

Helping Nepalese Coffee Producers Reach Their Potential

Winrock International

Improving Lives and Livelihoods Worldwide



Improvements in the coffee sector have created jobs and generated income for Nepalese women.

“From the profit, I have repaired my house, educated my children, and provided healthy food to my family.”

- Mr. Rewata Bahadur Bista, coffee farmer

In 1998, the members of the Nepal Coffee Producers Association (NCPA), along with hundreds of other coffee producers, were struggling to make a living growing and selling coffee in Nepal. Most of the product was sold locally at poor prices, with farmers earning only about half of the world-market price. Nevertheless, strong demand existed from tourists and the international market. Seeing this potential, Winrock International and the USAID-funded Farmer-to-Farmer (FTF) Program sent volunteer coffee experts to Nepal to provide assistance to NCPA. These efforts were successful in improving quality and increasing productivity by 15 to 20

percent. Furthermore, these initial volunteer assignments developed into a long-term, comprehensive program to assist Nepal’s coffee growers and processors.

Winrock and USAID have supported the coffee sector in Nepal over the last decade through programs such as FTF, Nepal Tree Crops GDA, and the Smallholder Irrigation Market Initiative. Winrock staff, volunteers, and partners provided training and technical assistance to coffee producers on improved production practices, quality standards, and marketing, and helped establish market linkages between Nepalese producers and international buyers. Volunteers also introduced important technology, such as the internationally preferred “wet processing” method, which can more than double revenue. Through these efforts, Winrock built the capacity of thousands of coffee producers and organizations, including the NCPA, the National Tea and Coffee Development Board of Nepal, and Highland Coffee Promotion Company Limited (HCPCL).

As a result, productivity, incomes, and annual exports have dramatically increased. For example, Winrock’s USAID-funded Nepal Tree Crops GDA project supported 10,000 farmers who

demonstrated a 463-percent increase in exports over a span of three years. HCPCL exported 23 tons of coffee to the U.S. in one year alone. The number of coffee producers has grown as well, from 3,500 in 2002 to more than 16,000 in 2007. Jobs in the coffee sector have increased, and a Nepalese specialty coffee industry now exists.

Farmers like Mr. Rewata Bahadur Bista, who supports his 23-member family with profits from his coffee farm, have drastically improved their lives. "From the profit, I have repaired my house, educated my children, and provided healthy food to my family and live a much better life," he says.



FTF volunteers have helped Nepalese coffee farmers improve production and meet international standards.



FTF volunteers helped establish a strong specialty coffee industry in Nepal.

The coffee sector demonstrates just one example of the support that FTF has provided to farmers in Nepal and around the world. Since 1991, Winrock International's FTF programs have fielded 2,200 volunteers on 4,600 assignments worldwide, impacting the lives of more than 8.1 million people. Since 1997, Winrock has matched volunteers with 182 assignments in Nepal alone.

For more information on Winrock's FTF programs, please visit www.winrock.org/volunteer.

Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources.