

# MEDIA RELEASE



## Walter Matter joins the initiative for coffee&climate (c&c)

The **initiative for coffee&climate (c&c)** welcomes **Walter Matter** as a new member of the growing alliance. With more than 10 years of action, c&c is one of the most robust networks in the coffee sustainability landscape. The private and public partners within c&c are working closely together on the pressing issue of the impact of climate change on coffee production.



**With Walter Matter, an important player from the private sector joins c&c. Rooted in our program regions, Walter Matter is a key link to farmer organizations and beneficiaries.**

**Stefan Ruge**  
c&c Program Manager



The century-old coffee and cocoa beans merchant has always had the well-being of its farming communities at heart. Based on a holistic view, Walter Matter's sustainability approach aims at preserving the environment by adopting sustainable agricultural practices while contributing to social and economic progress. "Welcoming new members gives us the opportunity to extend our pro-active and collaborative cooperation," Ruge elaborates. At a time when the coffee sector faces climate change as a major challenge and threat, close collaboration is key to achieving climate resilient coffee-based livelihoods and establishing healthy coffee landscapes.

c&c members not only benefit from the knowledge generated on climate-smart agriculture, they also work together and contribute their know-how for the continuous development of relevant climate knowledge. The overall goal is more resilient coffee supply chains and ultimately, improving smallholder coffee farming families' livelihoods.



**It is our role to support coffee smallholders and build a more sustainable and resilient coffee value chain together. We strongly believe that partnerships are key to bring long-term solutions to the industry. Joining forces will allow us to mutualize knowledge to deliver the most positive outcome to the communities.**

**Mr. Nicolas Matter**  
CEO of Walter Matter



The initiative for coffee&climate has been implemented by **Hanns R. Neumann Stiftung (HRNS)** since its inception in 2010. c&c is encouraging private companies and public partners to join the initiative. Roasting companies, trading companies and farmer organizations as well as development agencies can become members. NGO's and research institutes are also invited to participate.

**Contact us to learn how you too can become a member.**

## **CONTACT US**

Current c&c members:

- Delta Cafés
- Franck
- J.M. Smucker
- Joh. Johansson Kaffe
- Lavazza Group
- Löffbergs
- Neumann Kaffee Gruppe
- Paulig Coffee
- Sida
- Tchibo
- Tim Hortons
- Walter Matter



## **MEDIA CONTACT**

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## **ABOUT THE INITIATIVE FOR COFFEE&CLIMATE**

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The initiative for coffee&climate (c&c) is a pre-competitive partnership made up of public and private partners, working to support smallholder coffee farming families and their communities to effectively respond to climate change, increase their resilience and improve their livelihoods.

Since its founding in 2010, c&c has developed and implemented suitable responses to climate change in seven regions worldwide. Following a five-step participatory and inclusive approach, smallholder families get access to practical tools and knowledge, allowing them to adapt their farms to climate change, minimize carbon emissions and enhance the carbon storage potential in coffee landscapes.

With more than 92,000 coffee farming households supported to date, c&c is currently in its third phase of implementation and will reach an additional 80,000 families by 2024.

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*enabling effective response*