



# CRECER

---

*Internal Sustainability Standard*



**Racafé**

Casa fundada en 1953.



# Purpose

To promote sustainable forms of constant participation throughout the productive chain of coffee.  
**Racafé** implements an **INTERNAL SUSTAINABILITY STANDARD** to support the communities:



In order to develop local strategies and add differential value to coffees with a

**SUSTAINABLE PURPOSE**

# Beneficiaries

Improve the quality of life for coffee farmer families in terms of:

EFFICIENCY IN USE OF  
NATURAL RESOURCES



ENVIRONMENTAL

IMPROVE QUALITY OF  
LIFE OF COFFEE  
GROWING FAMILIES



SOCIAL

IMPROVE COFFEE QUALITY



ECONOMIC

# Structure

**1.** It consists of 24 INDICATORS that cover environmental, social and economic aspects:



8

## ENVIRONMENTAL

- Biodiversity
- Weed control
- Organic waste
- Inorganic waste
- Pesticide management
- Efficient use of water
- Ecosystem services
- Climate change



8

## SOCIAL

- Socializing
- Associativity
- Training
- Investigation and development
- Intergenerational work
- Food security
- Hours of work
- Conditions and infrastructures



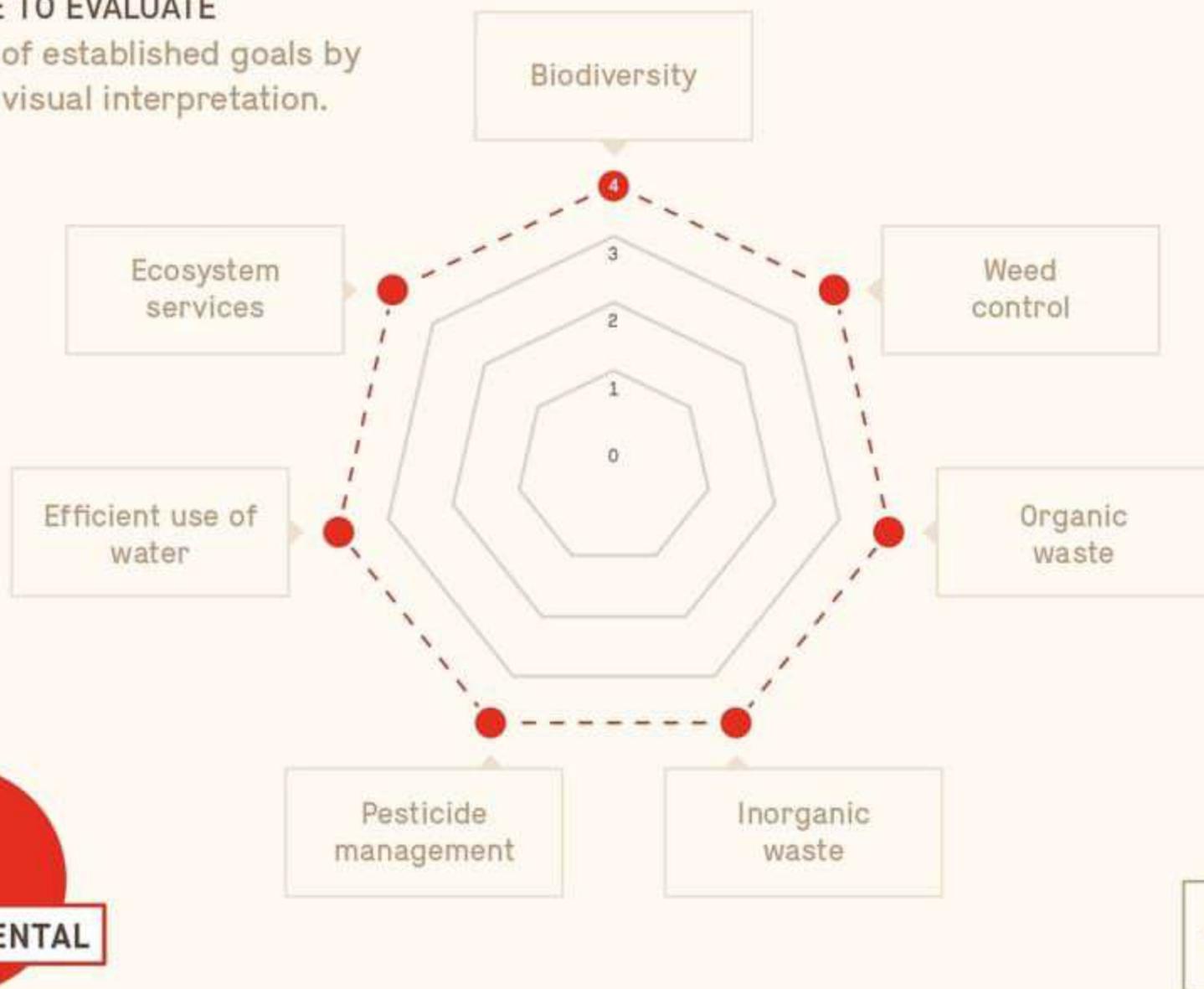
8

## ECONOMIC

- Byproducts use
- Diversification
- Crop plan
- Business plan
- Surcharge
- Fertilization efficiency
- Profit control
- Drying process management

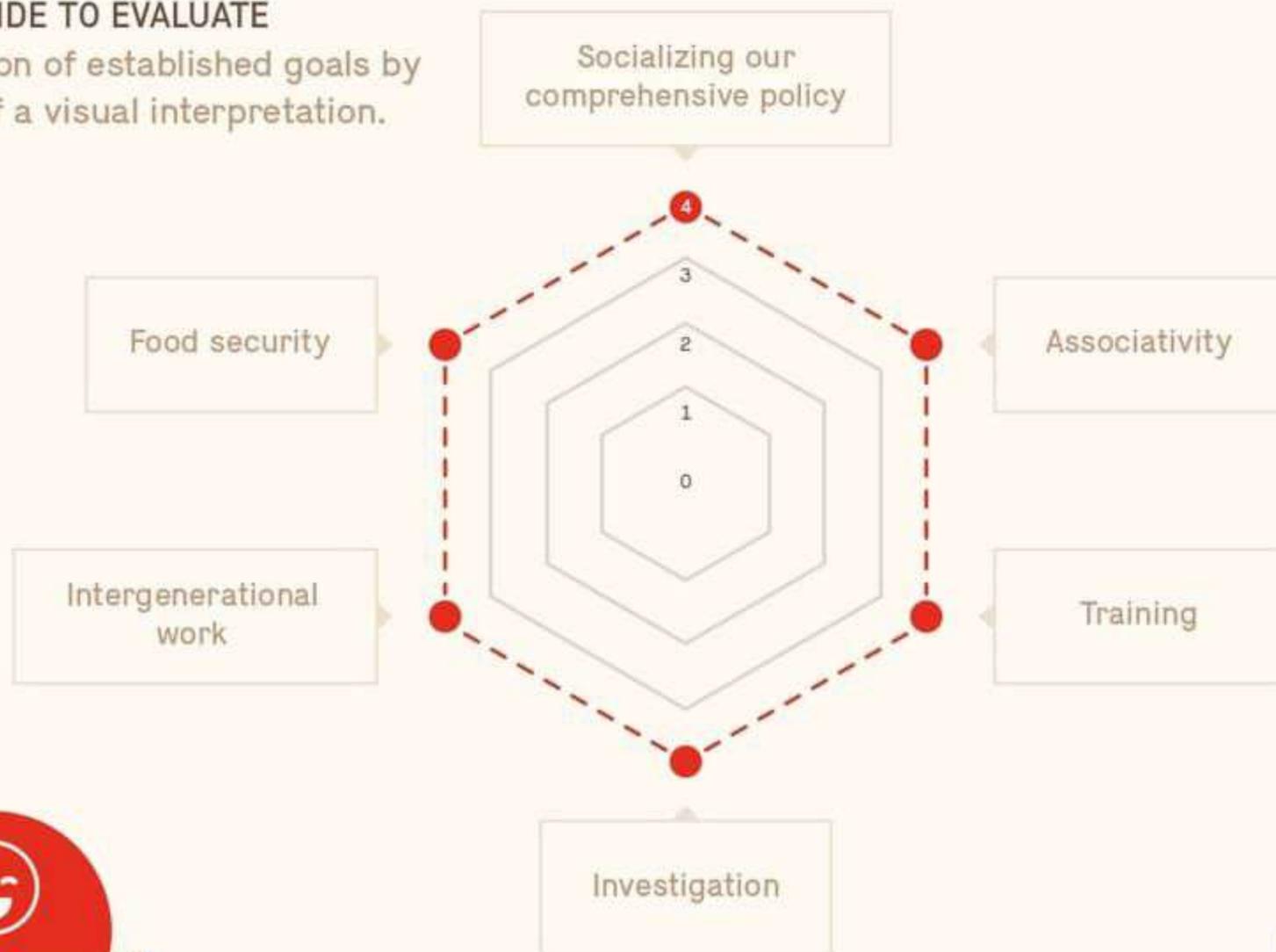
## 2. GUIDE TO EVALUATE

completion of established goals by means of a visual interpretation.



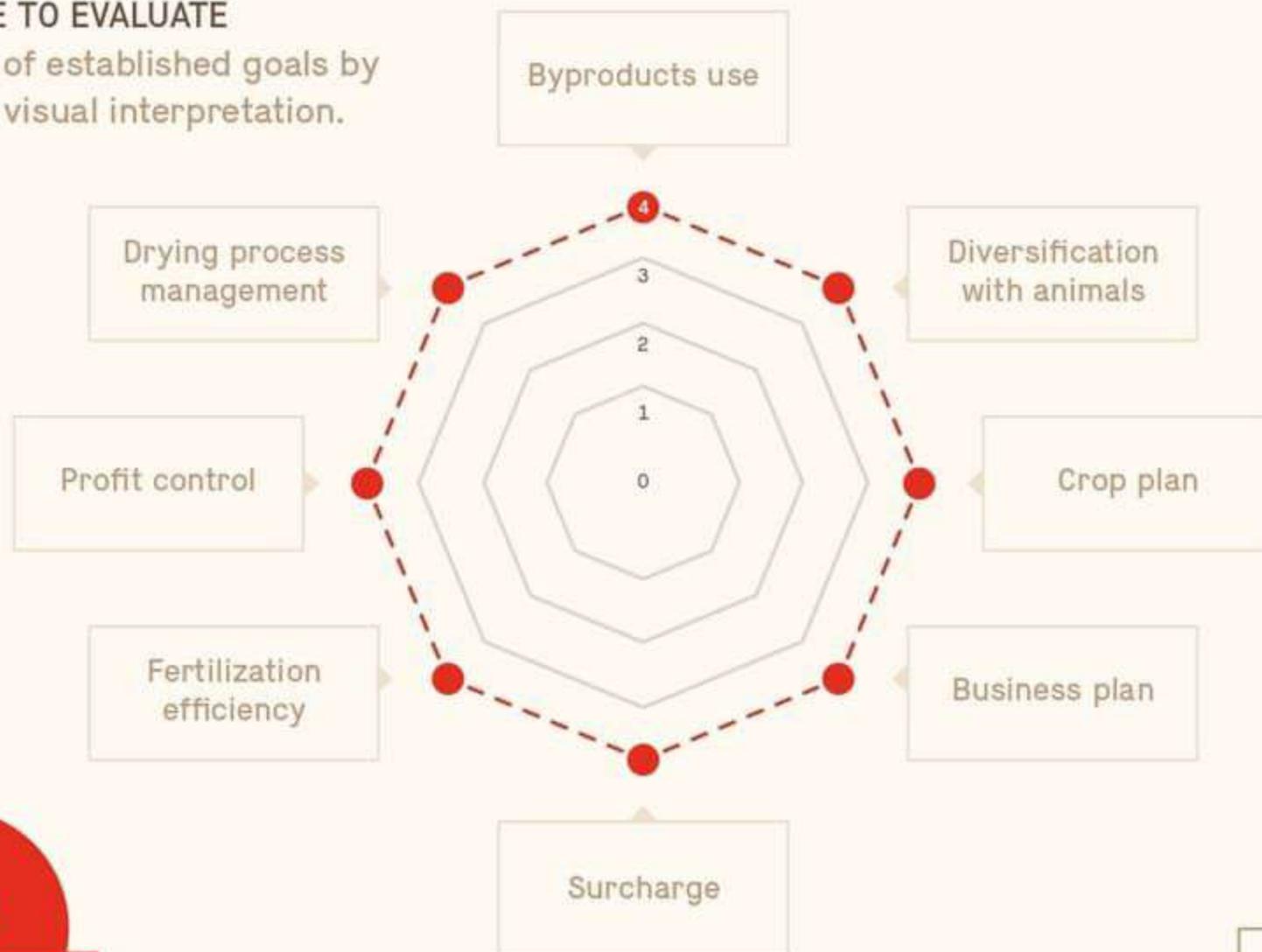
## 2. GUIDE TO EVALUATE

completion of established goals by means of a visual interpretation.



## 2. GUIDE TO EVALUATE

completion of established goals by means of a visual interpretation.





**3.** Includes a **FIELD NOTEBOOK** which tells the story of the farm and its sustainable process by keeping records and registering specific improvement plans made to progressively increase its sustainability.

**Resumen de evaluación ECONÓMICA**

**VALOR CRECER**

VALOR CRECER

**Ruta según calificación**

NIVEL	ACCIONES
1	
2	
3	
4	

Responsable de la toma de resultados

3/37

# How buyers benefit from CRECER

**Racafé** participates in the search for a “COFFEE WITH A SUSTAINABLE PURPOSE”.

---

We show them field notebooks with stories so they can choose the sustainable purpose that most interests them.

---

It forms bonds between farmers and buyers.

---

It promotes nature conservation, equal relations and quality and traceability in the productive chain.





[www.racafe.com](http://www.racafe.com)

---