ToC & M&E: Benefits and Lessons Learnt

RSPO
November 9, 2016

Demonstrating impact
Market Intelligence

Coffee:
188,627 farmers
257,248 workers
Produced in 23 countries

Cocoa:
465,715 farmers
37,645 workers
Produced in 19 countries

Tea:
12,715 farmers
58,429 workers
Produced in 12 countries

Better training & services
Better transparency & assurance
Investment in M&E
7 % annual budget
7 FTE

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LET THE DATA TALK
M&E Strategy Café
29 October 2015 - UTZ Kafé
Nutshell Brazil evaluation

EVALUATION REPORT
UTZ COFFEE PROGRAM
BRAZIL

89 Certification Holders
Key coffee stakeholders in Brazil
17

57 workers interviewed

Study included farmers from Minas Gerais and São Paulo states

THE STUDY

This evaluation study was carried out by BSD Consulting and Ibiete Consultoria. The objective of this evaluation study was to describe the effects of UTZ certification in social, environmental and economic areas, as experienced by UTZ certified coffee farmers and workers in Brazil.

Knowledge Management Tree
ANY QUESTIONS?