

Incentivizing Coffee Farm Renovation & Rehabilitation (R&R)

Sustaining coffee in light of climate variability, aging trees and farmers, and volatile markets will require new collaborations that effectively scale up individual efforts. The [Sustainable Coffee Challenge](#), together with partners of the [R&R Collective Action Network](#) are working to accelerate the responsible renovation and rehabilitation of coffee farms by sharing experiences, incorporating best practices and coordinating efforts and resources, making it possible for every coffee farmer to undertake these efforts as a regular part of doing business.

Renovation & Rehabilitation – where farmers prune and stump, or replant unproductive trees – are important practices that can counteract the chronic challenges farmers face across the region. These techniques can bolster the longevity and productivity of the coffee sectors without expanding the crops’ footprint into forest ecosystems. However, farmers frequently implement these practices sub-optimally, either by not using best practices, or by not doing so at the recommended pace or scale.

Testing R&R Funding Models

Farm level investment decisions are highly complex and personal given individual needs and preferences, which can create challenges for farmers and investors alike who are considering investing in R&R. As part of the USDA funded [MOCCA](#) project, [Conservation International](#) is developing and testing funding models that incentivize the uptake of R&R, **by de-risking operations and offering performance-based recognition**. Models will also incorporate social and environmental provisions that ensure the viability for farmers who are undertaking R&R, and that native trees and intact forests are conserved as coffee trees are renovated. Ultimately these innovative models will serve as learnings for the R&R Collective Action Network which can be utilized beyond the life of MOCCA to support the efficient & effective scaling of coffee farm R&R.

Maximizing Opportunities for Coffee and Cacao in the Americas ([MOCCA](#)) is a five-year initiative funded by the U.S. Department of Agriculture and implemented by a consortium led by [TechnoServe](#).

Across six countries in Central America & the Andean Region, MOCCA will strengthen farmers’ capacity to carryout crop renovation & rehabilitation by improving their technical know-how, increasing their access to the resources needed to implement and maintain their improvements, and integrating them into markets that reward their efforts with higher returns.



Interested in applying for financing?

If your organization – or a partner organization – is in Peru and interested in applying for a loan to conduct crop renovation or rehabilitation, please complete the attached application form (or [download it here](#)) and send it to scc@conservation.org by **October 30th** for consideration.

Given the intention to develop innovative models that stimulate the uptake of renovation or rehabilitation, financing terms will include incentives related to the costs or repayment period of loans.

We are specifically interested in partnerships with farmers, businesses, or organizations that:



- Are related to the coffee business and interested in promoting crop renovation or rehabilitation in Peru;
- Have technical knowledge of how to conduct R&R, or of the services and products that accompany it;
- Have experience with receiving, managing and repaying loans;
- Have a strong project idea that can be repaid within a maximum of five years;
- Work in areas that are located in a region that is projected to be [suitable](#) for coffee production into the future.

Applications will be reviewed by Conservation International & TechnoServe in early November. All concepts that have been short-listed will be contacted by Conservation International by **November 15th** for a follow-up discussion.

For any immediate questions on the application form or the broader request, please contact:

Raina Lang at rlang@conservation.org and **Ana Lopez** at alopez@conservation.org.

