



**Federación Nacional de
Cafeteros de Colombia**

Food Crisis: Education and training of rural people

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**Federación Nacional de
Cafeteros de Colombia**

Coffee: Social and strategic capital

Date: June 2009

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Coffee: social and strategic capital

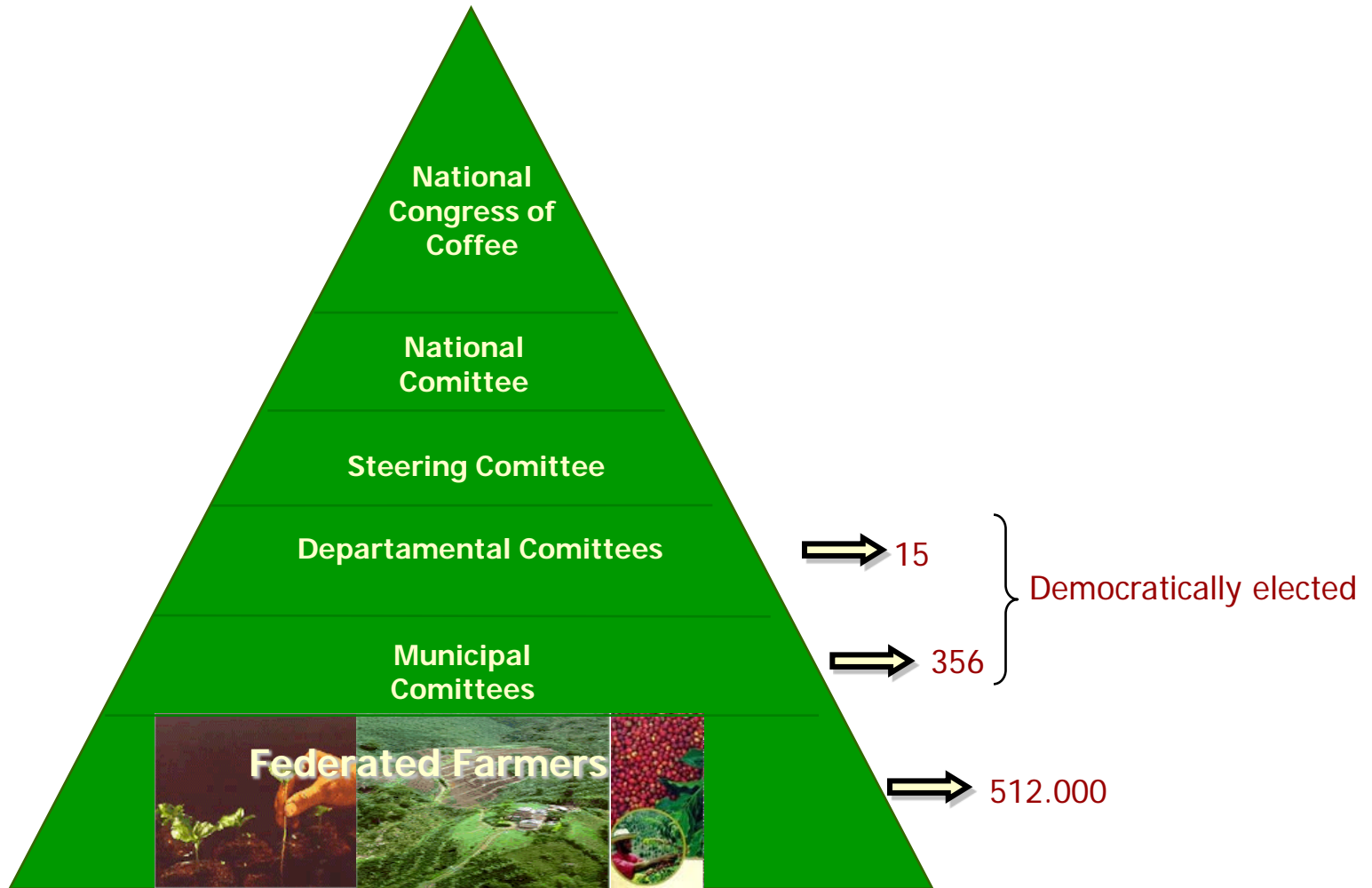


- ✓ Coffee area: 874.000 hectares
- ✓ Production: 12,1 million sacks
- ✓ Coffee municipalities: 580
- ✓ Coffee Growers: 512.938
- ✓ It creates 560.000 direct jobs, 27% of the agricultural employment
- ✓ 2 million people related with coffee growing
- ✓ Contributes with 25% of agricultural GDP

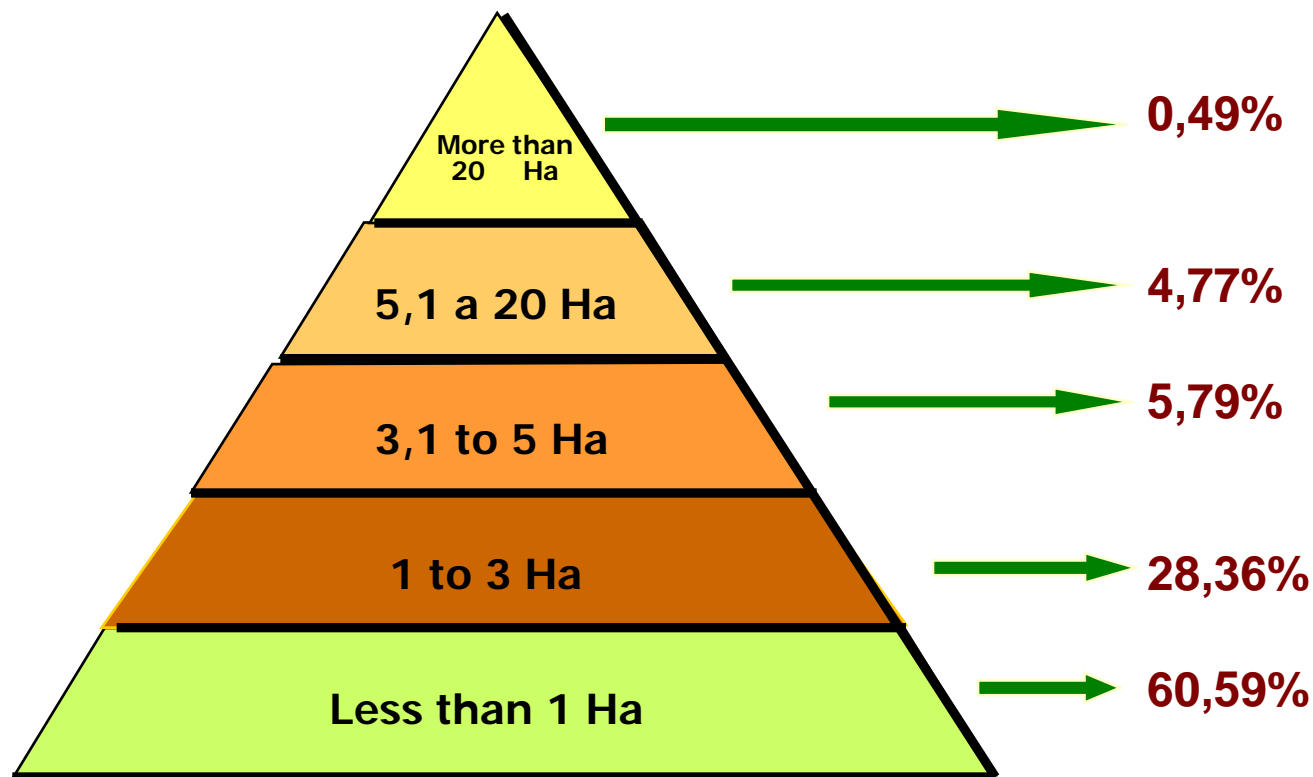
ZONA CAFETERA

ZONA CAFETERA (Poca Producción)

Trading Organization



89% of Coffee Growers have less than 3 Ha.



Classification by planted area in coffee



Directs, organizes, promotes and regulates the Colombian coffee sector

Seeking the welfare of coffee farmers

Generating mechanisms for collaboration, participation and promotion of economic, scientific, technological, industrial and commercial interests

Constant quest to maintain coffee farmers as the strategic capital of Colombian coffee



STRATEGIC PLAN 2008 – 2012

Mission

Ensuring the welfare of Colombian coffee growers through an effective, democratic and representative trading organization

Vision

Strengthen the social and productive development of coffee farmers, ensuring the sustainability of coffee farming, and positioning of Colombia's coffee as the best in the world

STRATEGIC PLAN 2008 – 2012



Coffee integrated world of
information and
communication
technology

Development and
implementation of plans,
virtual education and
training

STRATEGIC PLAN 2008 – 2012



Development of the
coffee community
and its environment

To help improve the
educational processes
in the community



The situation of education in rural coffee is no different from the rest of the country's rural areas

- There are still gaps in the coverage of primary and secondary education, which are greater in secondary, middle and superior education
- With the exception of some departments, the quality of education is below the national average
- Children and young people outside the school system: 33% (5-6 years), 56.5% (16 and 17 years)
- Dropout rate of 5.6% in primary and secondary education
- High illiteracy rates in adults older than 25 years: 15%

Technology transfer in agriculture must migrate:



From the training
(non formal education)



Towards formal
education

Rapid technological change

Increasing globalization



Determine the need

Sufficient education and quality as an essential tool to eradicate poverty and hunger, to increase productivity and competitiveness and to build human capital necessary for social development



The reasons why a private company invests in education

- The use of technology by illiterate coffee growers has low probabilities of success, since low education levels are related to low predisposition to change
- Positive correlation between education levels, productivity and income levels
- To be more competitive in the coffee business



The reasons why a private company invests in education

- Reduce production costs as a country
- Increase productivity in coffee plantations
- Preserve coffee production sector as a strategic productive sector in the country
- Slow down the migration process and contribute to construction of human capital necessary for a peaceful society



**Alliance with
government
organisms**

**National Education
Ministry Guidelines
and Corporative
Guidelines**

**Resources and joint
efforts**



**Selection of
educational
methodologies
that are pertinent,
according to and
placed within the
context of the rural
population reality
and needs**



**Teachers
training**

**Endowment of
didactic
materials**

Contents

**Follow through
process**

Assessment



Coffee Sector Roundtable

The productive sector has identified the standards and the competences required for their workers

School and coffee

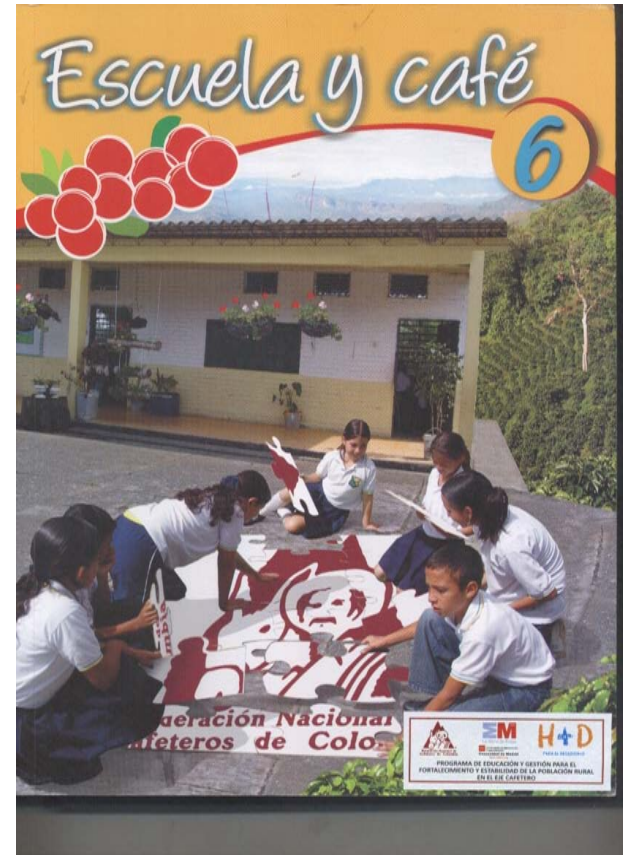
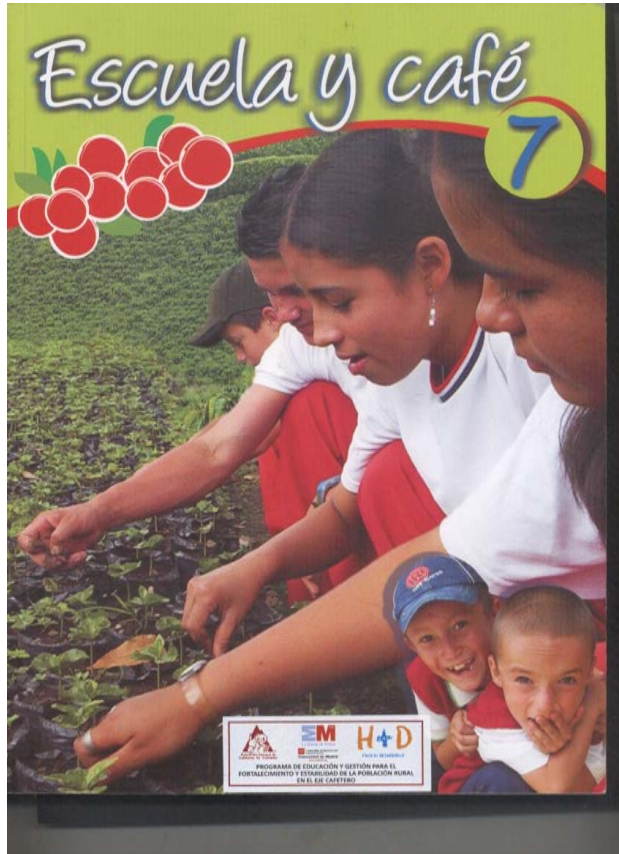


Education for children and youths in the formal educational system (Grades 0-11)

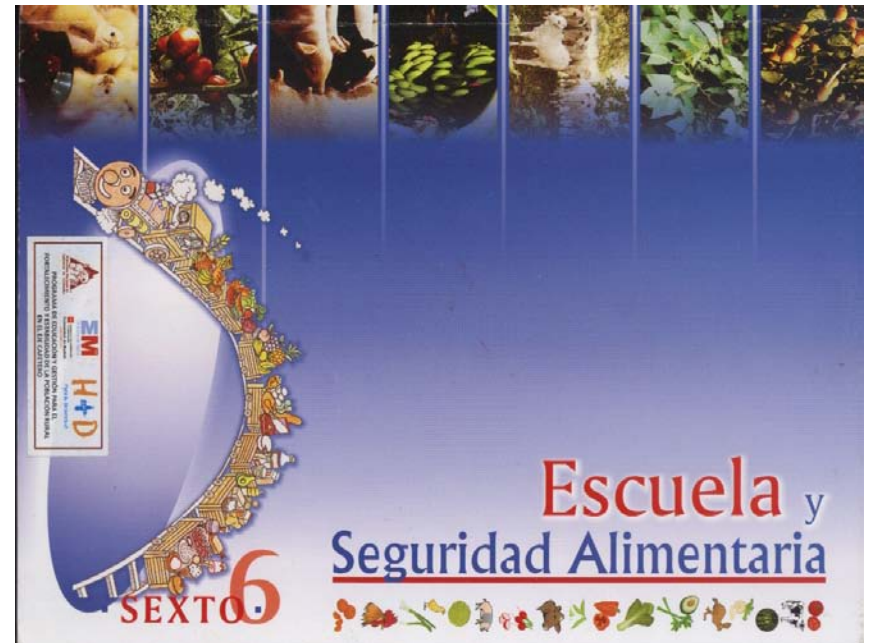
Coffee related Competence Certifications

Academic Certification

School and coffee



School and Alimentary Security



- Rural school is called to make a major contribution: in there, children acquire many skills, knowledge and values required for adequate performance in life, in addition to learning math, natural sciences, geography, computer systems or English
- They learn from their environment, the economy of coffee, their crops and micro family enterprises
- Education adapted to reality and local content, relevant and useful for the future, with special importance towards becoming competitive



Articulation of middle school with Technical and Technological Education



Project developed in partnership

Federación Nacional de Cafeteros

Fundación Manuel Mejía

Universidad Minuto de Dios

Resources

National Ministry of Education



Programs

Technical Professional: Coffee Production

(Técnica Profesional en Producción de Café)

Cultivation, processed and certified coffees, technology, labor

Technical Professional: Management of Coffee Farm

(Técnica Profesional en Gestión de la Finca Cafetera)

Management and information analysis, administration

Technical Professional: Coffee Marketing

(Técnica Profesional en Comercialización de Café)

Cupping, Marketing, Costs



Advantages

- Enable a range of professional programs, according to the needs of the productive sector
- Improve the development of basic skills, civic, labor and specific requirements of the productive sector



Advantages for the students

- To develop professional level studies with distance mode
- Learn skills to create and manage their own business
- Learn skills to function at work
- Permit continuity of the educational process
- Improve their quality of life



Virtual Coffee

Basic Informatics

Institutionality of Coffee

The climate, soil and plant for the production of
coffee

Coffee Company Building "administration"

Seeding coexistence



Achievements

- School and Coffee: 21.107 children and youths
- Articulation of middle school with Technical and Technological Education: 1917 young farmers in training

Source: Informe del Gerente al LXX Congreso Nacional de Cafeteros-Nov 2008

Thank you very much

