This reference handout is based on a live webinar given by Sarah Browne, Customer Marketing Manager at UTZ Certified. It includes slides from the first webinar in our UTZ marketing webinar series, along with notes of the spoken text shared during the event.
Welcome and thank you for reading through the slides and notes of our first UTZ marketing webinar, themed *Communicating positive impact*.

My name is Sarah Browne and I work in the Customer Marketing Team at UTZ Certified, alongside Inge Verburg and Marlene Höning. For today's webinar I am joined by Henk Gilhuis from our Monitoring and Evaluation team, who will be available for any questions at the end of the presentation.

The aim of our Customer Marketing team is to support you, our customers, to better explain and sell your choice for sustainable sourcing. We know that sustainable sourcing is only one element in your sustainability strategy, but if you communicate that in a way that is relevant for your target group, it can be very effective.

In case of any questions, please contact us at marketing@utzcertified.org
So how are we going to help you do that? We already have a wealth of materials in the UTZ Media Center, and this year we have developed a marketing calendar to achieve structured, focussed and more frequent contact with you. The calendar is based around 3 main themes: impact, traceability and climate change. The first, on impact will run until the end of April.

In essence we offer you content and inspiration for how to integrate sustainability into your brand communication.

So, the subject of this webinar is impact, specifically the positive impact of the UTZ program on farmers, and how you can use the examples in your own communication. As we go through the presentation you will see a number of different communication channels being used and I hope that by the end you feel better informed about the data and tools we have available and how you can use them to tell your story.

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This webinar starts with a short introduction, which gives you a quick overview of how we finished last year to set the scene. From there we will look at impact at UTZ and I will take you on a brief tour illustrating what we require from farmers and how this takes us further towards our goal to make sustainable farming the norm. This provides the context for the examples I will share, all of which come from recent impact studies. For each example you will see data from the study, a farmer story, voices from the field, to illustrate the result and a communication example to give you an idea of how you can use this material to tell your own sustainability story. After this we will open the floor to any questions.

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First, I would like to share a few numbers with you. All three programs saw an increase in sales in 2014. Coffee sales increased with 16%, cocoa with 32% and tea with 12%.

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We have also seen growth in the number of farmers joining the program. For coffee this number is now over half a million farmers and workers in 24 countries. And from a consumption perspective, since 2002, when the UTZ program was founded, more than 147 billion cups of UTZ certified coffee have been sold around the world.

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In cocoa, we have also seen rapid growth. The volume of UTZ cocoa produced in 2014 was more than 100 times more than four years ago and the number of cocoa farmers now stands at more than 400,000.

For those of you curious to know how many chocolate bars that adds up to, since 2009 enough cocoa has been sold as UTZ certified to make 21 million chocolate bars of 100 grams.
The tea program reaches over 50,000 workers in 10 tea producing countries. Over 7 billion cups of UTZ certified tea have been made since 2011.
In total, almost 1 million farmers and workers worldwide benefit from the UTZ program, which gives us plenty of opportunity to positively impact their lives!

Have any of you actually visited a coffee, cocoa or tea producing country and have seen any of these products being grown? They say that seeing is believing... Once you have visited, for example, a cocoa farmer in Ghana, I think it is fair to say you are better able to understand the realities those farmers face. And as a result it is easier to share their story.

However, realistically such a visit is not possible for everyone, and certainly many consumers are unaware of the origins of their favourite coffee, tea or chocolate bar. This is why we at UTZ want to facilitate access to farmers stories, videos and photos to help you bring your sustainability story to life and to communicate this to your consumers and customers.

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Many of you will have seen this wheel before. It illustrates UTZ’s vision to make sustainable farming the norm. There are many aspects of the UTZ program, so in order to help make the UTZ story more comprehensive, we have identified these eight elements. On the left you see what farmers need to do or change in order to become certified. On the right you see what we believe the UTZ program contributes to: better crop, income, environment and life.

It’s a nice visual to start thinking which of these elements might be most relevant to your brand or target group – for example the social or environmental element – and use this as a basis for your sustainability communication. You know your consumers and customers, and therefore can choose examples that will resonate the best with them.

You might wonder now where our impact examples come from?

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Well, last year, we published the impact report, which contains data from a collection of 24 independent studies. More recently, there have been other studies including CRECE (the Centre for Regional Entrepreneurial and Coffee studies), a report commissioned by UTZ on coffee farming in Colombia and the LEI report by Wageningen University in the Netherlands which looks at cocoa farmers in Côte d’Ivoire.

The examples I will show over the next few slides are all taken from one of these reports and are all freely available for you to use. Obviously the impact examples shown relate to a certain set of farmers in a certain country and shouldn’t be used to generalise across the board.
So for the purpose of this presentation we are going to focus on the right hand side of the wheel, which illustrates the longer term benefits of UTZ certification for farmers.

For each icon, I will show you a short videoglip, data from one of the studies, a farmer testimonial to illustrate this and finally some examples of farmer stories being used across different communication channels to give you an idea of how you could use this material.

Just to add, all videos are available for you to use – you can download them from the UTZ Media Center or you can find them on Youtube. These clips are available in four languages.

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So we heard in the video that farmers with better crops have better prospects. They are able to produce more and achieve better quality.
A study on cocoa farming in Ghana showed that UTZ farmers did indeed achieve higher yields than non-UTZ farmers over a 2 year period. As you can see here, the UTZ farmers increased their yield by 19% versus an increase of 13% for the control group. This can be attributed to better crop management processes, learnt through training against the UTZ code.

Similarly, an evaluation of the tea program in Kenya showed that on average UTZ certified farmers are more productive, achieving higher yields and better quality crops with fewer inputs (such as pesticides and water). In this case they increased their yields by 11% over a 2 year period.
Here we hear from a farm owner in Brazil who feels the biggest benefit to him was becoming more organized. He also notes an improvement in the quality of his coffee.

"The UTZ certification brought along great benefits to our properties; the farms become much more organized than before. Equally important was the improvement noticed in the quality of the coffee itself!"

Firmino Rocha de Freitas, owner of Fazenda Onça, Brazil
The benefits for Mr Enoch Mensah from Ghana here are also clear. He more than doubled his production after joining the UTZ certified group.

What’s nice about this example is that Mr Enoch Mensah found his way onto Balisto’s French website, as shown on the next slide.

"Before I joined the UTZ certified group, I produced just 2 bags from the whole farm. But now, since I joined the group I’ve already harvested 4 bags and I still have more pods to harvest."

Mr Enoch Mensah, Cocoa farmer Ghana
Here you can see his UTZ video embedded on the website bringing a concrete story to the hands of consumers. Better crop and quality are the two elements that are highlighted in this story. Putting a face to this story adds a personal and emotional touch that can appeal to consumers, I think.
Next, we will look at Better Income.

The clip shows that through the UTZ program, the farmers produce more, with better quality and often have lower costs, which means they are able to invest in their families.
In this example, we can see that these farmers in Colombia were able to keep their production costs low by implementing good agricultural practices, a core element of the UTZ code. Combined with a higher price per kilo, they were also able to increase their net income per kilo produced compared to the control group.

There are two measurements to note here – firstly how UTZ certified farmers prosper versus non-certified farmers, and secondly, if you look at the red portion of the graphs, how the profitability of UTZ farmers increased over time. You may notice that production costs in this example did actually increase, but of course this can be due to external factors out of the farmers’ control. What is important to note is the growing cost efficiency of UTZ farmers, which means their profitability increases.
Here is Kouassi N’Guessan Nick from Côte D’Ivoire. For him the positive impact is clear, as you can read in the quote.

Similarly, we know that in Kenya, tea farmers increased their income by 14% due to lower input costs (for example fertilizer costs), higher prices and the effect of the UTZ premium. In this case, UTZ certified farmers used 22% less fertilizer per tea bush over a two year period.

So if you think back to the wheel I showed you, by training farmers in good agricultural practices and farm management, they benefit from a better crop and better income and ultimately a better life for themselves and their families.
Social media is an effective way to talk about sustainability with your fans or followers. You can easily share or retweet our content as has been done here, or create your own using the toolbox we provide in our campaigns.

This is Koussi Kouame, another Ivorian cocoa farmer. He says: “Thanks to the UTZ program I make profits. This helped me build my house and send my children to school. My biggest source of satisfaction is my home.”

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A blog post allows you to tell even more of a story.

Just to pick one quote used here, this farmer says:
“In my family, we have always had cocoa – my father was a cocoa farmer, and so was his father before that. Through the profits we have made, two of my brothers carried on their education after school. One of my brothers is in his second year studying law at the university in Abidjan, and the other is already working as a policeman.”

http://blog.nomu.co.za/product-news/a-good-reason-to-eat-more-chocolate
Here is an example of communicating farmer stories in a consumer magazine. This example is from Switzerland and it says:

The coffee is ready....

*Improved farming practices make sure that coffee farmers become economically more resilient. This is not only good for the farmers, but also good for us – the coffee lovers.*

Very often, consumers take their coffee (or whatever their feel good moment is) for granted, so it is also nice to inform and engage them in your story.
As I am sure you all know, agricultural production is actually very damaging to the environment. It uses a lot of natural resources and for instance coffee production and processing are no exception.
Aside from the core program, UTZ also works on innovative projects to further our mission towards making sustainable farming the norm. For those of you unfamiliar with coffee processing, it is a highly water and energy intensive process. In fact just one cup of coffee requires 140 litres of water to be produced, not to mention the water contamination and release of harmful gases as a result of inadequate treatment of waste.

Implemented across 19 pilot sites in Central America the focus of this project was to install effective waste treatment systems on the participating farms. I will not go into detail about the technology used here, but through the installation of water treatment systems, or biodigesters, the participating farmers were able to produce a clean and safe biogas that could be used to fuel kitchen stoves and other appliances.

By using the biogas as a cooking fuel, these farmers and their families avoided chopping down 780kg of firewood. Not only does this preserve local biodiversity, it also reduces the health problems they previously suffered due to smoke inhalation, and means that families can spend more time together. They also dramatically reduced water consumption: in the case of the smallholder farmers, water consumption was reduced on average by 77%
Nicaraguan coffee farmer Fatima Blandon shot to international fame when her picture was published in a blog on the guardian. Pictured here cooking with the biogas produced from the project, she says:

"My health hopefully will improve now because I am using less firewood. The smoke is bad for your health; so my whole family is now benefiting."

Obviously this is a tiny snapshot of the project. If you would like more information on this project or to see more results please let us know and we can provide this.
Changing continent and product, here we have a quote from a Rooibos farmer in South Africa who identifies the biggest change as environmental. He stands very proud, and for him it is clear that “to be certified as an UTZ farmer puts me ahead of other farmers.”
Communication doesn’t always have to be digital. There are also plenty of opportunities to communicate your message through other channels as can be seen here with these table talkers.
Likewise, this example shows how you can pick very specific elements, in this case water and energy and turn them into a clear message for consumers. Here they are invited to 'Drink Responsibly', with a further explanation as to what that means.

It says, ‘Coffee production is a water intensive process. UTZ certified farmers minimise their water and energy use by improving their installations and recycling the water used...’

As a consumer, I don’t think you need to understand the whole process to see and understand the positive impact here.
Our 4th and final icon is Better Life.

As you might imagine, it is difficult to measure all aspects of someone’s life. We cannot easily measure happiness as there are many other things, other than UTZ, that will influence this. We can, however, ask questions to ascertain how satisfied UTZ producers are with the program, and if this has an impact on their life.
In this slide you can see the results of such questions. Of course, as the direct link between UTZ and the respondent becomes weaker, the % drops. While 82% is still the majority reporting an improvement in living conditions, our ability to directly influence that is lower because so many other factors come into play. Examples are local infrastructure, climate, and, depending on who you are talking to, whether their football team won their match that day...

What we do know is that most producers use any increase in income to pay for schooling for their children, which in turn contributes to a better life for themselves and their families.
The quote in this slide clearly illustrates this.

"Attending the Farmer Field School training has helped me to increase my yields, and my children are able to attend school because of the premium."

Fofana Danon, CINPA Cooperative
And again with this tea plucker in India who has clearly benefited from the training she received as part of the UTZ program. She especially picks out the training on gender and leadership and the fact that she has now become a team leader and a trade union leader.

Also interesting about her story, although not mentioned here, is that after the gender training she noticed a difference in how her husband supported her better both in her work and non-work environment.
Internal communication is also important; employees are actually a crucial pillar in your sustainability strategy and should be brought along on the journey with you. As such your intranet, if you have one, is a valuable communication channel. This article, ‘certified cocoa means improvements for farmers’ marks the 5th anniversary of the start of the UTZ cocoa program, a nice story to share internally to explain what your company or brand is doing.

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To round up I will finish with this final communication example. Here, another in-store example, this time with a talking chocolate bar who asks:

"Do you think I taste even better if I tell you that all Albert Heijn Delicata chocolate bars support farmers to improve their livelihood? Yes you do, don’t you... I know, I’m just a very irresistible little bar."

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This concludes our selection of examples and inspiration for communication. Having seen all of this, you may be wondering what to do next.

As I hope to have illustrated today, there are several ways to integrate your sustainability message into your marketing, via various channels both online and offline. I remind you to visit the Media Center where you will find a library of materials, videos and photos.

In early March in which we will invite you to join us in sharing inspiring farmer stories. We will provide a toolkit with ready-to-use images, infographics, stories and testimonials that you can post, tweet, blog, write about in your consumer magazine, or simply like and share our posts. Don't forget there is also the Marketing Newsletter which has lots of inspiring material. We will also remind you there about the social media campaigns.

And of course if you would like to discuss your own ideas further we would be happy to think along with you, so please get in touch!

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Thank you for reading through our presentation. I hope you found it useful and informative. In case you have any questions, please let us know via marketing@utzcertified.org!

Thank you very much and have a good day.
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