



STRONG WOMEN = STRONG COFFEE CASE STUDY

Strategic Alliances Help a Hidden Gem to Shine

EMATER and IWCA Brazil work together to provide women the tools to become the catalyst that puts Norte Pioneiro do Paraná, Brazil on the specialty coffee map.

EMATER (Empresa de Assistencia Tecnica e Extensao Rural) is a public extension agency that provides technical assistance to rural regions. In 2014, EMATER supported women in the Norte Pioneiro do Paraná region to become the first subchapter of IWCA Brazil. This model facilitates communication and establishes local strategic alliances due to the large size of the country. The subchapter's objectives include: involve women in coffee in training activities, promote their productive organization, contribute to women in coffee's household income, increase participation in property management, reduce gender inequalities among coffee producing families, and improve rural extension practices.



A Hidden Gem

The Norte Pioneiro do Paraná region has been producing coffee for more than a century. It wasn't until a few years ago that it hit the specialty coffee map, and it still remains a hidden gem. Women have been the catalyst for the growth in specialty coffee in the region. A fourth generation coffee producer and IWCA Norte Pioneiro representative, Thais Vidal, explains "Until recently, men have always assumed leadership roles and focused on quantity, resulting in commercial coffee."

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/>



Summary

The Norte Pioneiro do Paraná IWCA subchapter has 11 groups of women organized in 11 different municipalities, involving around 200 women from smallholder coffee producing families. The group also liaisons with Emater technicians, extension agents, and partners. The subchapter works to facilitate training for women to produce high quality coffee, as well as promote productive organization for income improvement and gender inequality reduction. Accomplishments to date include:

- A substantial increase in female producer trainings and an increase in women's participation in property decision making.
- Growing appreciation of the women's work and improved self esteem in participants.
- Access to governmental funds for equipment purchased for the women's group and their families in 2 municipalities, including washing station, depulpers, tractors, and processing machines.
- Coffee quality improvement and commercialization, including successful participation in coffee quality competitions. The 2015-2017 Paraná Coffee Quality Competitions consistently produced finalists from the Norte Pioneiro do Paraná IWCA subchapter. In November 2017 at the I Norte Pioneiro do Paraná Women Coffee Cup, the nano lot from Ana Maria Garcia from the Figueira group won the best price in the history of the coffee production in the province, earning 3,800 Brazilian Reales for 28 kg (approximately \$19.67 USD per pound).
- Use of information technology and communication in order to spread the work and interaction among the women involved., including communication with EMATER technicians There are 10 WhatsApp groups and a Facebook group, "Mulheres do café do Norte Pioneiro do Paraná," with 236 members.

Focus on the Future

The Norte Pioneiro do Paraná subchapter continues to actively participate in coffee development opportunities and communicates its needs with Emater staff so that they can remain active in Norte Pioneiro's growing specialty coffee market.

Testimonial

Thais Vidal of the Japira Women's Group, and member of the IWCA Brazil Board of Directors, Norte Pioneiro d Paraná shares this perspective:

"This work [has] brought visibility for the women and improved quality for the coffees produced by my family. After 6 years of participation it was already possible to realize that. We could adopt specialized practices in my production, from the acquaintanceship obtained in the trainings provided by Emater's extensionists, that promoted improvement in my property, from the plantation to the commercialization".



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 the Norte Pioneiro do Paraná subchapter, please visit the Chapters page of the IWCA website: 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.