



FOR IMMEDIATE RELEASE

## **Hispanic Federation Launches Coffee Development Initiative in Puerto Rico with \$1 Million Lead Commitment, along with \$1 Million from Nespresso, \$500K from The Rockefeller Foundation, \$470K from The Starbucks Foundation and 2 Million Coffee Seeds from Starbucks**

### ***Initiate to Enable Long-Term Economic Development for Smallholder Coffee Farmers***

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**JAYUYA, Puerto Rico, October 24, 2018**– The Hispanic Federation, together with the Miranda Family, today announced the launch of a five-year initiative to revitalize Puerto Rico’s coffee sector. The founding partners include Hispanic Federation, Nespresso, The Rockefeller Foundation, Starbucks, TechnoServe, and World Coffee Research, all of which are committed to supporting smallholder coffee farmers on the island.

The Hispanic Federation has made the first investment of \$1 million. Nespresso has also committed \$1 million, and The Rockefeller Foundation has given \$500k. The Starbucks Foundation has given \$470k, and Starbucks also donated 2 million high quality, climate-resilient coffee seeds. TechnoServe, an international non-profit with a long history of work in the coffee sector, will lead implementation of the program with a Puerto Rican-led team.

These investments address the critical needs facing the Puerto Rican coffee industry, which was decimated after hurricanes in 2017 destroyed 80 percent of the coffee trees on the island. This initiative evolved out of a Task Force that was formed after Hurricane Maria, and currently includes Hispanic Federation, Starbucks, World Coffee Research, farmers, academics and other public and private partners, seeking to revitalize Puerto Rico’s coffee sector.

“My family and I love coffee. Coffee has been a part of Puerto Rico’s rich culture and heritage for generations. I’m thrilled that my family, with the Hispanic Federation, have been able to help create such an important initiative that supports small farmers across the Island.” said Lin-Manuel Miranda.

“Since September 2017, the Hispanic Federation, and the Miranda family, have been on the ground in Puerto Rico listening to the needs of communities, raising funds, and bringing together multi-sector organizations committed to a long-term recovery led by Puerto Ricans.” said Hispanic Federation President José Calderón. “In addition to our \$1M lead investment in this initiative, the Federation brings 28 years of experience and critical knowledge on non-profit leadership, forging public-private partnerships, and policy advocacy efforts. We will continue to

mobilize major investments from well-respected businesses and philanthropic institutions to support local efforts.”

In 2017, the Island’s coffee industry was on track to be worth up to \$100 million. With nearly 80 percent of the coffee harvest and trees destroyed by Hurricanes Irma and Maria in 2017, the sector faces dire and immediate challenges, as well as opportunities. This initiative aims to increase the long-term resilience and economic performance of the sector by bringing together a holistic support model, led by Puerto Ricans. This model includes: (1) diversifying and improving the quality of coffee seed material on the island, (2) rebuilding capacity in nurseries, (3) bringing training and best-in-field climate-smart agronomic and business practices to small farmers to elevate the production and quality of the sector, and (4) establishing a network and market opportunities for farmers.

“By investing in this long-term initiative, we aim to help Puerto Rico’s farmers rebuild their farms and strengthen their industry,” said Guillaume Le Cunff, President and CEO of Nespresso USA. “Nespresso has spent decades working directly with farmers to revive and build sustainable coffee sectors in regions around the world, and we have seen first-hand the transformative power coffee can have on improving farmer livelihoods, fostering economic development and ultimately rebuilding communities.”

“Although the aftermath of the hurricanes has been devastating for the Puerto Rican coffee industry, it has also provided a unique and time-sensitive opportunity to rebuild it from the ground up in a way that is stronger and better than before,” said Luis Miranda. “In talking with farmers, we determined we could help them rebuild the sector smartly, resiliently, with a focus on the highest possible quality for local and international consumption.”

“This important effort to revitalize Puerto Rico’s coffee sector will help to build the economy, bring back jobs and restore hope for so many of our brothers and sisters on the island,” said Dr. Rajiv. J. Shah, president of The Rockefeller Foundation. “The Rockefeller Foundation is proud to continue supporting this and other meaningful, long-term efforts to create a more equitable future for all Puerto Ricans.”

“Starbucks is proud to continue supporting the long-term health of coffee farms in Puerto Rico,” said Michelle Burns, Starbucks senior vice president, Global Coffee and Tea. “The rebuilding of the Puerto Rico coffee industry is in the early stages and we are extremely grateful for the contributions from the Hispanic Federation, Nespresso, as well as the ongoing work of the Puerto Rico Coffee Task Force partners.”

“This is an approach that means business--working directly with farmers and across sectors to restore so many livelihoods devastated by the hurricane,” said William Warshauer, President and CEO of TechnoServe. “We are looking forward to working with our partners and the resilient farmers of Puerto Rico to rebuild the coffee sector even better than it was before.”

“WCR is committed to helping the coffee farmers of Puerto Rico rebuild their industry. Our main focus is to assure local nurseries have the capacity to provide healthy, high quality, disease-free plants. By strengthening the base of the industry we help safeguard their investment, while also providing recommendations and tools based the best science available,” said Kraig Kraft, Global Programs Director.

In addition to the funding and implementing partners, this collaboration includes the input and support of the Puerto Rico Department of Agriculture and the University of Puerto Rico, along with local nonprofit organizations, led by the Hispanic Federation, as well as roasters, coffee shops and nurseries.

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## About our Founding Partners

### Hispanic Federation's efforts in Puerto Rico

Hispanic Federation (HF) has taken unprecedented action to support Puerto Rico's recovery from Hurricane Maria's devastation, coordinating hundreds of donation drives, distributing millions of pounds of food, water and essentials, and delivering emergency relief to all of Puerto Rico's 78 hard-hit municipalities. Currently, HF is seeding \$30 million dollars to support over 80 local groups leading initiatives in the following areas: agriculture, renewable energy, housing, environment, small business & workforce development, health/mental health, education, and the arts. [www.hispanicfederationunidos.org](http://www.hispanicfederationunidos.org)

### Nestlé Nespresso SA

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned coffee. The company works with more than 75,000 farmers in 12 countries through its AAA Sustainable Quality™ Program to embed sustainability practices on farms and the surrounding landscapes. Launched in 2003 in collaboration with The Rainforest Alliance, the program helps to improve the yield and quality of harvests, ensuring a sustainable supply of high quality coffee and improving livelihoods of farmers and their communities. Headquartered in Lausanne, Switzerland, Nespresso operates in 76 countries and has 13,500 employees. In 2017, it operated a global retail network of more than 700 boutiques. For more information, visit the Nespresso corporate website: [www.nestle-nespresso.com](http://www.nestle-nespresso.com)

### The Rockefeller Foundation

For more than 100 years, The Rockefeller Foundation's mission has been to promote the well-being of humanity throughout the world. Today the Foundation is focused on securing the fundamentals of human well-being—health, food, power, and jobs—to ensure every family experiences dignity and opportunity in our rapidly urbanizing world. Together with partners and grantees, The Rockefeller Foundation strives to catalyze and scale transformative innovations, create unlikely partnerships that span sectors, and take risks others cannot—or will not. For more information, visit [www.rockefellerfoundation.org](http://www.rockefellerfoundation.org)

### Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality arabica coffee. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience, please visit us in our stores or online at [news.starbucks.com](http://news.starbucks.com) or [www.starbucks.com](http://www.starbucks.com).

### TechnoServe

TechnoServe is a leader in harnessing the power of the private sector to help people lift themselves out of poverty. A nonprofit organization operating in 29 countries, we work with enterprising men and women in the developing world to build competitive farms, businesses, and industries. By linking people to information, capital, and markets, we have helped millions

to create lasting prosperity for their families and communities. With 50 years of proven results, TechnoServe believes in the power of private enterprise to transform lives. For more information about TechnoServe, please visit [www.technoserve.org](http://www.technoserve.org)

**World Coffee Research**

World Coffee Research is a research organization that applies advanced agricultural science for coffee on a world-wide, collaborative, and precompetitive basis. WCR enables the global coffee industry to invest in advanced agricultural R&D to transform the coffee sector and make coffee a vital source of global human progress in the 21st century. WCR is developing the next generation of high yielding, resilient coffee varieties, while increasing quality in the cup. In addition, WCR is conducting the first global research to drive best agricultural practices, minimize inputs and environmental impacts, and maximize farmer incomes.

<https://worldcoffeeresearch.org>