



INVESTMENT PROGRAM
FOR THE CONSCIOUS PRODUCER
A pioneer project of climate resilience

①

O CERRADO



Largest savannah in South America



Habitat of more than 6.000 species of trees and 800 species of birds



Supplies water for the **Guarani Aquifer** - to Paraguay, Argentina and Uruguay



Nearly 50% (more than 2 million km²) of the Brazilian Cerrado is already deforested



40% of the Brazilian population
depends da água aqui produzida

CERRADO MINEIRO



Technification of
Agriculture



Large scale
and high
quality
production



High Level of
Certification

WATER is the challenge for the future



- Number of municipalities: **55**
- Annual production: **5,7 million**
- Coffee Total Area: **235.000 ha**
- Farmers: **4.500**
- Certification: **50% certified farms**
- Market: **80% of coffees exported**

CERRADO WATERS CONSORTIUM

- Leadership and protagonism from the Coffee sector starting a pioneering conservation initiative
- 5 years investment from **Nespresso** for a viable scientific model
- **Pre-competitive dialog:** conservation is key not only for coffee, but for the whole Biome
- The planned expansion will cover 70% of the coffee produced in the Cerrado region



"A ÁGUA DE HOJE É O FRUTO
DA PAISAGEM QUE CONSTRUÍMOS"



Clique aqui para assistir ao
vídeo do projeto no YouTube



Project started in 2013

Multistakeholder Approach:

govern, NGO's and private sector

Assessment Tool to evaluate the **risks** and **opportunities** from the ecosystem services

Starting Point:

Water provision (quantity and quality) for the region Coffee farms

Extension of the Scope:

building productive and sustainable landscapes



Launching in 2015



Local and National Organizations firmed an agreement to combine efforts and strategy plans for:


Mitigate climate risks for agriculture and environmental services provision

Create a **hub of initiatives, resources and technical expertise** to consolidate in a watershed and regional levels

Stablish a **common vision** for the future and transparency on shared roles & responsibilities

Leverage existing and new **activities** combining and generating logistical savings

Scale up positive impacts, information, trainings for the regional landscape sustainability



CONSORTIUM ACTIONS

PILOT PROJECT

- Córrego Feio Watershed 9.000 hectares
- Only water sourcing for Patrocínio city
- 50% below its sourcing capacity
- **Coffee Production (2018):** 1.352.000 bags
- **Land Use-** Pasture: 1.389 ha | Coffee: 4.688 ha
- Farms compliant with the **Forest Code (CAR):** 88
- **Restoration Areas:** 330 ha - degraded areas
- **Native vegetation:** 2.266 ha



INVESTMENT PROGRAM FOR THE CONSCIOUS PRODUCER

Highly specialized restoration of native vegetation, climate smart agriculture and water management interventions at farm & landscape levels for the **improvement of the climate resilience of the Cerrado Mineiro watersheds.**

“The water we have today is the result of the landscape we build”





1

INSTITUTIONAL ENGAGEMENT

Collective working
plans with the
private and public
sectors

2

CONNECTED LANDSCAPES

PPAs restoration
with native
vegetation, Legal
Reserves and
Springs

3

CLIMATE SMART AGRICULTURE

Trainings and
rural extension
on climate smart
practices

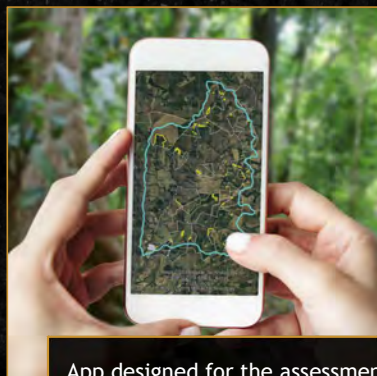
4

PROTECTED WATER RESOURCES

Efficient water
resources management
with water Quality and
Quantity evaluation
from rivers and springs

INSTITUTIONAL ENGAGEMENT FRONT

DIAGNOSIS



App designed for the assessment, implementation and monitoring of the restoration strategies and climate stewardship



43 Individual Property Projects developed



Farmers signed the projects and co-financed more than 50% of the implementation costs aprox.to USD 127 K

OUR RESULTS



130 visits



43 Individual Property Plans with climate resilient strategies by farm



+50% of the watershed adjacent area covered



100+ interventions prescribed



MUNICIPAL LAW
- financial and institutional partnership



36 farms implemented

CONNECTED LANDSCAPES FRONT - RESTORATION OF NATIVE VEGETATION



Worker planting a tree. In the back the telephone number of our ombudsman



Team in action



Implementation by a gender balanced team of 12 people

OUR RESULTS



12 restoration
strategies



70 native
species



30 k seedlings
planted



Restoration strategies are
80% more cheaper
than the Market cost per hectare



166 hectares
being restored



100% organic,
including herbicide
and formicide



40%
of the implementation costs
covered by the farmers

CLIMATE SMART FRONT



Ortomosaic map for evaluation of the baseline and assessment of the counter line of each farm



Organic compost and water reservoirs from captured water from the drying patios are recommended strategies



Brachiaria intercropped with coffee trees to improve the soil health

OUR RESULTS



8 climate smart agricultural strategies in 36 farms



+1200 hectares under management



336 hectares already implemented



100% organic including herbicide and formicide



88% of the implementation cost covered by farmers



36 farms already implemented



ACTIONS 2019

FIRST SIX MONTHS ACHIEVEMENTS

400 hectares
of **native
vegetation**
conserved

166 hectares
of **restored
native
vegetation**

Monitoring of
100% from the
watershed

*3 monitoring
stations for water
quantity*

Regular
analysis of the
water quality

41 farmers
impacted

3
partnerships:
**Nestlé,
Expocaccer, CI**
part of the
Board

**1 partnership
in the Public
Secor** The city
published a
municipal law
in Support of
the
Consortium

Planned to
**replicate the
Pilot** for the
soy Supply
chain in the
West of Bahia
estate



ACTIONS 2019 - 2021

GOALS |

✓ *First 6 months*

2.300 hectares
of native
vegetation
conserved

✓ 400

280 hectares of
restored natural
vegetation

✓ 166

Monitoring of
100% of the
watershed

8 monitoring points
for water quantity

✓ 8 points

Regular
analysis of the
water **quality**

✓

100 farmers
impacted

✓ 41

7 partnerships
with the public
sector, private
sector and civil
society in the
Board

✓ 3 partnerships

**1 public sector
partnership** to
disseminate the
background of the
program for the
future

✓ 1 partnership

Planning for
**scaling up the
pilot project**

✓



OTHER RESULTS_



Mitigation of
Climate Risks



Reduction of
**85% of
restoration
costs**



Monitoring of
the **quality
and quantity**
of water in the
basin

Restoration of
the Native
VVe**100
propiedades**

36%

Capacity
Building of **67
producers** in
climate smart
agriculture



1° Restoration
Project **100%
organic**





METRICS



Ecosystem Services

- Quality and provision of water
- Erosion and fertility of the soil in the whole basin
- Chemical and organic matter analysis



Biodiversity

- Spectrometry of the species for the 7 phytophysionomies of the biome to establish a base line and an assessment tool
- Orthomosaic maps to evaluate the progress of the áreas restored
- Change in the level curves
- Ecological corridors



Socioeconomic

- Improved agricultural productivity
- Ensured sustainable livelihoods in the long run

COLABORATIVE GOVERNANCE

BOARD

MANTAINING MEMBERS



NESPRESSO



LAVAZZA

NESCAFÉ



TEAM

