



Reach Out Programme on Certified Coffee for Profitability and Sustainability for Coffee Growers of Kodagu District



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As a part of Capacity Building Programme of the Coffee Board, a Reach-Out training programme on “Certified Coffee for Profitability and Sustainability in the Coffee Sector” for Self-Help Groups and Coffee growers of Kodagu district was organised in collaboration with Indian Institute of Plantation Management (IIPM), Bangalore at Planters Club, Madapura, Madikeri taluk on 20th and 21st March 2014 and at Krishi Vigyan Kendra, Gonikoppal, Virajpet taluk on 24th and 25th March 2014. These locations were chosen mainly because few producer-based voluntary certifications such as Fairtrade, Organic, UtzKapeh, 4C, Rainforest Alliance and Bird-friendly Coffee are being adopted in these regions and there was a need to educate more number of growers about the benefits of Certified Coffee and share the experiences of the growers who have already done the certification of their estates.

Presently, Coffee certification is being adopted by a few large growers in Kodagu region. Therefore, the programme was conducted mainly to create more awareness among coffee growers particularly small growers about the types and scope of voluntary coffee certification and verification schemes. Gonikoppal is predominantly a Robusta growing area and Madapura is predominantly Arabica growing area with a large presence of small growers.

Nineteen participants at Gonikoppal and 20 participants at Madapura, representing Self Help Groups and coffee growers from that area actively participated in the programme. The Deputy Director (E), Coffee Board, Madikeri co-ordinated both the programmes with IIPM. Mr. K.Narendran, Faculty member, IIPM and a representative of Utz certified addressed the growers.

The specific themes included in the training programmes were Certified Coffee for Profitability and Sustainability, Utz Certified and

Rainforest Alliance Certification, 4C, Bird Friendly Coffee Certification, Organic Certification and planning for obtaining and maintaining certification.

The participants at both the locations expressed that the two days programme was very useful to the planting community and suggested to organize more number of such programmes at village level so that large number of growers can be educated about the importance and the benefits of Coffee Certification. Further, the participation of growers who had already adopted certification in their estates was helpful as they shared their experiences with other participants.

Compiled by:
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