



## STRONG WOMEN = STRONG COFFEE CASE STUDY

### ENTREPRENEURIAL MISSION TRANSFORMS LIVES

*Multiplying the IWCA model: the Espírito Santo Subchapter of IWCA Brasil assists the Association of Women Entrepreneurs of Family Agriculture in Vila Pontões*

The Association of Women Entrepreneurs of Family Agriculture of Vila Pontões (AMEP) are small producers of specialty coffee in the mountains of the Espírito Santo Region, in the town of Vila Pontões in the Afonso Cláudio municipality, also home to IWCA Brasil's Espírito Santo Subchapter, founded in 2017. AMEP began in 2011 when the Pronova Coffee Cooperative invited women to participate in training on post-harvest practices, including a coffee cupping. Afterward, a Pronova worker and IWCA Brasil Chapter leader, Jacqueline Uliana Dona, organized a group of women, who began to grow and organize themselves, thereby allowing them access to training from Brasil's rural extension public entities, INCAPER, Sebrae, and Senar. The courses covered topics such as food production, administration, management, coffee classifications, technical skills, and rural tourism.



Ms. Josane Bussoli of AMEP demonstrates good harvesting techniques

#### Brasil Country Context

- **Population** (2018): 209,500,000
- **Poverty** (2017): 4.8 % population living at poverty ratio of \$1.90 per day
- **Gender Inequality Index (GII)** (2017): 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: <https://www.arcgis.com/home/webmap/viewer.html?webmap=ee5978152b5c4cd2aaaaaf3a14d379c8&extent=-180,-86.3126,180,88.0275>



Coffee cupping training with AMEP members

## Association of Women Entrepreneurs of Family Agriculture of Vila Pontões (AMEP)

The AMEP was born with the following mission: "Transform lives through entrepreneurship actions" and the vision of "Being recognized as Vila Pontões' agent of social and economic transformation." Currently 20 women actively participate in the association. The AMEP vice president, Josane Bussoli, also works with the IWCA Brasil board of directors.

The community of Vila Pontões recognizes the value of their work and participates with AMEP. The mayor has donated a house for use as headquarters for training and gatherings. Working together has made it possible to leverage many resources, such as an INCAPER agroforestry program and associativism (the concept of local capacity building and strengthening communication between the public sector and non-government entities) courses. Through other partnerships, AMEP has also received coffee classification and tasting equipment, and actively engages with experts to provide coffee cupping trainings and they evaluate their coffees. Today, buyers come to their association, and visitors come from all over the world to try their excellent coffees.



*AMEP members celebrate at International Coffee Week in Brasil*

---

IWCA Brasil was formed in 2012 and has grown to include 13 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 engage with the leadership of IWCA Brasil and learn more about their work, including the Espírito Santo Subchapter, 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.