

# MEDIA RELEASE



## Agrochemicals in coffee production: initiative for coffee&climate kicks-off awareness month

The use of agrochemicals in coffee production is not getting enough attention and awareness. It holds threats and potentials. But there are also enough cost-saving, environment friendly and healthier alternatives to agrochemicals.

Misuse of inorganic inputs in smallholder coffee farming is challenging environment, climate, and health. The safe use and handling of agrochemicals needs to be improved and the coffee sector should play a bigger role in this. Unproper usage is an underestimated problem. Because of climate change, pest and disease pressure is likely to increase in many coffee regions. Although climate-smart practices are the best choice for an integrated pest and disease management, many smallholder families lack the knowledge on biological or “traditional” control mechanisms. Therefore, despite the hazards, they often depend on the use of agrochemicals to maintain a stable coffee production.

Therefor the initiative for coffee&climate kicks off an agrochemicals awareness month during November 2021. With Blogs, Newsletters, a social media campaign on the [coffee&climate LinkedIn account](#) and a webinar, c&c offers a platform for the coffee sector to connect, exchange and develop ideas how to improve the safe use and handling of agrochemicals in coffee production.

And the discussion will go beyond that. Reduction of application of inorganic fertilizers can help coffee farms to become more carbon neutral. Alternatives based on traditional techniques or using organic coffee farm wastes will be explored as well. The c&c implementing partner [Hanns R. Neumann Stiftung \(HRNS\)](#) joins the discussion to include the interlinkage between agrochemicals and the overall livelihood situation of smallholder coffee farmer families.

# JOIN OUR WEBINAR “UNSPOKEN REALITIES”

Join the Webinar “Unspoken Realities – About the safe use and handling of agrochemicals in the coffee sector”.

Together with the Swedish Chemicals Agency (Kemi) and the Swedish International Development Cooperation Agency (Sida), the initiative for coffee&climate (c&c) is inviting to join the webinar “Unspoken Realities – About the safe use and handling of agrochemicals in the coffee sector” on Thursday, November 25, at 3:30 p.m. CEST (Hamburg, Amsterdam, Rome). **Register today for participation!**



 Register Here

## Speakers:



**Stefan Ruge**  
Program Manager c&c



**Lilian Törnqvist**  
Senior Advisor Kemi



**Thomas Alveteg**  
Senior Program Specialist Sida

The initiative for coffee&climate is a program of the shareholders of **International Coffee Partners (ICP)** which are Delta Cafés (Portugal), Franck (Croatia), Joh. Johannson (Norway), Lavazza (Italy), Löffbergs (Sweden), Neumann Gruppe (Germany), Paulig (Finland) and Tchibo (Germany) together with Walter Matter (Switzerland), Tim Hortons (Canada) and the J.M. Smuckers Co (USA) in cooperation with the Swedish International Development Cooperation Agency (Sida). Hanns R. Neumann Stiftung (HRNS) is coordinating and implementing c&c action.

More about the initiative for coffee&climate: <http://www.coffeeandclimate.org/>

# 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.

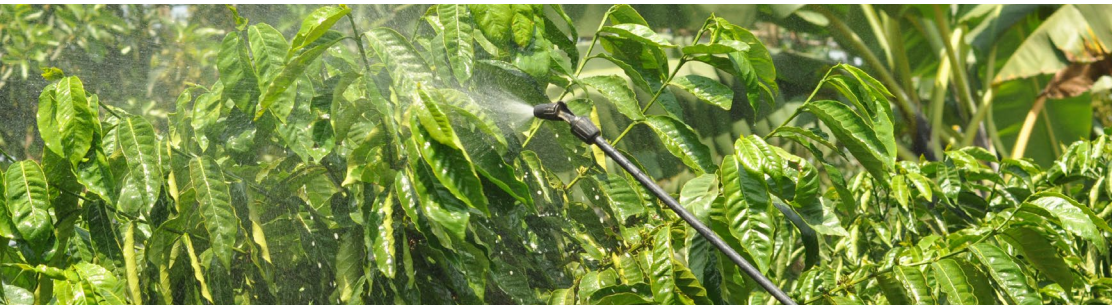
Since its founding in 2010, c&c has developed and implemented suitable responses to climate change in seven regions worldwide. Following a five-step participatory and inclusive approach, smallholder families get access to practical tools and knowledge, allowing them to adapt their farms to climate change,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