CFC). The initial proposal was approved in principle by the ICO Executive Board in 2003.

1. **Project Title:** New Tools for the Coffee Grower
2. **Duration:** 30 months
3. **Location:** All producing Members of the International Coffee Organization (ICO), worldwide, will benefit from the output of the project, and will provide information contributing to the content of the project. The project will be directed from the Headquarters of the ICO in London, UK, and managed from the Headquarters of CAB International in Wallingford, UK.
4. **Nature of the Project:** New Tools for the Coffee Grower aims to help provide simple answers to key questions asked by small coffee producers:
  - Is my farm cost effective?
  - What are the alternatives to my current production system?
  - What are the risks?
  - What are the chances of success?
  - How to plan for the future?
  - It will be available at the village level, through rural extension, and where appropriate through village computer projects.
  - Its aim is to help people, many of whom are in poverty, to take sensible decisions about their future.
  - Through this, the project will provide a rational basis for improved sustainability in the commodity.
5. **Brief description:** The project will gather together expert knowledge of coffee growing to help answer these pressing questions. Expertise will be drawn from hundreds of specialists around the world into a single resource – something that has not been done before. The resource will be co-owned by CABI and the ICO and will be made freely available in developing countries. It will be presented through the medium of simple tools and expert systems that will provide straightforward answers to the pressing questions of sustainable development in producing countries.

The project will:

- Build new decision-support tools and expert systems
- Build new information sources as a foundation for them
- Consolidate with existing information sources
- Gather and process knowledge through participatory contribution, development and testing
- Use the latest technologies in the background to handle the content
- Present the results simply, through rural extension
- Provide the user with easy-to-use software
- Make it easy to re-use information for local purposes, e.g. extension leaflets
- Use non-technical summaries and local case studies
- Use local language where appropriate
- Disseminate through appropriate media, including CD-ROM, village computer projects and rural telecentres where appropriate
- Train the trainers to propagate the knowledge that rural communities need
- Achieve sustainability through demand and receive ongoing benefit from user feedback

The project will take advantage of the existing project to build the Coffee Compendium (CC), which is sponsored by the ICO, jointly owned by CABI and the ICO, and has its own financing:

- The CC is a large multimedia knowledge base for the entire global coffee sector, built by CABI to link with other resources
- Co-financing is coming from industry and public-sector sources
- The CC will provide the knowledge base to complement New Tools for the Coffee Grower, and will be maintained on a sustainable basis
- The CC will be freely available in developing countries, where it is supported through CABI's development activities, especially through its Africa Regional Centre

Modules to be developed as part of New Tools for the Coffee Grower are likely to include, subject to assessment of user needs (including farmers, extensionists, companies and NGOs):

- Management module: support for on-farm management decisions
- Business module: support for business planning
- Quality module: support for optimizing quality
- Diversification module: support for decisions about alternative crops
- Climate-change module: support for reducing risks and taking opportunities
- Socio-economic module: support for rural livelihood issues

These are needed because currently available information:

- Is highly dispersed, seldom revised, and may be inaccurate because it is not reviewed for its authority
- Tells farmers "how to" rather than "how much", often failing to present alternatives or guidance on choices

- 6. Estimated total cost:** US\$3.15 million  
(Including counterpart contributions of US\$0.25 million, and co-financing of US\$ 1.1 million by members of a Development Consortium.)
- 7. Financing sought from the Fund:** US\$1.8 million
- 8. Mode of financing:** Grant
- 9. Co-financing:** US\$1.1 million  
The project will benefit from co-financing committed in cash to the project to build the Coffee Compendium, which is sponsored by the ICO. Based on experience of building several existing Development Consortia for similar projects, co-financing is expected from: (1) national Government departments and international organizations; (2) development assistance agencies; (3) the private sector. Details of existing Consortia are available. Probable major contributors to the Coffee Compendium include the European Commission (EuropeAid), and the US Department of Agriculture. Contributions (US\$0.26 million) have already been made by Nestlé, Kraft Foods, Sara Lee DE and Illycaffè.

- 10. Mode of co-financing  
(in cash):** Grant
  
- 11. Counterpart  
contribution:** US\$250,000 from CAB International (infrastructural and other resources provided by CABI to enable the execution of the project; these are included in the Estimated Total Cost above).
  
- 12. Project Executing  
Agency (PEA):** CAB International (CABI)
  
- 13. Supervisory Body:** International Coffee Organization (ICO)
  
- 14. Estimated  
starting date:** September 2005