A Platform for PSS in India

First Meeting of the Multi-Stakeholder Committee
India National Platform on Private Sustainability Standards
16 December 2016

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Quality Council of India
The Coffee Experience

Learning from the Global Coffee Platform’s report:

National Coffee Platforms: Public / Private alignment for a sustainable coffee sector

16 December 2016
First MSC Meeting of India National PSS Platform
Background

- Sustainable Coffee Program (SCP) formed in 2013
  - address sustainability issues of smallholders
  - organize production in farmer-friendly ways
  - increase the quality and reliability of production for roasters and trader

- Global Coffee Platform formed in 2016
  - SCP + 4C Association

- National Coffee Platforms in producing countries
<table>
<thead>
<tr>
<th>Country</th>
<th>Coffee as a % of total export revenue</th>
<th>Total coffee export (millions of 60 kg bags)</th>
<th>Sustainable sales as % of total export</th>
<th>Robusta</th>
<th>Arabica</th>
<th>Number of Smallholder Farmers (million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>3%</td>
<td>50</td>
<td>12%</td>
<td>25%</td>
<td>75%</td>
<td>0.3</td>
</tr>
<tr>
<td>Colombia</td>
<td>7%</td>
<td>13</td>
<td>18%</td>
<td>0%</td>
<td>100%</td>
<td>0.6</td>
</tr>
<tr>
<td>Indonesia</td>
<td>1%</td>
<td>10</td>
<td>15%</td>
<td>0%</td>
<td>10%</td>
<td>1.7</td>
</tr>
<tr>
<td>Tanzania</td>
<td>3%</td>
<td>1</td>
<td>15%</td>
<td>50%</td>
<td>50%</td>
<td>0.45</td>
</tr>
<tr>
<td>Uganda</td>
<td>18%</td>
<td>4</td>
<td>2%</td>
<td>25%</td>
<td>5%</td>
<td>0.7</td>
</tr>
<tr>
<td>Vietnam</td>
<td>1.5%</td>
<td>28</td>
<td>9%</td>
<td>95%</td>
<td>5%</td>
<td>0.5</td>
</tr>
</tbody>
</table>
Challenges

- **Trust** between competitors (all)
- Transparency (all)
- Accountability (all)
- Sustaining engagement (all)
- Long-term involvement (all)
- Remaining focused on objectives (all)
- Duplication of standards (all)
- Access to smallholders & producers (Colombia)
- Funding (all)
- Low attendance of stakeholders (Uganda)
- Working without legal framework (Vietnam)
Lessons

- Most successful when focusing on marginalized groups and small holders (World Bank)
- Convener should be receptive & objective (all)
- Neutrality of the facilitating organisation (Indonesia)
- Communication (all)
- Collaboration (all)
- Platform setup requires mid/long-term (Brazil)
- Unity among stakeholders (all)
- Necessity of public sector involvement (Vietnam)
Thank you