



JAMAICAN WOMEN IN COFFEE

# ANNUAL REPORT

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# MISSION, VISION AND OBJECTIVES

## MISSION

Empowering, encouraging and recognizing women's participation in all segments of the coffee industry.

## VISION

To connect, empower & impact women in the Jamaican coffee industry.

We achieve our Vision and Mission through:

- Providing a vehicle for channelling resources to affiliated coffee communities.
- Providing a meeting point for women to network, share their experience, deliberate over issues of mutual interest.
- Providing a platform for women to develop their leadership and entrepreneurial skills.
- Providing a channel to market women's coffees.

## General Objectives

- A. Improve Jamaican coffee quality sourced from women producers to meet international standards.
- B. Improve access to the local & international market for member coffees.

## Objectives.

### General objectives (A)

- Establish IWCA Jamaica as experts in quality control
- Provide women's voice and vote in policy formation decisions in the coffee sector.
- Provide tools for the associate members to create leaders in Jamaica's coffee sector.
- Collect data around women participants throughout the coffee value chain.

## General objectives (B)

- Create alliances with similar organizations in other countries to form an international network.
- Propose a commercialization strategy that recognizes and values the participation of women in Jamaica's coffee sector.
- Promote the IWCA Jamaica's participation in international expos & conferences.
- Create promotional materials (brochures, deck, social media).



# MESSAGE FROM THE PRESIDENT



Photo: President of the Board, Andrea Johnson

The past two years as President have been a wonderfully wild ride to say the least. As I write this, we are heading into the second year of an unprecedented global crisis unlike one most of us have ever seen. Our collective resilience is being tested like never before. Yet through it all we must persevere and we have! We have been blessed with a team of the founding board members of JAWiC who are passionate about gender equality & visioning a better Jamaica. They have given their time & talents, selflessly to ensure the foundation of JAWiC endures for many years. Their achievements in our short tenure have been many. Two of which I'm extremely proud of is the publishing of our Field Survey Report & the launch of our project Higher Ground along with CQI & IWCA Global. Both are ground-breaking in their own ways. The Field Survey Initiative: Pilot Project Report 2020, tells the story of our women coffee farmers: their challenges, hopes & dreams. To plot where we must go, we have to understand where we are coming from. More importantly we have data that has never been presented before, previously the untold story of Jamaican women coffee farmers. The survey found women lack support overall — education and training, leadership development, infrastructure, finance, and market connections. We hope to help level the playing field for these women and their families. JAWiC decided to take things into our own hands by collaborating on the multi-year project with the Coffee Quality Institute CQI, Higher Ground, focused on supporting sustainable farming practices, coffee quality improvements, business and marketing skills, and leadership capacity building. I've been honoured to support and serve our women in coffee, and I'm so excited to see what the next few years will bring! We are only limited by our imagination.

**Andrea Johnson - President**



# STRATEGIC HIGHLIGHTS

- Over the past two years the Jamaican Women in Coffee, have been setting the foundation required to achieve our overall goals and objectives. We have secured partnerships with numerous global coffee industry leaders along with local regulatory and statutory bodies.
- We have formed partnerships and brought awareness of our intentions with agencies the Jamaica Coffee Growers Association, Ministry of Agriculture, JAMPRO and the Jamaica Agricultural Commodities Regulatory Authority.
- A pilot study was carried out which focused specifically on women producers as they are most vulnerable. Our next steps focus on the wider coffee community.
- Our intention to launch our membership drive was halted due to COVID. However, we are moving forward to ensure our beneficiaries are identified and represented in short order.



Photo: Members of JAWiC Board with team members from SATAKE, USA.

# ACTIVITIES 2019-2020

## OVERVIEW

To achieve our objectives, we coined five initiatives which are all intended to provide solutions to the challenges women face in the Jamaican coffee industry. Our first initiative; Field Survey, is led by our Treasurer Dr. Anne-Teresa Birthright, this initiative seeks to ensure we identify all our potential beneficiaries through an ongoing extensive data collection project, Secondly, our Quality Initiative led by Marshalee Valentine intends to improve production quality through capacity building, training and mentorship. The Sustainability initiative – led by Jhannel Tomlinson, will provide the support needed to ensure the coffee industry is prepared for climate change additionally, the Marketing Initiative led by our President Andrea Johnson, will assist our women in building a global network of potential buyers. Lastly, our Leadership initiative led by our Board member at large Joan Hutchinson, will ensure the women are granted the power of a collective voice, creating leaders and policy shapers within the coffee growing communities.



In 2019 we achieved many items on our strategic plan within our proposed timeline. We developed a survey and database of women engaged in coffee production by collaborating with CIB/JACRA and Processors to collect data. Additionally, we attended World of Coffee in Berlin & presented info about our survey & org at International Coffee Week in Brazil. We Identified advocates, international strategic partners such as UN Women, ICO, Intelligentsia and Crown Coffee, & channel of communication within local and global agencies. We created marketing materials and launched our website and social media. We also formed partnerships with EAB and LeapCo, orgs who support social entrepreneurship.

The year of 2020 posed a myriad of challenges with the onset of the COVID-19 pandemic. We were poised to launch the organization to the public and begin the membership drive during the Jamaican Coffee festival on March 22, 2020; however, due to the outbreak it was postponed along with a potential speaking engagement secures at Speciality Coffee Association in April, 2020 - which was also cancelled. However once social distancing guidelines are loosened, we will continue our membership drive and begin to implement our 5 initiatives. We have begun what we hope to be a very fruitful relationship with Coffee Quality Institute, who has helped devise a project plan to further support our goals of improving the quality of women's coffee in Jamaica and allowing them access to their own processing facility. We also plan to continue our survey at large and begin climate adaptive trainings designed by our board.



Photo: From Far left Jhannel Tomlinson - Secretary and Sustainability Initiative Lead, Andrea Johnson- President and Marketing Initiative Lead, Farmer, Quanetta McNeal- Volunteer, Joan Hutchinson- Board Member at Large and Leadership Initiative Lead

## PARTNERSHIPS AND MARKETING

Our content creation specialist and website developer, Jen Zariat, developed and launched



the chapter's official website and social media pages. We have also created our official logos and marketing material under our local brand, JAWIC- Jamaican Women in Coffee.

In 2019, we were selected under the Leap Company's mentorship program, the chapter has successfully had two meetings with the Co-Founder, one of Jamaica's experts in the social enterprise movement, Saffrey Brown, who assisted in creating our road map for the short and long term and has also been helpful in guiding our marketing strategy.

Intelligentsia Coffee has expressed an interest in working with our women in coffee to improve overall quality. The company has also expressed interest in site visits to have one on one experiences with our farmers.

A major highlight of 2020 was the announcement of partnership on International Coffee Day, between JAWic and Coffee Quality Institute for the launch of our Quality Initiative: Higher Ground. This project seeks to close the knowledge gap that exists amongst the women coffee producers in Jamaica, to ensure they are familiar with the common international coffee language, along with ensuring they are aware of the value (sensory or monetary) of their own coffee. Outputs from this initiative will be a gap assessment, training in coffee processing, cupping and value chain. This new knowledge will empower the women's collective with the aim of improving the quality of coffee produced.

## ACTIVITIES

During the first quarter of 2019 the chapter actively pursued opportunities that were considered critical in increasing visibility and building capacity of the organization. The UN WIN-WIN- "Gender Equality means Good Business" programme which was a joint effort between UN Women and the ILO; aimed to promote economic empowerment of women through an acknowledgement of their contribution as beneficiaries and contributors to growth and development. The Regional Coordination team of the Win-Win Programme selected three countries - Jamaica, Costa Rica and Brazil as beneficiaries. The result of

this partnership was funding for chapter President, Andrea Johnson, to attend the World of Coffee Event held from the 6th to the 8th of June in Berlin. The event featured over three hundred exhibitors, showcasing the best blends from across the world and had over 10,000 attendees. The presence of IWCA Jamaica at the event, signalled the increasing involvement of Jamaican women as global ambassadors in the coffee arena as our president was able to forge some potential collaborations with some of the companies present at the conference.

The Blue Mountain Coffee Festival, dubbed the Caribbean's premiere coffee festival, was attended by some of our board members in 2019, who provided insight on IWCA as a social enterprise geared towards supporting women in coffee and were able to garner interest and connect with some potential members. Additionally, we were in attendance to represent the organization at the staging of "Women in Agriculture" in June 2019.

The year 2019 ended with great hope, as UN Women under the WIN-WIN Programme supported the participation of our President and Vice President in the Semana Internacional do Cafe (SIC) event in Belo Horizonte, Brazil. Our president, Andrea, spoke on a panel and the title of her talk was "Brewing Hope: The Untold Story of Jamaican Women



President of the Board, Andrea Johnson and Board Member at Large Lauren LeFranc, representing JAWiC at the World of Coffee event held in Berlin 2019.



PHOTO: President and Vice President of the Board.

Coffee Farmers”. During the IWCA Regional Summit, our Vice President, Marshalee, was also invited to speak on her experiences working in the Jamaican coffee industry as well as the future plans for JAWIC. The IWCA Chapter Leadership meeting provided a platform for regional leaders from Jamaica, Peru, Costa Rica and Brazil to convene and share their thoughts on how to interact with IWCA Global and share their unique experiences.

In February 2020, the President and Vice-President were featured on a local television feature which allowed us to raise awareness amongst the local population and Diaspora about the organization’s goals and objectives. Additionally, this served as a platform for us to announce the launch membership drive and announce our Community Brunch and Fund Raiser event at the Blue Mountain Coffee Festival in March 2020. Unfortunately, this was postponed due to the Covid-19 pandemic.

Notwithstanding this, we continued to push forward despite the challenges the pandemic. Our pilot Field Survey report was compiled and published by our Board Treasurer and Field Survey Initiative Lead, Dr. Birthwright, who highlighted the key findings emerging from the pilot study undertaken. Dr. Birthwright also participated in the online edition of the 2020 Specialty



Coffee Symposium as a Re: Co Fellow. Additional opportunities for participating in coffee conversations during the pandemic continued with our President participating as speaker in Coffee Fest 2020 and UN Women Win-Win sponsored, IWCA Brazil panel discussion, alongside Board Secretary, Jhannel Tomlinson. This has helped us to strengthen our knowledge base and capacity to be of service to the women in the coffee community during the down time.

## Data Collection and Trainings

In 2019, we acquired 10 free licenses through the Salesforce.org's Power of Us programme and will use Salesforce to manage the database. This platform was used to assist us in our initial pilot survey, where Sixty-seven women farmers from the parishes of St Andrew, St Thomas and Portland were surveyed. This information has been useful in helping us to understand the experiences of our female farmers, the socio-economic and environmental factors having an impact on their livelihoods, as well as the opportunities that exist for improving on the current state of affairs; summarized in our pilot survey report mentioned above.



Photo: Coffee Farmer, Emiline Willis with Board Member at Large, Joan Hutchinson during field survey exercise

## CONCLUSION

In our drive to improve empower the women of the coffee industry. We will continue to engage in activities aimed at improving their quality of life. Under the Quality Initiative: Higher Ground with CQI we have started to provide capacity building opportunities for women across coffee growing areas of the Blue Mountain. The Field Survey initiative will also be executed under this project as it will stand as our baseline study. We will continue to seek funding to execute this project to success.

This initial capacity building exercise resulted in the interest of potential partners such as ITC and Coffee publication magazines. Efforts are also being made to fund the Sustainability initiative, A proposal was created by the Board Secretary, with the Assistance of Dr. Sarada Krishnan – Board Member at Large.

Our membership drive has been placed at the forefront of our current activities and we will continue to place all efforts into ensuring our Mission and Goals are achieved.

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**Strong Women = Strong Coffee**

