

# Adopt a Coffee Farm

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A partnership between Figaro Coffee Company and the town of Amadeo, Cavite

# State of the Local Coffee Industry

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- Coffee prices fell in 2001
  - Consumption was greater than production
  - The Philippines was, and still is, a net importer of coffee
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# Figaro Foundation's early efforts

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- Started the “Save the Barako” campaign in 2000
  - Planted trees around Cavite area
  - Two years of planting went to waste
  - Needed a more reliable partner
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# State of Amadeo, Cavite

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- Farmers did not harvest their coffee
  - They were discouraged to continue planting coffee due to low world prices of coffee
  - They failed to pay taxes due to low or no income
  - Amadeo was faced with a lot of idle lands
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# The providential meeting in 2002

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- ❑ Figaro needed a reliable partner to continue Tree Planting campaign
  - ❑ Amadeo needed to encourage their farmers to plant coffee again
  - ❑ Mayor OJ and Mayor “Tik” Ambagan offered their parcel of idle land to the “Save the Barako” Pilot Farm
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# Launch of program in 2003

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- Figaro's Barako Farm became the inspiration for Amadeo's "Adopt-A-Farm" Program
  - Almost 200 hectares of farms were adopted
  - WIN-WIN-WIN formula
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# Adopt-A-Farm video

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# Amadeo launched more activities focused on coffee

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- ❑ Pahimis Festival in 2003
  - ❑ Coffee tours and seminars
  - ❑ Figaro adopted more farms
  - ❑ Nestle gave seedlings for new plantings
  - ❑ East West gave seeds for intercropping
  - ❑ Amadeo provided infrastructure
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# The Birth of Café Amadeo

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- ❑ Mayor OJ pooled all merchants together to create a coffee product under one name
  - ❑ Amadeo put its name on their hometown coffee – Café' Amadeo
  - ❑ Café Amadeo joined all the coffee festivals around the country (malls, government offices, etc)
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# Continuing partnerships

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- ❑ Figaro continues to support all of Amadeo's coffee activities
  - ❑ Amadeo's farmers went back to coffee planting
  - ❑ Coffee prices rose to all-time highs
  - ❑ Café Amadeo is used by Figaro as an example for other LGUs and communities around the country
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# Results

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- ❑ CAVITE is still one of the largest producers of coffee in the Philippines.
  - ❑ Figaro found a home for its pilot farms for Barako and Organic Robusta
  - ❑ Café Amadeo is now a popular value-added product sold here and abroad
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# New Challenges

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- ❑ Due to failure of PCB/Quedancor fertilizer program in 2002, Amadeo decided to promote organic farming
  - ❑ Figaro set up vermicompost farms for organic fertilizer
  - ❑ Farmers can now use organic fertilizers in their farms
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# Success Formula: Private & LGU partnership

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- Sustained interest in coffee farming
  - Openness to new ideas / innovation
  - Political will of the LGU leadership
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# Future Plans

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- Roasting facility for the coffee farmers
  - Wet processing plant
  - Coffee Museum
  - Coffee University
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