

Café, Cacao y Vino



Empowering women in the international coffee industry



Who is Turm Kaffee?

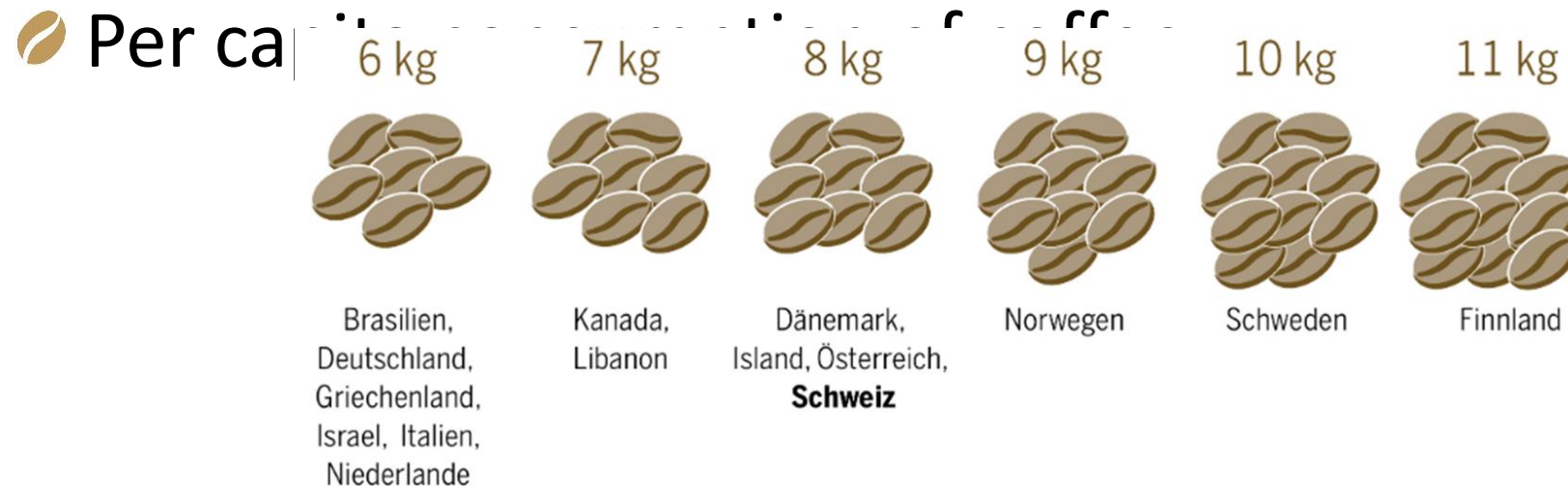


- The oldest coffee roaster in Switzerland
- A family owned business
- Roaster of the Year 2020
- The reference brand for high quality coffee culture
- Strong subsidiary in Germany
- Modern online presence in CH and DE



Some facts

- Worldwide production expected at 169.3 million bags
- Worldwide consumption about 168.4 million bags
- Yearly growth between 1.5 to 3%, this year due to Covid-19 +0.3%



* provisorische Daten

Grafik kmh / Quelle: EZV, Procafé

Development of coffee prices

ICO composite indicator daily prices



eco-label certified coffee

- 3 different main categories of eco-labels
 - forest coffee certification
 - fair trade certification
 - organic certification
- Trade not Aid
- Market share of eco-label certified coffees is only 25%



eco-label certified coffee

- Focus on farmers, forests, birds, biodiversity, chemical input and not on the quality
- Confusion with all the different labels
- Low transparency and few information
- A lack of gender equality



International Women's Coffee Alliance

- The International Women's Coffee Alliance (IWCA) leads women's empowerment in the international coffee industry by supporting a global network of independent, self-organized, self-governing, organizations, called Chapters.
- Turm Kaffee is the first sustaining Partner of IWCA in Switzerland



Women in coffee

- ☪ The empowerment of women is versatile in agricultural technics, farm management, cupping coffee, health and nutrition, family income and planning and domestic violence.
- ☪ 25 chapter organizations work



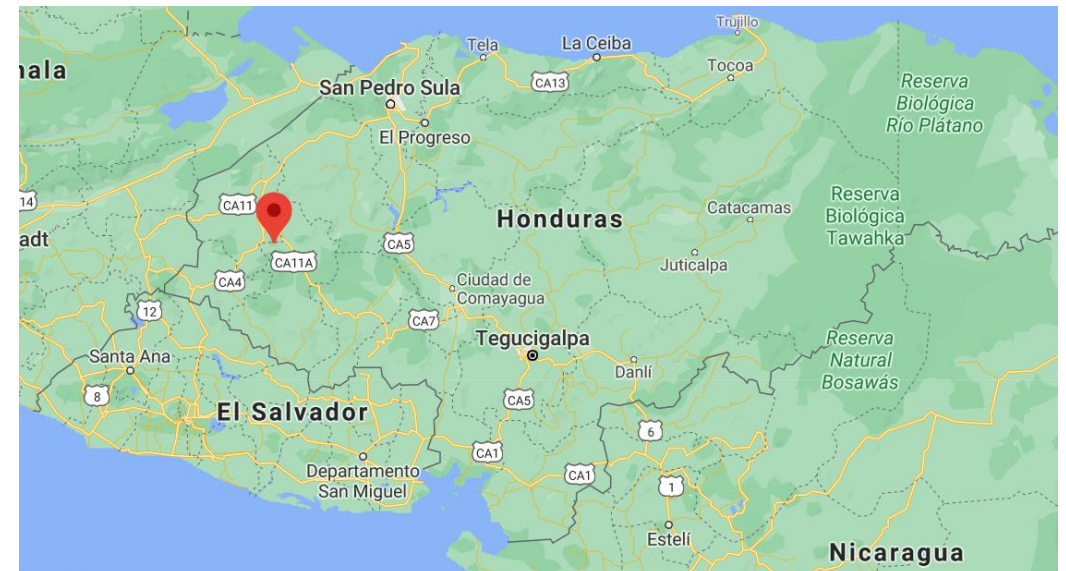
IWCA - Chapter Honduras

☕ Producers:

- Ercely Arita Caballero
- Daysi Yolanda Garcia
- Francisca Gómez
- Maria Paz Gómez
- María Marcos Gómez
- Delmy Xiomara Lara
- Alba Luz Melgar
- Maria Rosario Medina

☕ Size of fincas 0.7ha up to 3.5 ha

☕ Located in the department of Lempira around the village of Talgua



IWCA – Chapter Honduras



Alba Luz Melgar



Maria Marcos Gomez



Francisca Gomez

IWCA – Chapter Honduras

- ☉ Strictly High grown Arabica beans
Varieties: Parainema, IHACAFE 90,
Lempira

- ☉ Sustainability
 - living wages
 - no child labor
 - biodiversity
 - water management



IWCA - Transparency



Sun-dried coffee in parchment

IWCA - Transparency



coffee tasting facility



Warehouse INAGINSA – dry mill



Transparency

- Contract price CHF 5.– / 1 kg
- farm-gate-price \$ 1.70 / 1 lb.

Herkunft	Produzenten	Importeur	FOB/lbs	farm-gate-price	Turm Kaffee Einkaufspreis	Menge
Honduras Talgua, Lempira	8 Kaffee-Bäuerinnen aus dem IWCA Chapter Honduras	Walter Matter S.A. Genf	1.90\$	1.70\$ / lb.	CHF 5.00 / kg	690 kg

- Farmer break-even \$ 1.20/ 1 lb.



Honduras - Alianza de Mujeres



Thank you Gracias

