

# ECUADOR

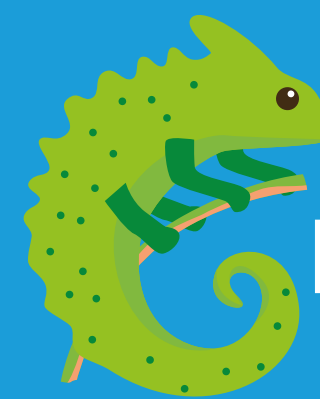


## SUSTAINABLE DEFORESTATION-FREE AMAZONIAN COFFEE





PRODUCTION  
THE **Planet**  
**needs:**  
FOREST FRIENDLY  
& HIGH QUALITY



**ECUADOR**  
is one of the **17**  
**MEGADIVERSE**  
COUNTRIES

Ecuador possesses:

**10%**

OF THE PLANET'S  
BIODIVERSITY

Its territory:

**51%**

NATIVE  
FOREST

**$\frac{1}{3}$**

PROTECTED  
AREAS



The lowlands of the Amazon are home to:

**28%**

SPECIES OF REPTILES  
AND AMPHIBIANS

**4.857**

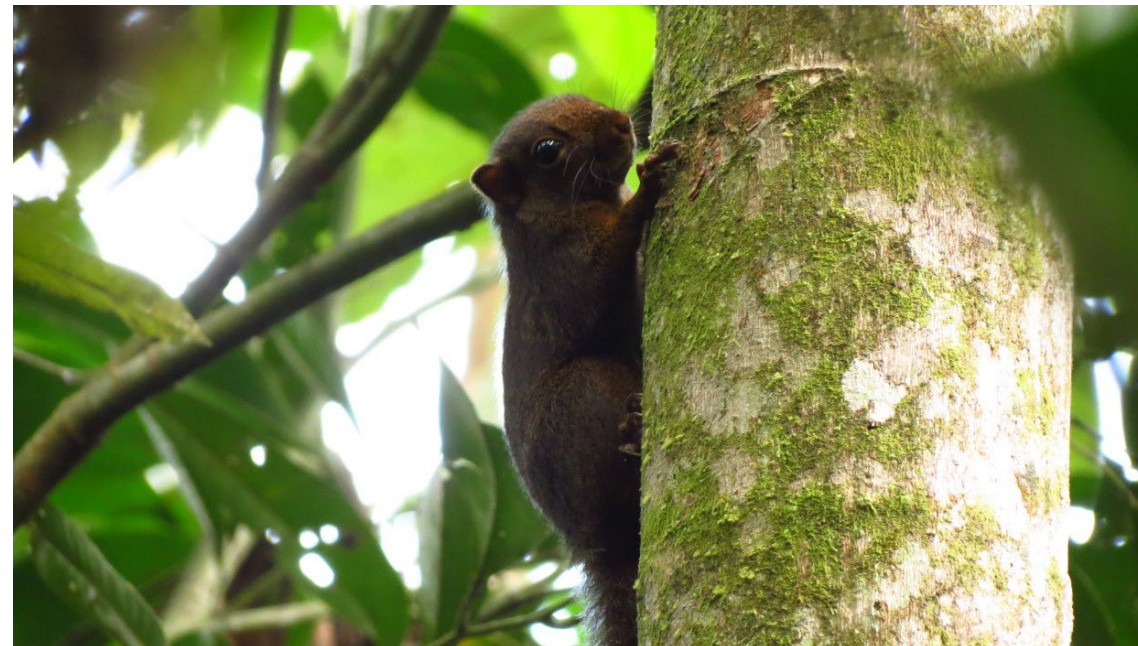
VASCULAR  
PLANTS

**235**

ENDEMIC  
PLANTS







## REDUCING EMISSIONS FROM DEFORESTATION AND FOREST DEGRADATION (REDD+)

Ecuador is among the first countries to implement a REDD+ mechanism to reduce emissions from deforestation and forest degradation. First launched in 2009, and advanced with the issuance of Ecuador's REDD+ Action Plan: Forests for Good Living 2016 - 2025.

74% of the Ecuador's forests are located in the country's Amazonian Region, which covers 120.000 km<sup>2</sup>. Throughout this area, 11 Indigenous nationalities can be found, as well as 8% of all animal species and 10% of all flora. For this reason, Ecuador has been nominated one of the 17 megadiverse countries in the world.

## ¿WHAT IS SUSTAINABLE AND DEFORESTATION-FREE PRODUCTION?

To protect the forests and take advantage of their natural resources, Ecuador defines **"SUSTAINABLE AND DEFORESTATION-FREE PRODUCTION"** as the one that obtains food in a stable, healthy, economically viable, socially acceptable, environmentally harmonious way, while preserving the productive potential of the landscape's natural resources. It guarantees that along its production process there have been no deforestation activities, considering a single base year.



## SUSTAINABLE AND DEFORESTATION-FREE PRODUCTION IN ECUADOR'S AMAZONIAN REGION

Ecuadorian governmental authorities of agricultural and environmental institutions through Proamazonia with the support of United Nations Development (UNDP) encourage the transition on towards sustainable and deforestation-free production along three stages of the coffee value chain: primary production, collection and processing and selling.

### *LAVAZZA appreciates Ecuadorian sustainable and high-quality coffee*

In 2019, Lavazza and Ecuador's Ministries of Agriculture and Environment, with the support of UNDP, partnered to promote sustainable coffee production and commercialization of the first ever certified deforestation-free coffee. Lavazza's 'A Cup of Learning' program allows coffee experts to work side-by-side with the government officials and local producers. In 2021, the first three workshops focused strengthening coffee production capacities, becoming one of the first virtual coffee cup training ever. Coffee samples were transferred between Italy and Ecuador for simultaneous assessment via three digitally connected hands-on workshops. This unique knowledge exchange experience responded to partner needs and current mobility barriers.

In 2021, Ecuador started the development and implementation of its national certification of deforestation-free production, which provided the necessary bases to promote a commercial agreement between Lavazza and Amazonian coffee organization

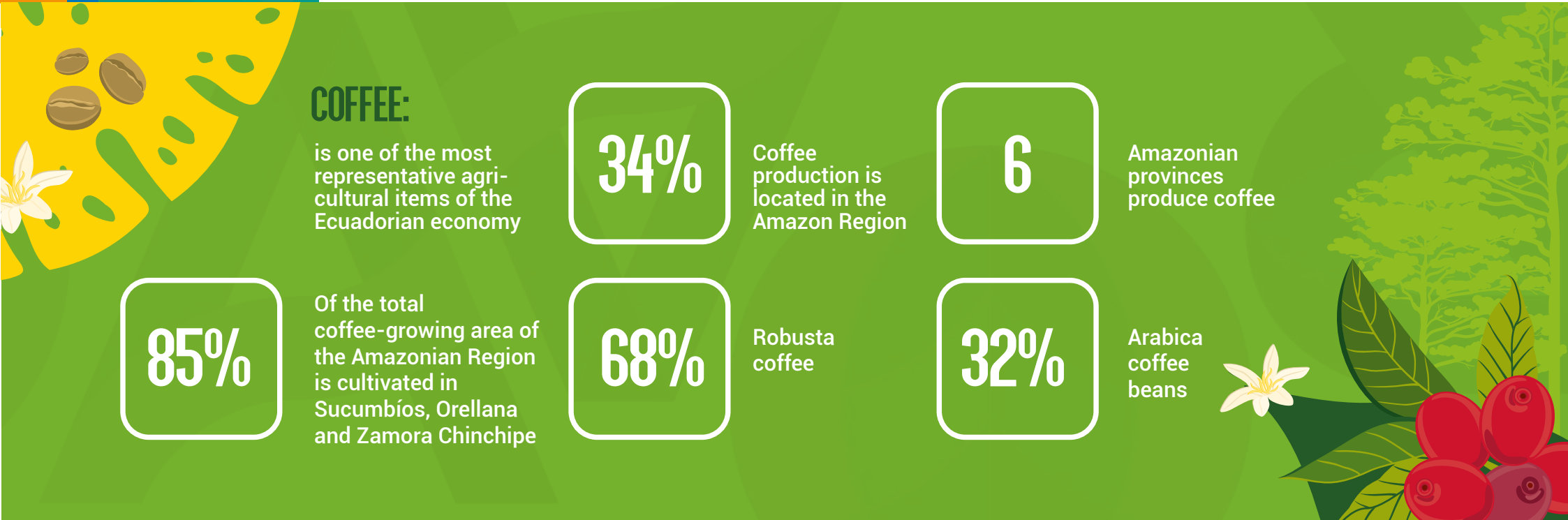
FAPECAFES. As a result, the first shipment of 17 MT of deforestation-free coffee has been agreed and signed and expected to be delivered on the first semester of 2022. Lavazza has also committed to continue the strengthening of coffee producers and has invited a delegation of producers and government authorities to visit Lavazza Headquarters and participate in the second set of workshops.

The partnership with Lavazza offers a good example of how a collective interest in conserving and protecting forests can serve as a basis for public-private partnership to advance integrative models for the productive sector, providing the bases for other European companies to follow.

**Note: Lavazza will buy Ecuador a container of 69 kilos of Arabica sustainable Amazonian coffee. This will benefit over 400 producers. The export process will be carried out through FAPECAFES, an organization that is made up of six Associations of Small Coffee Growers from the southern region of Ecuador that are part of the deforestation and traceability monitoring pilot promoted by PROAmazonia.**







In the Southern Ecuadorian Amazon, the cooperative commercialization process developed by the Regional Association Federation of Small Organic Coffee Growers of the South (FAPECAFES), has motivated exploration of new market opportunities that require production of a greater volume of high quality, organic coffee that is fair-trade certified, sustainable, and deforestation free.



## FAPECAFÉS

The FAPECAFES Federation is a cooperative enterprise constituted by over 1.800 growers of six organizations: Agro-Artisan Association of Mountain Coffee Growers of Puyando (PROCAP), Agricultural Production Association Marcabelí Cafetalero (ASOPROAMARCA), Coffee Growers Association of the South-east of the Province of Loja (PROCAFEQ), Agro-Artisan Association of Ecological Producers from Palanda and Chinchipe (APECAP), Organic Coffee Producers Association of the Mayo River Basin (ACRIM), Agro-artisan Association of Ecological Specialty Coffee Producers of Loja Canton (APECAEL).

All the associations have similar organizational structures. They are constituted by base groups, whose goal is to produce quality coffee. Each association is represented at the Board of Directors, who, along with the Federation Manager, take decisions on exportation contracts, price-setting, cropping development in each zone, etc.

Through its administrative team, the Federation is in charge of developing the complete coffee reception process in different zones, as well as preparing coffee for export, shipping, contract negotiation, price-setting, invoicing payment to each association, among others. sells charging follow up.

### Characteristics of green arabica coffee:

- Specialty highland coffees
- Different origins and/or blends from the south of Ecuador
- With over 80-point scores





FAPECAFÉS' traded volume evolution:

PRODUCT	2018	2019	2020	2021	2022 PROJECTION
Green arabica coffee (bags of 69kg)	3.789	4.868	5.384	5.839	6.260
Robusta green coffee (bags of 69kg)	275	329	369	395	428
Total	4.064	5.197	5.753	6.234	6.688

Markets: Fapecafés exports to USA, CANADA, EUROPE, FRANCE, GREECE, SWITZERLAND

Two FAPECAFÉS' organizations, **APECAP** and **ACRIM**, located in the province of Zamora Chinchipe, have benefitted from PROAmazonía's technical assistance, with the aim of strengthening their sustainable production capacities. Thus, twelve field Schools have been enabled with a group of 223 beneficiaries, who received training in productive, environmental, trading and cooperation issues.

Additionally, To maintain the quality of the coffee and improve its processing, the post-harvesting infrastructure was enhanced for both organizations.

APECAP and ACRIM are also included as part of the deforestation-free production pilot tracking, which includes the use of a technological tool with QFIELD application, through the use of cellular phones to map each producer land perimeter. Tracking of

forest preservation is conducted through free-access and wide-diffusion remote sensor technologies, such as the one provided by Global Forest Watch.



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Fapecafes

Sustainable Amazonian coffee supply:

	APECAP	ACRIM
GEOREFERENCED FARMS	164 farms	191 farms
PRODUCERS	202	191
TOTAL FARM HA.	2,670	2,701
TOTAL COFFEE HA.	367	477.5
NATIVE FOREST HA. (2018 MAATE)	1,652.38	470
GOLDEN ARABICA COFFEE ANNUAL PRODUCTION SUPPLY	6,588 bags of 69kg	3,953 bags of 69kg
HARVEST	May - Oct	Apr - Sept

Certifications: FAPECAFÉS keeps fair-trade group certifications (FLO, Small producer seal; SPP, which covers its base organizations; BCS organic certification to its processing plant.)





# ACRIM “AGRICULTURAL ORGANIC PRODUCER ASSOCIATION OF THE MAYO RIVER BASIN”

PRODUCERS:

191  
PARTNERS

63  
WOMEN

128  
MEN

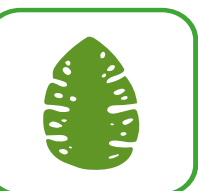
LAND USE:

2.701  
TOTAL  
FARM HA

477  
COFFEE  
HA

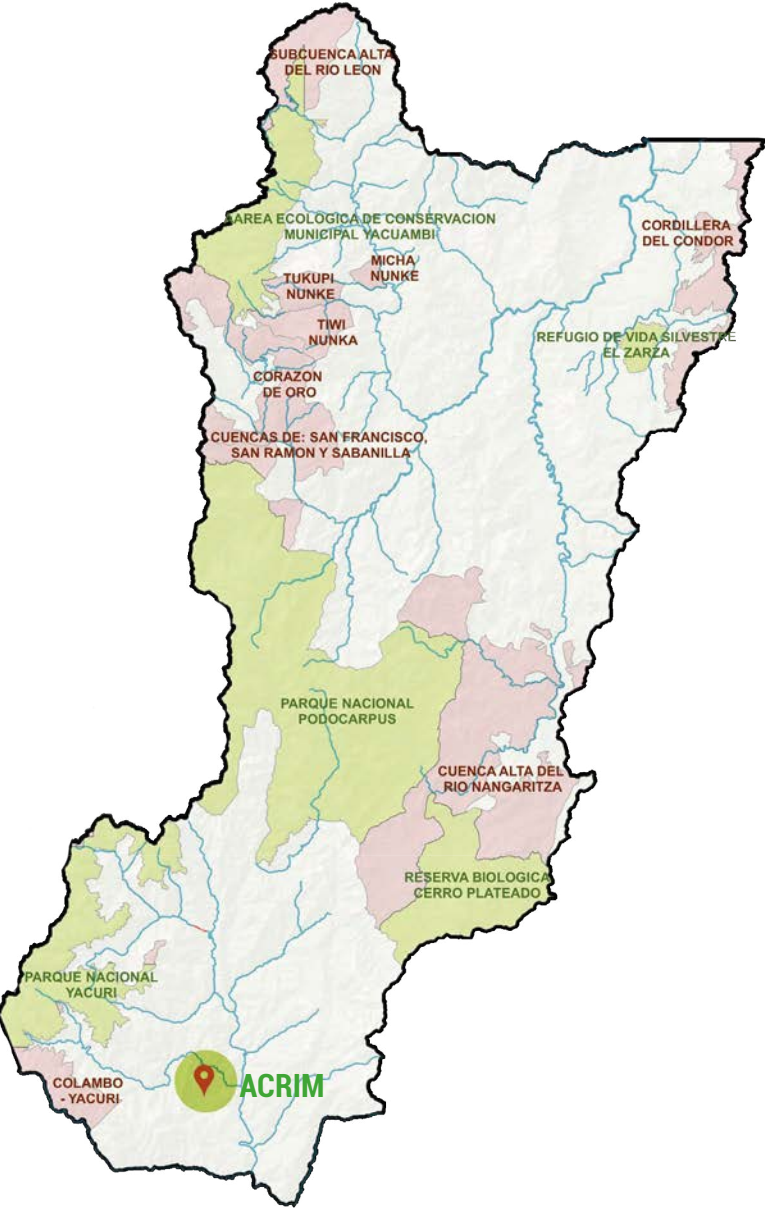
470  
NATIVE  
FOREST HA

IMPORTANT:



ORGANIC  
PRODUCTION

Bananas and yucca are cultivated in the same land, as it is a combined agroforestry system.



## ACRIM coffee flavour profile description

TASTER NOTES:

**83 points:** Clean coffee, with panela, nuts, dried fruits and almond notes.

**84 points:** High acidity coffee, citric, orange, fruity saboa, chocolate, mulberries, raisins notes.

**86 + points:** Coffee with floral, jasmine, peach notes, brilliant acidity, lasting residual aftertaste.

**Certifications:** ACRIM has fair-trade certifications (FLO, for small producers and SPP through FAPECAFÉS). Moreover, they have a USA organic certification (USDA Organic) and for the European Union, KIWA; Good Agricultural practice BPA and in the process of getting BPA+ deforestation-free certification.

ACRIM is an Artisan Agricultural Association that is located in the city of Zumba, on the south of the province of Zamora Chinchipe, on the border between Ecuador and Peru.



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- ACRIM

Coffee varieties grown:	
Typical	25%
Bourbon	24%
Caturra and others	20%



# APECAP “AGROARTISAN ASSOCIATION OF ECOLOGICAL COFFEE PRODUCERS FROM PALANDA CANTON”

PRODUCERS:

202

PARTNERS

33

WOMEN

169

MEN

USO DEL SUELO:



2.670

TOTAL FARM HA


367

COFFE HA

1.652

NATIVE FOREST HA

IMPORTANT:



They were awarded with the First Price in the Golden Cup event in 2015.








## APECAP coffee flavour profile description

TASTER NOTES:

Overall, in terms of cup quality we can say that they have chocolate, floral, caramel, vanilla, red berries, orange peel, and panela flavor. Medium high acidity, medium body, residual duration. We can find batches with cup scores from 82 to 89 points in the SCAA tasting format given that the production zones have ideal weather and temperatures for the production of high-quality coffees.



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-  Apecap

Variedades de café cultivadas:

Typica	35%
Bourbom	10%
Caturra	15%
Castilla	20%
Híbrido F1	10%
Catimoro	10%

APECAP It is located in the Palanda canton of the Zamora Chinchipe province. APECAP was constituted in 2002.



PRODUCTION  
THE **Planet**  
**needs:**  
WITH UNIQUE  
FLAVORS





The policy Ecuadorian REDD+ links efforts to reduce deforestation with the agendas and policies priorities of the economic sectors of the country. Also, promotes sustainable and integrated management of natural resources, contributing to the eradication of poverty and the sustainable human development.



[www.proamazonia.org](http://www.proamazonia.org) | [www.ambiente.gob.ec](http://www.ambiente.gob.ec) | [www.agricultura.gob.ec](http://www.agricultura.gob.ec)

**PROAmazonía**



Ministerio del Ambiente,  
Agua y Transición  
Ecológica

Ministerio de  
Agricultura  
y Ganadería

