



Working together to fight climate change



There are no livelihoods more threatened by climate change than those of rural, smallholder farmers in developing countries. A delayed rain, a surprise freeze, a tropical storm, a drought – when your survival, and that of your family, is dependent on a hectare or two of coffee bushes, the smallest changes can have drastic consequences.

Whilst the business world has at last moved environmental responsibility to the top of the agenda, the climate has already changed.

It was farmer initiative that started Cafédirect, and farmers remain the heart of the company. Cafédirect partners with 264,666 farmers within 39 organisations across 13 developing countries, directly benefiting the lives of 1.4 million people. Farmers own shares in the company, have two seats on our Board, and are involved in every aspect of our work.

Not surprisingly, Cafédirect is pioneering work to help small farmers adapt to their already rapidly changing climate. We've teamed up with the German Technical Cooperation and several of our grower partners on a long-term public-private partnership to help growers adapt to the devastating effects of climate change. Be it floods and storms in Latin America or droughts in East Africa, each region faces specific challenges in sustaining their livelihoods.

The project, Adaptation for Smallholders to Climate Change (AdapCC), will develop farmer capabilities for coping with the impacts and risks of climate change and will improve their access to financial and technical support.

To learn more, visit www.cafédirect.co.uk or www.adapcc.org.



Andrew Kobia Ethuru, Tea farmer and Chairman of the Fairtrade Premium Committee, Michimikuru Tea Factory¹, Kenya.



"The rains are now erratic, the season cycles are changing – cycles that we rely on for food and to earn a decent living. Freak storms are wrecking havoc; severe winds have destroyed homes, buildings, and crops. On my farm I have had tea bushes burnt by lightning – in 30 years of farming I have never seen this happen. Rising temperatures also means we have malaria in regions that have never suffered from it before.

To survive we need resources and support. That's why our partnership with Cafédirect is so important. No one else wanted to help us, but now together we are fighting the challenges we face... In this world we are all connected to one another. Climate change is a global problem, so we must work together to fight it."

Willington Wamayeye, Managing Director of the Gumutindo Coffee Co-operative, one of our Ugandan coffee partners.

"I have lived near Mt Elgon all my life, and I have never known the weather to be so unpredictable. Rains now fall heavily for a short period of time and our dry season has got much longer. So while heavy rains are causing landslides because the ground cannot handle the downpours, key water sources for our community – like streams – are drying up.

This is causing big problems for growers. The coffee plants are badly affected - flowering is stopping. Last year alone we lost about 40% of our coffee production because of climate change. As a result our people struggle for everything – food is getting more expensive and key food crops, like bananas, are being threatened as well. I have seen some crops completely wiped out. Without work and opportunities young people are being forced to move to cities to try to earn a living."



Santos Lizana Yajahuanca, Coffee grower from CEPICAFE, one of our Peruvian coffee partners.

"What we need is to know how to face the pests, the diseases, and the changes in climate. Together we need to develop adaptation strategies that will allow us to deal with these problems. I hope this project will serve us well. It's going to advance our knowledge and is not just going to serve me, but the future of our children and our grandchildren to come."



¹ Michimikuru Tea Factory is owned by the 9,000 tea farmers that supply it.

