

**COFFEE FARM RENOVATION & REHABILITATION**  
***BEST PRACTICE METRICS***



**SUSTAINABLE**  
**COFFEE**  
**CHALLENGE**

## R&R METRICS

The metrics in this document serve as **best practice guidelines** for coffee farm renovation & rehabilitation efforts but are not exhaustive. They can be used by partners to understand reach and impacts of initiatives while also capturing some useful data that can help our Network understand the implications of R&R, both in terms of costs and performance.

Reporting of the 'program' metrics will be promoted via the Sustainable Coffee Challenge Commitments Hub. We will make it possible for partners – regardless of if they have a public commitment to crop renovation or rehabilitation – to report on an annual basis on the Hub.

# NURSERY LEVEL METRICS

Metric reported	Proposed Guideline	Data capture frequency	Captured by	Why?
# nurseries created, established or strengthened	Count of nurseries created, capacity building provided, or verified	Annual	Local partner	Indicates reach of program
# of nurseries sourced from	Count of # of nurseries sourced from	Annual	Local partner	Indicates reach of program
# of coffee seedlings produced by each nursery	Total # of healthy seedlings produced and ready for distribution per nursery regardless if related to program. This also includes grafted	Annual	Local partner	Indicates production capacity of nurseries in program and can be used to understand nursery dependence on program vs external sales
Size of seedlings when delivered to producers	Number of crosses	Annual	Local partner	Can serve as a proxy for product quality
# of trees distributed to producers per nursery	Capture # of trees distributed to farmers in the program per nursery	Annual	Local partner	Indicates reach of program
Types of varieties produced at nurseries (names)	Capture list of varieties produced by each nursery	Annual	Local partner	Indicates availability of different types of varieties across countries
# of varieties produced at nurseries	Count of varieties produced	Annual	Local partner	Indicates availability of different types of varieties across countries
% of seedlings free of disease	Capture a sample of seedlings at the nursery	Annual	Local partner	Indicates quality of genetic material in the program

# FARM LEVEL METRICS

Metric reported	Proposed Guideline	Data capture frequency	Captured by	Why?
# of farms receiving trees	Count of number of farms benefiting from program and receiving trees. Captured per country	Annual	Local partner	Indicates reach of program
# of trees planted	Count of number of trees planted. Captured per country	Annual	Local partner	Can be used to ensure distributed trees (under 'nursery') were received by beneficiaries
# of hectares renovated	# of trees planted / recommended # of trees per hectare (ex: 3,500) Captured per country	Annual	Local partner	Indicates reach of program
# of hectares rehabilitated	Count of number of hectares rehabilitated. Captured per country	Annual	Local partner	Indicates reach of program
Level of shade found on renovated or rehabilitated area (range)	Visual assessment by auditor of shade in renovated / rehab area. Categories to include no shade / light shade / medium – dense shade	Annual	Verified during annual farm visits of a sample of beneficiaries	Indicates how farmers are managing shade during R&R - which can influence productivity
% in compliance with safeguards - No expansion into forest	Yes / No answers based on visual assessment by an auditor	Annual (for newly renovated area)	Verified during annual farm visits of a sample of beneficiaries	Ensures that program is not having negative impacts on forests.
% in compliance with safeguards - No removal of native trees when renovating productive area	Yes / No answers based on visual assessment by an auditor	Annual (for newly renovated area)	Verified during annual farm visits of a sample of beneficiaries	Ensures that program is not having negative impacts on forests.
% in compliance with safeguards - Voluntary participation	Voluntary participation measured by knowledge of plant received / program	Annual (for newly renovated area)	Verified during annual farm visits of a sample of beneficiaries	Ensure that beneficiaries understand the program and are participating voluntarily

# FARM LEVEL METRICS

Metric reported	Proposed Guideline	Data capture frequency	Captured by	Why?
Coffee tree mortality (% range)	Percentage of mortality - (low <10%, med 10-40%, high >40%)	Annual	Verified during annual farm visits of a sample of beneficiaries	Provides indication of success of program (adoption of TA recommendation, quality of inputs, etc)
Altitude of renovated / rehabilitated land (masl)	Capture altitude in meters while standing in renovated / rehabilitated area	Annual (for newly renovated area)	Verified during annual farm visits of a sample of beneficiaries	Provides indication of where R&R is occurring. Could also be cross referenced with variety type and yield to understand performance of different varieties.
Additional yield (kgs/ha) from renovated ore rehabilitated areas	Capture baseline farm production at start of project, capture additional yield over baseline. Divide total additional yield by # of has.	Annual	Verified during annual farm visits of a sample of beneficiaries	Indicates impacts / benefits of program
Types of varieties planted (names)	Capture list of varieties distributed to project beneficiaries	Annual	Verified during annual farm visits of a sample of beneficiaries	Indicates the types of varieties in demand by farmers / countries
Average cost of renovation per hectare	Real costs of inputs, technical assistance, labor to renovate 1 ha	Annual	Program manager	Supports understanding of costs
Average cost of rehabilitation per hectare	Real costs of inputs, technical assistance, labor to renovate 1 ha	Annual	Program manager	Supports understanding of costs
Coffee tree mortality (% range)	Percentage of mortality - (low <10%, med 10-40%, high >40%)	Annual	Verified during annual farm visits of a sample of beneficiaries	Provides indication of success of program (adoption of TA recommendation, quality of inputs, etc)
Altitude of renovated / rehabilitated land (masl)	Capture altitude in meters while standing in renovated / rehabilitated area	Annual (for newly renovated area)	Verified during annual farm visits of a sample of beneficiaries	Provides indication of where R&R is occurring. Could also be cross referenced with variety type and yield to understand performance of different varieties.

# PROGRAM INDICATORS

The following indicators will be included in the Challenge **Commitments Hub** and could be reported on by entities investing in R&R programs.

Results will be aggregated by Conservation International to share the reach and impacts of R&R efforts. Partners will also have the option to 'opt-in' to share progress of their individual efforts.

These metrics are relevant for program managers as a way to ensure programs are being conducted in a sustainable manner that is driving benefits for farmers and their communities.

# PROGRAM LEVEL METRICS

Metric reported	Proposed Guideline	Data capture frequency	Captured by	Why?
Countries / Regions where there are program beneficiaries	Reporting entity to select countries from a multi-select list in Hub.	Annual	Program manager	Indicates areas of program influence. Can be compared to global need set out in R&R Guidebook.
# of trees distributed or sold	Sum of 'nursery' level indicator '# of trees distributed to producers by nurseries' across the program (multiple countries)	Annual	Program manager	Used to show progress against Network 1 billion tree goal
# of new commitments to R&R	Count of commitments related to R&R stated in Commitments Hub	Annual	Conservation International	Indicates increased investment in R&R
US\$ financed / invested in R&R efforts	Sum of public and private funds invested in program and stated in Commitments Hub	Annual	Conservation International	Indicates increased investment in R&R
# of hectares renovated or rehabilitated per year	Sum of farm level '# of hectares renovated' and '# of hectares rehabilitated'	Annual	Program manager	Indicates global reach of Challenge partners
# of farmers receiving services in support of R&R	# of farmers receiving services in support of R&R	Annual	Program manager	Indicates global reach of Challenge partners
Types of services provided by program	Reporting entity to select services provided as a direct result of the program from a multi-select list. Where possible, program manager will be asked to relate services to countries.	Annual	Program manager	Indicates what types of services are being provided and/or needed across different countries
Survival rates (% range) of distributed plants	Using the farm level 'mortality rates' from the sampled farms, determine the average range of survival rates. (ie: the flip side of mortality rates)	Annual	Program manager	Indicates success of program, not just reach