

Looking beyond the farm fence



Collaboration among business, government and civil society organisations will enhance ecosystem conservation efforts within specific landscapes of the Cerrado biome of Brazil

IUCN and business partner Nespresso joined with IPÊ (Instituto de Pesquisas Ecológicas/the Institute for Ecological Research), an IUCN NGO member, to host a workshop in late 2013 on threats to ecosystem services in the Cerrado biome of Brazil. The workshop, which was held in Uberlandia in the Brazilian state of Minas Gerais, brought together coffee farmers, businesses, a government agency and several NGOs actively working on ecosystem issues in the region to better understand common threats to water and soil ecosystem services (defined as benefits people obtain from ecosystems), and to identify potential opportunities for

future action to address these threats. Before the workshop, IPÊ conducted an initial analysis that identified water and soil ecosystem services as the most important and threatened ecosystem services in the coffee-producing region of the Cerrado.

Based on this analysis IPÊ recommended the establishment of a participative cross-sector consortium to develop a regional sustainable land-use and restoration plan that balances socio-economic benefits with the maintenance of ecosystem services and biodiversity conservation. According to Eduardo Ditt, Executive Secretary of

IPÊ, this recommendation was strongly supported by the workshop participants.

As a starting point, workshop participants agreed that the proposed platform should focus on information exchange and capacity building in three main areas:

1. effective placement of conservation set-asides for the Brazilian Forest Code
2. design of Environmental Management Plans to consider the landscape context, and
3. applicability of existing government schemes on Payments for Ecosystem Services.

Edson Guerrero, technical coordinator of Cooxupé, a Brazilian coffee cooperative, noted that this collaborative platform would benefit his organisation's member farmers with improved socio-economic and environmental outcomes, both on their farms and in the surrounding landscape.

Nespresso has been working with IUCN since 2012 to analyse the ecosystem services that its coffee supply chains depend on and impact upon. In 2013, this analysis focused on the current conditions and future trends for ecosystem services that are important for their coffee supply chains in Minas Gerais. This region, which is of particular strategic importance for the company, is undergoing significant ecosystem changes, especially in relation to water scarcity and climate change impacts. By looking beyond its direct sphere of influence, the company is seeking to transform its operational processes at the farm level so that they have positive impacts at a landscape level.

“Nespresso recognises that we must consider sustainability issues beyond the fences of our supplying coffee farms, because unsustainable land-use practices around these farms can jeopardise the sustainable practices that we actively promote within these farms through our AAA Sustainable Quality programme.”

-- Mr. Guilherme Amado
Green Coffee Project Manager
Nespresso Brazil



Workshop participants at a coffee plantation
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For more information:

- [Nespresso IUCN Collaboration web page](#)
- [Nespresso AAA Sustainable Quality programme web page](#)
- Deviah.Aiama@iucn.org