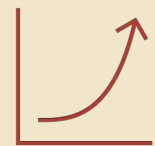


Las Flores del Café Supply Chains

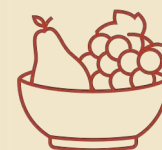
Additionally, we work with 4 more groups comprised of families in Tolima and Caldas, Colombia; Ocotepeque, Honduras; and Amazonas, Peru, encompassing a total of 2,760 beneficiaries. These groups are focused on improving the well-being of families by increasing income through different strategies:



Productivity improvement via production stabilization and improved cultivation practices.



Income diversification through the promotion of other crops.

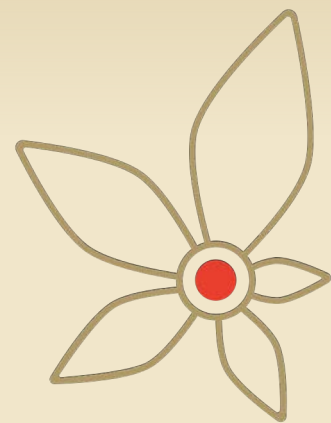


Food security programs that improve family nutrition while generating savings.



Price incentives for quality.





Las Flores del Café Supply Chains

Las Flores del Café is supporting
11 communities and 4,444 people
to achieve family prosperity.

7 women led Las Flores groups, under a national flower name:



LAS ROSAS
Colombia

1 group with 432 women
coffee farmers and their family
members, participated in Las
Rosas in La Plata, Huila,
Colombia.



CANTUTA
Peru

3 groups with 320 women
farmers across three
associations / cooperatives
participated in Las Cantutas
throughout the Amazonas
region of Northern Peru.



HIBISCUS
Honduras

1 group with 66 women
from the western region of
Honduras, Ocotepeque, who
exported their first lot in 2023.



PLUMERIA
Brazil

1 group 114 women farmers
members of a coop.



ROTHECA
Burundi

1 group that includes 752
women farmers



A family-centric approach for prosperity that uplifts women in coffee growing communities

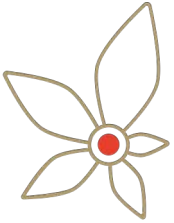
Our project originated in a rural setting, where our technical team consistently noted that prosperous families are often distinguishable by their colorful houses adorned with vibrant flowers. Typically, it is the women of these households who manage them, exemplifying how their energy revitalizes the family and adds vibrancy to the community.

This is how the name of our program, **Las Flores Del Café (The Flowers Of Coffee)**, was born. Flowers symbolize joy, gratitude, and progress. Without flowers, a plant cannot produce fruit, which aligns with the objective of this project: the prosperity of families.

Las Flores del Café aims to achieve prosperity by actively involving women as an integral part of both the family and the community. The original pilot program was launched in Huila, Colombia, in 2016 under the name *Las Rosas*. Since then, the initiative has expanded to Peru, known as *Cantutas*, and Honduras, referred to as *Hibiscus*. In these regions, we prioritize purchasing coffee from women farmers and place a strong emphasis on supporting their empowerment.

Our collaboration with these groups paved the way for the next phase, where the empowerment of women has become a central and overarching focus in all our programs aimed at enhancing economic prosperity. Today we've expanded beyond our initial 7 women-led groups, encompassing an additional 4 groups of coffee-growing families. Our collective focus remains on economic prosperity, achieved through inclusive technical assistance. In this approach, every family member plays a pivotal role in decision-making. This holistic approach addresses multifaceted challenges, including productivity, food security, and overall family income.

This approach has accelerated our ability to achieve impactful results. We've witnessed profound transformations within these families, and our agronomists have become advocates of the belief that the most effective path to achieving our indicators is by harnessing the collective efforts of every family member, ensuring that no one is left behind.



LAS FLORES DEL CAFÉ

To foster family prosperity through the lens of gender equity, Las Flores del Café develops and implements project services guided by three main pillars. These pillars were identified by our flagship women’s group Las Rosas as key areas of opportunities to best support women achieve their dreams.



Impact Strategy

Social Recognition

Living in Harmony

Creating a new social narrative to bring value to the role of women in the household and community, protecting and caring for children, and generating awareness among men regarding gender roles.

Economic Empowerment

The Power of Choice

Enabling women to be decision-makers through financial literacy training, access to financial capital (transparent, self-managed revolving credit funds), and entrepreneurship.

Quality and Productivity

Giving the Best to the World

Providing trainings to women coffee farmers in good agricultural practices and post-harvest processing techniques, ensuring access to technical assistance and resources for farming improvements.



Project Milestones - 2022

The first exchange of women between two countries was made. Las Cantutas from Peru came to Colombia to learn from Las Rosas. The group received training in Las Flores methodologies, but more importantly, both groups inspired one another to continue expanding their work in their respective communities.

Las Rosas is now managing its own coffee purchasing station, ensuring traceability, quality, and fair prices for producers. This marks the inauguration of the first 100% woman-operated station, adorned in pink, and equipped with a dedicated space for breastfeeding and childcare—designed to cater to the needs of women and their children while they engage in coffee transactions.

A group of 5 women producers received training on carbon footprint methodology, using the Cool Farm Tool, and conducted a comprehensive assessment of Las Rosas' supply chain carbon footprint.

200 children have actively engaged in RGC 3E. We are strengthening child protection measures by providing support to schools, which includes environmental awareness initiatives and activities promoting food security.



Sustainable Development Goals

SDG1 – No Poverty

SDG5 – Gender Equality

SDG8 – Decent Work and Economic Growth

SDG10 – Reduced Inequalities

Awards and Recognitions



FINALIST

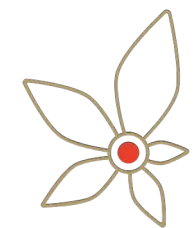
Las Flores del Café was a selected as a finalist for the Specialty Coffee Association's annual Sustainability Awards.



The Colombia Chapter of Las Flores del Café, Las Rosas, was awarded The Global Compact Colombia Recognition 2021 for its contribution to United Nations SDG #5 in the category of women's rural entrepreneurship. The award was presented to Las Rosas as part of the UN's annual recognition of Good Practices in Sustainable Development.



Photo by Lucia Bawot



LAS FLORES DEL CAFÉ

SUSTAINABLE SOURCING MODEL

Social Recognition – Project updates

The constant presence and support of RGC, which includes purchasing the women's coffee and nurturing a spirit of collaboration within their families, has significantly reshaped their perspective of the future. A remarkable shift has occurred, with men now actively pursuing opportunities with their wives within the projects. This transformation is particularly noteworthy, especially in regions like Honduras, where such a scenario would have been unimaginable in the past.



236 people participated in family prosperity and gender perspective trainings.



10 families engaged with a trained clinician and received psychological support.



264 women trained on leadership, assertive communication, gender violence and discrimination.



4 producer women are participating in leadership and decision-making positions.



350 women participated in a summit to share ideas and get inspiration.





Economic Empowerment – Project Updates

Every year, Las Rosas sets its coffee export objectives. Since 2022, they have established their own point of purchase managed by women producers. This development has streamlined coffee volume management, sales planning, and has led to increased visibility and leadership within the region.

Las Rosas has experienced remarkable growth and increased visibility, thanks to the support provided by Las Flores del Café. This progress has enabled them to access resources from coop projects with the government. Consequently, they have advanced their investment plan focused on enhancing postharvest infrastructure.

Four women received awards for their outstanding coffee quality, and their coffee was purchased as high-premium microlots. This not only provided them with extra income but also garnered recognition in the market.

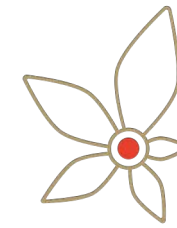
As a fundamental component of economic empowerment, 294 women and 123 youths were trained in financial literacy in Peru, to teach them how to manage household budgets and improve their financial awareness.



The Power of Choice

The Power of Choice

SUSTAINABLE SOURCING MODEL



LAS FLORES DEL CAFÉ

Economic Empowerment – Project Updates



\$114,000 available for credits for women and youth.



Since 2016, **8,878 bags** of women's produced coffee have been exported from Las Rosas.



In 2022, RGC Coffee supported the project by **buying 16,517 bags** with additional premiums.



In 2022, Las Flores families were beneficiaries of investments and cash premiums for a **total amount of USD \$777,203**.



22 housing improvements were made in Las Rosas offering wellbeing to 110 people.



There are **four entrepreneurial projects** in operation : two coffee nurseries, one coffee shop, and one coffee exportation venture.



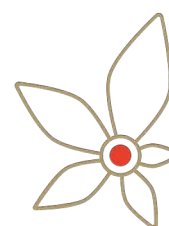
Forty-three families are cultivating food through the implementation of food gardens, resulting in annual savings of **up to \$426 per family**.

RGC COFFEE



Giving the Best to the World

SUSTAINABLE SOURCING MODEL



LAS FLORES DEL CAFÉ

Quality and Productivity – Project Updates



USD \$23,000 was distributed as fertilizer support for new coffee plantations to increase farm productivity.



"We supported the renovation of coffee plantations with **757,900 seedlings**, equivalent to approximately 151.11 new hectares of coffee, contributing to increased family incomes."



8,000 plantain seedlings were planted to support income diversification and quality of soil.



360 producers were trained in diversification income, food security and productivity improvement.



65 women in Peru were trained in quality assessment.



61 sun driers were upgraded in Peru .



44 model farms have implemented improvements tailored to specific needs, encompassing productivity, diversification, and food security.


RGC COFFEE