



## STRONG WOMEN = STRONG COFFEE CASE STUDY

### Projecto Consolida: Brazilian Women Take Flight

*A new farm to cup model takes off in Paraná: coffees are cultivated, selected, cupped, roasted, packed, marketed, and delivered by women.*

While the big coffee engines in the industry are running faster and faster with new challenges and big numbers, movements around the world are blooming at their own pace promoting another rhythm. So far, these projects are running separate from big industry, but the tiny flap of their wings is poised to cause positive disruption with hurricane-like force. This is the case of Projeto Consolida, which can be translated as Project Consolidate.



#### Brazil Country Context

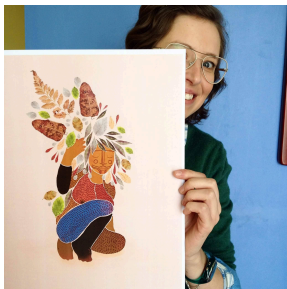
- **Population** (2017): 209,300,000
- **Poverty** (2015): 3.4% population at International Poverty Line US\$1.90/day.
- **Gender Inequality Index (GII)** (2015) : 0.41  
0=equality, 1= high inequality
- **World Risk Index Ranking** (2015): 123  
1=high disaster risk, 171=low disaster risk

#### References

**Population & Poverty:** <http://povertydata.worldbank.org/poverty/country/BRA>

**GII** measures human development & status by gender: <http://hdr.undp.org/en/composite/GII>

**World Risk Index** measures exposure & vulnerability to natural hazards: <http://www.uni-stuttgart.de/ireus/Internationales/WorldRiskIndex/>



#### Organizing Principle

“The project emerged from the desire to promote female protagonism, generating a network of interconnected women who support and grow mutually,” states the project’s creator, Fabiola Jungles. The whole process aims to bring women in coffee together, to promote recognition and make their work visible to the world. Meanwhile, knowledge is shared and sisterhood is encouraged.



# Summary

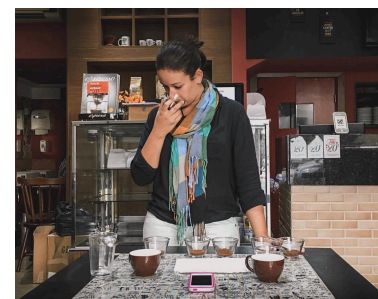
This is much more than a story of women producing coffee or women supporting each other. This is a shining example of a value chain connected by entirely female links, a collective work from the producer until sales.

## Key Collaborators

Ellen Krause and Maria Mion are responsible for cupping and sensorial analysis; Fabiola Jungles does the coffee curatorship, roasting and also manages the social media; Fabiola Hasegawa created the beautiful website and e-commerce; and Camomila Vulgar is a women's collective which makes the bicycle deliveries. Besides this team, some producers, like Patrícia Borges and Yuki Minami, are always working closely with them. In order to give an extra touch to the coffee, every month an illustrator - Etienne Flor and Rai Castor were the first ones - is hired to create a beautiful drawing that comes with the packaging. Every cycle, producers and artists are changed.

## Unique Market Approach

Each sale is organized by a monthly cycle, "which makes reference to women's natural cycle," says Jungles. It is an exclusively on-line process that is done through pre-sales to avoid coffee waste, respect the food and the supply chain. Every month, a new coffee producer is selected and her coffee is roasted, sold and delivered. Focusing on specialty coffee, quality and fair conditions for every worker in the process is mandatory.



## Focus on the Future

"In my role as a coffee entrepreneur, IWCA Brazil has a decisive role to connect me to other women in coffee. The alliance is an important connection that strengthens partnerships and shares knowledge at the same time", explains Jungles. Having just completed their eighth cycle, Project Consolida continues to weave bonds among creative female entrepreneurs.

## IWCA Brazil

IWCA Brazil was formed in 2012 and has grown to include 9 sub-chapters with representation throughout the value chain. The group has strong alliances with government supported programs and trainings to further advance coffee knowledge and skills. To learn more about IWCA Brazil, including members such as Fabiola Jungles and Projeto Consolida, please visit the Chapters page of the IWCA website:

[www.womenincoffee.org](http://www.womenincoffee.org).

The mission of the International Women's Coffee Alliance (IWCA) is to empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry.