

## CEPF FINAL PROJECT COMPLETION REPORT

<b>Organization Legal Name:</b>	Nature Conservation Foundation
<b>Project Title:</b>	Fostering Sustainable Agriculture Practices for Conservation of Tropical Biodiversity in Plantation Landscapes of Western Ghats
<b>Date of Report:</b>	22 April 2012
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**CEPF Region: Western Ghats**

**Strategic Direction: 1. Conservation of key biodiversity areas**

**Grant Amount: \$115,300**

**Project Dates: October 1, 2009 – December 31, 2011**

**Implementation Partners for this Project (please explain the level of involvement for each partner):**

### **Rainforest Alliance**

Rainforest Alliance (RA) was involved during all stages of the project, and provided training and outreach to producers and groups, besides RA's focus on a separate component related to developing market linkages for producers. Joke Aerts from Rainforest Alliance was closely involved in project coordination and execution at all stages, while others including Peter Sprang, Kathrin Resak, Ria Stout, Tensie Whelan, Per Bogstad, and Marc Monsarrat, from RA and Oliver Bach and Ana Garzon from RA/SAN Secretariat, and Sarah Doornbos, Diganta Kalita and Ruzmyn Vilcassim, were involved in specific activities and interactions with NCF on this project. In addition, RA was a co-organiser of the various workshops and trainings, shared RA/SAN training material and used NCF's training materials and outputs in the project activities. RA and SAN also provided part support for NCF participation in SAN meetings and technical training summits. RA also continued with fund-raising related to and sustaining the momentum of the project beyond the project period with extensions in tea and spices sectors.

### **Conservation Impacts**

***Please explain/describe how your project has contributed to the implementation of the CEPF ecosystem profile.***

The Critical Ecosystem Partnership Fund (CEPF) Ecosystem Profile and related investment strategy for the Western Ghats clearly identifies that "Conservation activities within protected areas need to be strengthened and the substantial biodiversity in the adjoining unprotected areas

must be conserved." There is a clear aim to promote conservation around protected areas to enhance habitat connectivity and enable greater civil society participation in conservation efforts. The present project worked directly on this specific aspect to extend conservation efforts to the wider landscape around protected areas in the Western Ghats, specifically through the adoption of better land-use practices in tea and coffee plantations abutting conservation reserves in the Anamalai hills and Mysore-Nilgiris landscapes. Both these landscapes were identified as priority areas for CEPF investment: the Anamalai and Mysore-Nilgiri corridors. Through our partnership with Rainforest Alliance and membership in the Sustainable Agriculture Network (SAN), we were able to introduce in the Indian context a viable system of market-linkage for tea and coffee producers who voluntarily chose to adopt better practices of the SAN Sustainable Agriculture Standard. This was achieved by through credible third-party certification of farms that adopted these standards and linkages with buyers seeking certified produce. Certified farms do not use banned and toxic agrochemicals, protect natural ecosystems, and use a range of better social and farm management practices.

As per the CEPF analyses, new partnerships must be created and new models of co-management developed to conserve and manage biodiversity within and outside protected areas and to enhance connectivity among highly fragmented habitats of the Western Ghats. This is directly related to the identified Strategic Direction 1 "Enable action by diverse communities and partnerships to ensure conservation of key biodiversity areas and enhance connectivity in the corridors". The present project worked towards this criteria and this Strategic Direction by joining our expertise as a conservation organization in the region, with the experience of an international partner in market-based approaches, plantation companies, and the wider conservation community, to extend conservation to a wide landscape around key conservation areas in the Western Ghats.

***Please summarize the overall results/impact of your project.***

During this project, we brought to the fore among the plantation companies, the planter community, and other stakeholders, especially in the Nilgiris and Anamalai hills, increased recognition of conservation of natural ecosystems and wildlife in landscapes of tea and coffee plantations. Through a range of activities, workshops, and materials, the project helped inform stakeholders about and record important conservation areas and natural habitat fragments such as rainforest fragments and sholas and grasslands on private lands, especially in areas adjoining key wildlife protected areas, leading to increased protection. Those estates that specifically underwent preparation for certification or were certified over the course of the project have also committed to protecting these natural ecosystems in the long-term as their destruction would lead to disqualification from certification.

The project enabled the creation of a valuable set of learnings on better practices (social, environmental, and land-use) related to tea and coffee production in India. These were innovatively incorporated into a dedicated website for producers and conservationists wishing to know more about these practices as well as avail of certification. In addition, we have worked to develop a detailed local interpretation guidelines document and annexures including suitable native shade tree species and high value ecosystems in the region, which we believe are of likely to be of great value and interest to bring about further sectoral change.

As a consequence of our work, a number of large tea and coffee estates, occupying over 6000 ha, were newly certified or re-certified during the project period in the Western Ghats. The successfully certified estates include Valparai Coffee Estate a key estate with a number of rainforest fragments and located adjoining the Anamalai Tiger Reserve. Several tea estates in the Nilgiris landscape, and coffee estates in Kodagu and Hassan / Chikmagalur area are also in various stages of the certification process. Many other producers were also reached by the

program, including a large group of tea estates in the High Ranges, and some of these producers and groups are currently in preparatory phases for certification.

**Planned Long-term Impacts - 3+ years (as stated in the approved proposal):**

Recognition of important conservation areas and protection of natural habitat fragments such as rainforests and grasslands on private lands, especially in areas adjoining key conservation reserves

Improvement in environment, especially soil and water, through adoption of measures under the Sustainable Agriculture Standard

Wider community awareness and involvement in conservation than hitherto noticed on private plantations

Linkages of these environmental concerns with social, health, and safety issues, is also an anticipated positive impact

For estate workers and their families: anticipated better and safer working conditions, proper payment of wages, reduction in incidence of gender discrimination and sexual harassment particularly against women, and improved community benefits.

Women benefit in the long run by adoption of policies for payment of equal wages for equal work, non-discrimination at workplace, appropriate work allocation and provision of crèches, especially for pregnant women or women with young children.

NCF involvement with the Sustainable Agriculture Network (SAN), a group of nine organizations specializing in sustainable tropical agriculture, of which RA is the secretariat. NCF could become the first India member of the SAN and help the SAN to broaden its understanding in this region, and continue evolving informed by a wider body of scientific knowledge that NCF can contribute to.

Internationally, the region's biodiversity will become better known as brands sourcing there will develop messaging for consumers to talk about their work at origin.

**Actual Progress Toward Long-term Impacts at Completion:**

The project successfully raised awareness on better social, environmental, and land-use practices, especially ecosystems, wildlife, soil and water, based on adoption of the SAN Sustainable Agriculture Standard, was linked to Rainforest Alliance certification that could bring market benefits to producers. The different types of natural ecosystems in tea and coffee plantations, threatened and endangered wildlife species, and issues such as animal corridors and mitigation of wildlife – human conflicts, were projected and discussed in virtually all training events, workshops, presentations, and outputs, thereby directly reaching hundreds of stakeholders in the plantation sector. By on-site training in farms for management and workers, and assistance through diagnostic audits and outreach, several estates moved to apply for certification, underwent certification or re-certification audits, and one major producer and a family farm of two estates directly trained and assisted through diagnostic audits by us achieved first certification within the project period itself. As these plantations occupy large areas, within and adjoining conservation reserves in the Western Ghats, this is likely to lead to long-term benefits to local communities and conservation in the region, although the 2-year time frame is inadequate for measurement of such changes. This includes, for estate workers and their families better and safer working conditions, proper payment of wages, reduction in discrimination and sexual

harassment particularly against women, and improved community relations. Certified farms also avoid banned and toxic agrochemicals and provide better protective gear for workers, and have been improving housing and other working conditions in a phased manner as part of the continuous improvement programme built into the SAN Standard.

Another long-term impact is the involvement of the Nature Conservation Foundation (NCF) with the Sustainable Agriculture Network (SAN), an international group of non-profit organisations working in sustainable tropical agriculture and conservation including Rainforest Alliance, involved in setting standards and policy underlying Rainforest Alliance certification. NCF became the first member from India (and Asia) of the SAN and will continue to help the SAN broaden its understanding in this region in the years to come. NCF applied for membership of the SAN and was included as an associate member of the Sustainable Agricultural Network (SAN) in March 2010, during the SAN meeting in Copan, Honduras, between 2 and 4 March 2010. As of 2012, NCF became a full member of SAN with voting rights, participating in this capacity in the SAN meeting in San Jose, Costa Rica, during 20 – 23 March 2012. The membership of SAN has enabled developing linkages with other SAN members and presenting aspects of certification and conservation as related to tea and coffee and other crops in India. As a SAN member, NCF will continue to be involved in the development of standards and local indicators (interpretation guidelines) for certification in the future.

Our contributions to Standards and Policy development over the period of the project is also likely to have long-term impacts. The Sustainable Agriculture Network (SAN) Standard and Policy for Groups, that we contributed to in discussions, was finalised and released in March 2011, which will be applicable in the future until the next revision (last revision was in 2004). NCF had earlier, during the Asia Technical Training Summit in April 2010, contributed inputs to developing the SAN Standard and Policy for Groups and the Principles and Criteria that will apply for Rainforest Alliance certification for groups in the future. NCF is also engaging with the process, beginning later in 2012, of developing the next version of the SAN Sustainable Agriculture Standard. One NCF scientist has been inducted to the International Standards Committee (ISC) of the SAN in March 2012. In relation to conservation, NCF has specifically contributed to and will further develop on aspects such as human-wildlife coexistence, recognition of areas of high conservation value, effects of alien species, in the Standards and Policy development at SAN and the ISC. By engaging in technical training of auditors and bringing more focused attention on conservation issues as a member of the Sustainable Agriculture Network (SAN), we also hope to continue influencing the improvement of standards underlying certification in the long-term.

Through the project, we also developed a comprehensive website on sustainable agriculture with useful resources and links for tea and coffee plantations in India. Much useful content in the form of text, links to external resources, and a detailed photographic visual guide for planters, is already available on the website, and additional aspects are being periodically added. This website, Ecoagriculture India ([ecoagriculture.in](http://ecoagriculture.in)) and associated social network sites, will be a long-term resource to help foster conservation in plantations in the region and a resource for producers who wish to know more about sustainable agriculture or prepare for certification.

Some plantations are also reaching out to regional civil society organisations for aspects such as wildlife inventory, ecosystems protection, and sourcing seedlings of native shade tree species—partnerships that can extend in the future. Such consultations with local NGOs as resource persons (e.g., Keystone Foundation in the Nilgiris, Ecosystems India, Assam, others involved in waste management and health), were very helpful. Overall, for the producers, benefits are emerging as they are already linked to the rapidly growing market of Rainforest Alliance Certified (tm) produce and export opportunities. The region's biodiversity is also becoming better known and featured as brands sourcing here develop messaging for their consumers. There remains considerable interest in Rainforest Alliance certification and the number of interested producers and market scope seems to be expanding.

### **Planned Short-term Impacts - 1 to 3 years (as stated in the approved proposal):**

Heightened biodiversity awareness among key stakeholder in the region (especially the recognition of important conservation areas on private lands and protection of habitat fragments such as rainforests and grasslands)

Growing understanding of the relationship between sustainable agriculture and biodiversity conservation

Tea and coffee producers certified for compliance with the Sustainable Agriculture Standard

International markets sourcing certified tea and coffee from the region

Local biodiversity priorities incorporated into the local indicators for the Standard

### **Actual Progress Toward Short-term Impacts at Completion:**

The outreach and training programs related to sustainable agricultural practices carried out over the duration of this project has placed issues such as environment and conservation more firmly within the tea and coffee plantation business sectors than has been the case in the past. This is partly by bringing issues to the fore such as wildlife conservation in habitat remnants, animal corridors through plantations, invasive alien species, and better cultivation practices, during direct engagement with a cross-section of the planter community. This was effected through a series of targeted workshops, presentations at plantation association meetings, and the preparation of outreach material and the dedicated website. Also, developing and publishing material such as websites, posters, and publications has helped circulate these widely and remain a source of influence over the short-term as well as a lasting resource.

Some of the activities during the present project are likely to result in positive influences in sustainable agriculture in the near-term. We entered into an MoU with our partner Rainforest Alliance on aspects related to the project as well as for a wider engagement in joint activities in the region related to fostering sustainable agriculture practices. Our activities continue with Rainforest Alliance beyond the project period and are extending to new areas and crops. Some of the plantation companies that underwent specific training or diagnostic audit by NCF also applied for Rainforest Alliance certification, including tea estates in the Nilgiris, coffee plantations in Anamalai hills and Chikmagalur, Karnataka. Of these, one of the largest coffee growers in the Anamalai hills, adjoining the Anamalai Tiger Reserve and holding several rainforest fragments within their estates, was also successfully certified. These are all likely to have immediate short-term positive impacts.

A stakeholder information workshop involving regional NGOs held in February 2010 helped create awareness on Rainforest Alliance certification and the opportunities for civil society groups to work with producers to meet standards requirements. Several NGOs have listed their expertise and information on other aspects such as plant nurseries in the Nilgiris are compiled and these resources will be linked on the ecoagriculture website developed under this project. One scientist from NCF also participated in the annual auditor technical training summit at Bali between 6 and 9 April 2010. Besides a submission on auditing considerations, NCF contributed to review of the SAN Standard for Group Certification, and was identified as a nodal agency for the identification of ecosystems of High Conservation Value, a crucial aspect of the SAN standard addendum relation to ecosystem conservation in certified farms. NCF also participated and provided inputs during the local indicator workshop for tea at Kolkata on 14

April 2010. A second workshop was jointly organised by Rainforest Alliance and NCF in the Nilgiris on 15-16 July 2010.

NCF joined a group of journalists on 4-5 May 2010 visiting farms in the Nilgiris to interact and discuss aspects related to Rainforest Alliance certification and the outputs from this will help to generate awareness and greater interest in markets sourcing tea and coffee from the Western Ghats region. Rainforest Alliance also facilitated a trip by journalists to visit certified tea estates in the Nilgiris and we engaged in discussions with journalists to highlight the conservation issues and importance as well as goals related to worker welfare that may be achieved through the process of certification. The articles are likely to increase awareness of programme in the short term.

We made specific efforts to engage with the coffee-growing sector in the Western Ghats. This included a targeted training and local indicator workshop (at Madikeri), participation and presentation in a Coffee Board research workshop, and publication of an overview of certification in coffee in a leading industry journal. Besides this, several farms have received direct inputs and training to assist in preparation towards adopting sustainable agriculture practices. These are likely to bring about favourable changes in the near future as the appreciation of conservation values of plantations and good land-use practices is increasing as a result of these efforts.

The training and diagnostic audits conducted for focal estates, especially in the Nilgiris and Anamalai hills, have led to many estates located in crucial conservation areas preparing for Rainforest Alliance certification following the SAN Standard. In addition, other estates and farmers have also used the material prepared for awareness creation among staff and workers and adoption of better practices. We foresee that this may lead to improvements in the short-term at specific locations. If sustained improvements are made, this can even lead to long-term benefits.

Some activities over the present reporting period have had a more direct short-term impact. NCF also participated in an auditor training programme with Rainforest Alliance and helped train a new batch of auditors and trainers, particularly in aspects related to ecosystems, wildlife, soil and water. The creation and dissemination of outreach material as a set of six posters (Sustainable Agriculture Network Training Guide) in English, Tamil, and Kannada, has helped to reach and effectively illustrate better practices to farm management and workers across over 200 estates/locations in southern India besides other plantation regions. The preparation of detailed local interpretation guidelines on tea and coffee production (including on wildlife and ecosystem conservation and native shade tree species) will assist both producers interested in sustainable practices and certification as well as auditors in evaluating farms on the basis of the SAN Sustainable Agriculture Standard.

### **Please provide the following information where relevant:**

#### **Hectares Protected:**

Around 6000 ha of plantations in the Western Ghats adopting sustainable practices, including direct protection of natural ecosystems such as rainforest fragments, sholas, and grasslands (approximate area: 600 ha).

#### **Species Conserved:**

A wide range of species use these landscapes either as resident populations (e.g., lion-tailed macaques in the Anamalai hills, many endemic birds) or as corridors for movement (e.g., Asian elephant, dhole, leopard, sloth bear). The species conserved in such landscapes are discussed in an earlier publication (Mudappa and Raman 2007, cited in proposal), as well as in publications during the project (Jeganathan and Murali 2011, Prakash et al 2012, Murali and Raman provisionally accepted, Mudappa and Raman, provisionally accepted).

### **Corridors Created:**

No specific corridors were created although Valparai Coffee Estate (c. 1,200 ha, including 660 ha of coffee) achieved certification during the project. This estate occupies an important location adjoining the Anamalai Tiger Reserve, has many rainforest fragments, uses native shade tree species (under program of improvement during certification), and also realigned electric fences to protect property while permitting elephant movements through the landscape. Similar efforts are mandated at other estates that are under certification, but could not be undertaken/verified by NCF during the project period.

### ***Describe the success or challenges of the project toward achieving its short-term and long-term impact objectives.***

The main achievements (successful aspects) of the project in achieving objectives are provided in the narrative above. Our principal challenges were the following:

- 1) Although the project was focused and activities under the project were restricted to the Western Ghats region, the certification and promotion of the SAN Standard needed to be looked at on a national basis (including other parts of the Western Ghats as well as Assam / Eastern India). We separately made this additional effort for other regions (outside of the present project, using NCF's own resources) as well by also developing linkages with other NGOs active in Eastern India and with other active certification auditors. We managed to do this to a fair extent using NCF's own resources and linkages with Rainforest Alliance, Ethical Tea Partnership, and other NGOs.
- 2) A major challenge was to break the deadlocks and suspicions that arise between conservation organisations and the plantation sector. We were able to achieve this only partly because (a) several NGOs recognise the need to extend conservation to production landscapes and are willing to work with and support producers, and (b) some of the plantations companies or individual producers had an open and positive attitude to conservation and a willingness to participate and learn new directions. Still, there remains a lot of work to be done. Qualified conservation scientists with a willingness to learn about tea and coffee production and interface with and provide supporting services to producers and industry remain scarce.
- 3) Frequent turnover in plantation management, local Forest Departments, people in Government bodies, and other logistical issues precluded developing close linkages between the State and plantations, including for raising interest in domestic markets or in other policy incentives. This was not, however, a direct deliverable on the project, although an aspect of longer-term interest.

### ***Were there any unexpected impacts (positive or negative)?***

There were no major unexpected positive or negative impacts.

<b>Project Components</b>
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**Project Components:** *Please report on results by project component. Reporting should reference specific products/deliverables from the approved project design and other relevant information.*

**Component 1 Planned: Bringing awareness of and adopting sustainable agricultural practices.**

**Component 1 Actual at Completion:**

**1.1 Stakeholders informed, publications produced and disseminated about the sustainable agriculture practices, Rainforest Alliance certification, and conservation-friendly plantation land-use practices**

A wide range of activities and outreach efforts were undertaken during the project to ensure that relevant stakeholders were informed about and understood the essential requirements of the SAN Standard which is used as a basis for Rainforest Alliance certification. This included targeted workshops for producers and civil society organisations, a dedicated website, and other outputs. Through these we directly reached over 200 key stakeholders in the focal region of Mysore – Nilgiris and Anamalai corridors, including large estates adjoining crucial conservation areas and local conservation organisations. Some of the tea and coffee estates that were directly trained by us, applied for and successfully underwent Rainforest Alliance certification audits during the project period, while a few others are preparing for audits.

*Workshops*

Early on during the project we held a stakeholder information workshop on 2 February 2010 at the Keystone Foundation, Kotagiri, which was attended by 22 people from 11 different civil society organisations active in the Anamalais and Mysore-Nilgiris focal regions. Besides informing these stakeholders, they were also contacted as resources to support producers as the project continued. Keystone Foundation, in particular, was involved in workshops and also directly provided support to several producers (tea estates) in the Nilgiris region, especially around Coonoor and Kotagiri.

The process of consulting and informing stakeholders continued through the project during other workshops organised by us, along with our partner Rainforest Alliance, for training in the SAN Standard (see next section) and local interpretation guidelines development for tea and coffee production (see Component 2). In these workshops and discussions on conservation, certification, and best practices, opportunities for certification in this region and benefits that are likely to accrue were communicated. The workshops were organised in different places and saw the participation of planters, planters' association representatives, NGOs and conservationists, Coffee and Tea Boards, tea and coffee research institutes, and individual farmers, with a strong focus on the Western Ghats region of Nilgiris-Mysore and Anamalais. Thus, we reached out to a wide variety of stakeholders during the workshops at Kolkata (April 2010), Ooty (July 2010), Chikmagalur (July 2010), and Madikeri (October 2010), and Bangalore (November 2011). In February 2011, we held a consultation workshop with experienced biologists on high value ecosystems in plantation landscapes. This was attended by around 30 specialists and feedback on ecosystems, species and threats, and legal aspects obtained, while information on the SAN Standard and interpretation related to conservation was discussed and disseminated.

To specifically reach a cross-section of coffee producers, we made a joint presentation with Rainforest Alliance on coffee, conservation, and certification at the United Planters' Association of South India and Karnataka Planters' Association (UPASI-KPA) annual conference on coffee at Bangalore on 3 November 2010. Later, NCF on 28 December 2010 participated in a conference on *Biodiversity and Sustainable Coffee Farming in India* organised by the Central Coffee Research Institute of the Coffee Board, where we made a presentation titled 'Coffee and Conservation: Integrating past experience and recent research for sustainable coffee plantations in India'. This presentation was well received and enabled reaching out to coffee producers and key industry representatives. During 14th and 15th April 2011, we participated in the *CAFNET Coffee*

*Mela* at Ponnampet, Kodagu, where NCF and National Centre of Biological Sciences (NCBS), Bangalore, retained a stall to disseminate information and sell or distribute some of our produced informational material.

NCF also participated and/or made presentations on the standards and India needs in the SAN and Rainforest Alliance Technical Training Summits in Bali April 2010, Nairobi March 2011, and San Jose October 2011.

#### *Website*

Responding to need for a clear visual guide of best practices related to sustainable agriculture, we developed a dedicated website Ecoagriculture India ([ecoagriculture.in](http://ecoagriculture.in)) with a focus on tea and coffee plantations in India. The website provides online resources and guidance on good land-use practices in tea and coffee plantations, along with a (photographic visual guide) to good and bad practices. Planters can also learn about the opportunities for and ways to get their tea or coffee certified by Rainforest Alliance. The website has periodically updated content, photographs, and blog posts, and interested persons can also join the social network (Twitter and Facebook) pages using links provided on the website for further interactions and periodic updates. Information on Standards and certification compiled and circulated to key producers and other stakeholders are also referenced or linked on website. Guidelines, legal requirements, links and resources, including to other useful NGOs, are placed on the website as and when they become available.

#### *Other outputs*

We also designed and published a set of 6 well-designed posters as a 'Sustainable Agriculture Training Guide'. These have been widely circulated among tea and coffee plantations (over 300 sets), producers and trainers, besides being used in workshops and training. Translations in Tamil and Kannada have been prepared and printed and also circulated. The template was also shared with a leading coffee trading agency which is also using it for further outreach to large number of member farms. These posters have enabled reaching out to thousands of stakeholders from farm workers to upper management and trainers.

A DVD of training material compiled along with posters and implementation guide were also displayed and sold at the CAFNET mela in April 2011, as well as during other workshops and interactions. Some of the material has also been shared with the Sustainable Agriculture Network online training platform ([sustainableagriculturetraining.org](http://sustainableagriculturetraining.org)). The well designed and informative *Coffee Implementation Guide* of SAN/RA was also widely circulated during the project.

#### *Media articles*

Following the UPASI-KPA conference, we also submitted a detailed paper for the industry journal *Planters' Chronicle*, which was published in the December 2010 issue. Several articles appeared in the National online and print media including in *First Post*, *HT Mint*, *The Hindu Magazine*, *The Hindu Business Line*, besides periodicals such as *Current Conservation*, that mention ongoing changes in plantations including Rainforest Alliance certification.

## **1.2 Farmers committed to the Sustainable Agriculture Standard and receiving training from local service providers**

*Anamalais corridor:* In the Anamalai hills, we provided SAN Standard training to a group of 6 farms spanning over 4700 ha of tea and 700 ha of coffee in the Anamalai hills. We closely worked with Tata Coffee Ltd and assisted through training and diagnostic audits their preparation for certification. During the project Tata Coffee's Valparai coffee estate applied for certification,

and were subsequently independently audited, and successfully became Rainforest Alliance certified. This area adjoins the Anamalai Tiger Reserve and the shade-coffee estate also protects a number of rainforest fragments containing populations of lion-tailed macaques, Great Hornbills, and many other endemic and threatened wildlife species. We also held informal training and interactions with other producers and UPASI in the Anamalai's corridor and distributed materials related to Rainforest Alliance certification. While some estates are using this as part of their programmes related to existing certification (organic or Fair Trade), other estates have committed to the SAN Standard and are preparing for Rainforest Alliance certification. In July and August, we carried out diagnostic audits for two large tea estates in the Anamalai hills. In the Anamalai hills, we also carried out diagnostics for one large tea estate (>400 ha of tea) and one large coffee estate (>600 ha of coffee) in October and November 2010. The latter is already implementing changes and has applied for certification.

In the High Ranges around Munnar, we held two targeted workshops for the largest tea company in the landscape and in southern India. On 22 November 2010, we held trainings in the SAN Standard for one of the largest tea plantation groups in the Western Ghats. The group consists of seven large estates (over 7000 ha of tea) and the management of all the estates were present at the training. We carried out training for managers of 9 tea estates and brief field diagnostics in 3 tea estates in the High Ranges again between 19-24 May 2011. The area involved, if these producers finally commit is around 21,000 ha. We understand that they are currently in discussion with a buyer as a prelude for Rainforest Alliance certification.

*Mysore – Nilgiris Corridor:* In the Mysore – Nilgiris District, we provided training and information assistance to a number of stakeholders and producers during our workshops and training events. Training for four farms in a group with around 700 ha under tea and 30 ha under coffee in the Nilgiris was carried out in early July 2010 along with a preliminary wildlife inventory on their estates. One of the tea estates subsequently prepared for certification, but due to management changes the group's is yet to formally commit and apply for certification (March 2012). For coffee, we provided training to a coffee farm occupying 120 ha in Kodagu district, Karnataka, and training and field diagnostic conducted for 2 other coffee farms with some 180 ha under coffee in Chikmagalur and Hassan districts. In September 2011, a group of 9 large coffee estates and a family farm (2 estates) in Hassan and Chikmagalur were trained in the SAN Standard and brief field audits and assessments were carried out, including a wildlife inventory on 2 farms. Companies represented in this group also have farms in Kodagu and other regions adjoining the Western Ghats. The 2 estates in a family farm trained where we also carried out wildlife inventory (also with earlier training and diagnostic audit by us), applied for audit and has successfully completed the requirements, although the certificate is yet to be received at the time of report preparation. This represents one of the extensions of our work in the Western Ghats beyond the focal Nilgiris and Anamalai corridors into adjoining landscapes.

Other tea and coffee estates that received training by us in the Nilgiris and Anamalais prepared for audits (some earlier certified estates were re-audited), indicating commitment to the SAN Sustainable Agriculture Standard. Linkages were also established with buyers for securing interest and commitment. Details are available in partner Rainforest Alliance reports to CEPF.

**Component 2 Planned: Developing a local indicators document that guides production policy in the region for compliance with the criteria of the Sustainable Agriculture Standard and respect for local tradition and law.**

**Component 2 Actual at Completion:**

## **2.1 Manual produced of native forest tree species appropriate for use as shade trees in plantations in each eco-climatic zone (e.g., mid- and high-elevation tropical rainforest, tropical deciduous forests)**

We started with a draft worksheet of species by forest type in relation to individual plantation districts in the Western Ghats (Assam region also included as it is a major-tea growing region in India). Using this as a template for consultation and input from other organisations and stakeholders, we discussed potential species with biologists, producers, and others during our workshops and training events. It was clear that the manual needed to be reasonably useful across diverse eco-climatic zones while also being simple to use for producers, and a balance needed to be struck. Also, as shade criteria differ for tea from coffee, and for tea in different parts of India, this needed to be brought in at an appropriate place in the local interpretation guidelines or shade tree manuals.

Using the database of species and suggestions received, we sought inputs for the list of tree species during the local indicator workshop for coffee production in October 2010 and subsequently during a workshop on high value ecosystems in February 2011. We also compiled additional references on shade tree species from earlier and recent literature. Using this an appropriate list of shade tree species for the different regions within the Western Ghats was compiled. For coffee, this list was simplified into species suitable for the deciduous forest and wet evergreen forest zones. This is already included in final draft of local interpretation guidelines. The manual incorporating useful links and references and will be placed on the website. For tea, the information is incorporated at an appropriate place within the local interpretation guidelines.

## **2.2 Local stakeholders identified and consultation workshops held**

Using databases of tea and coffee at the regional level, and information on tea estates at the farm level, and our own contacts in the plantations, we reached out to producers and plantation associations in a series of workshops and events. These events served both as information exchange and training as well as to consult the stakeholders on their experiences and needs. The following were the major workshops and events held during the project.

- 1) A local interpretation guidelines workshop was held in Kolkata on 14 April 2010 with 39 producer representatives and NGOs, including producers from Nilgiris-Mysore region.
- 2) A 2-day training and local indicator workshop for planters, planters' association representatives, NGOs, and individual farmers in Ooty on 15 and 16 July 2010, focussed on tea production in Southern India. There were around 25 participants for the training on 15th, and 46 for the second local indicator workshop for tea held on the following day held at Hotel Sullivan Court, Ooty.
- 3) A 2-day training and local interpretation guidelines workshop on 29 and 30 October 2010 at the Hotel Coorg International, Madikeri, in the heart of the coffee-growing district. This was attended by 53 participants including plantation managers, individual farm owners, traders, and Coffee Board and Central Coffee Research Institute representatives.
- 4) On 11 Feb 2011, we held a consultation workshop with experienced biologists on high value ecosystems in plantation landscapes. This was attended by around 30 specialists and feedback on ecosystems, species and threats, and legal aspects obtained.
- 5) A 2-day workshop was held on 18 and 19 November 2011 at Bangalore. The first day reviewed progress and had 21 auditors, trainers, Rainforest Alliance and NCF/SAN updating the local interpretation guidelines draft. The second day, during which around 40 people including many planters and farm representatives attended, was used to discuss and disseminate the emerging indicators and best practices to the producers.

- 6) Events organised for specific plantations and/or groups were held in Anamalais (May 2010, May 2011), High Ranges (November 2010, May 2011), Kodagu (June 2010), Nilgiris (February 2010, July 2010), Chikmagalur (July 2010, September 2011), Ethical Tea Partnership members (April 2010, December 2010). As these involved directly communicating with tea and coffee estate managers, we got considerable feedback on various aspects of the SAN Standard and local interpretation.
- 7) NCF participated as a resource person at the auditor training programme held in New Delhi from 19 to 23 September, 2011, at the India Habitat Centre. The training for new auditors included individuals from Woodcert, and the following NGOs: Keystone Foundation (Kotagiri, Nilgiris), Ecosystems India, (Guwahati, Assam), and Foundation for Ecological Research Advocacy and Learning (Pondicherry).
- 8) Events in the nature of in-house presentations and interactions were at Keystone Foundation, Kotagiri, during CEPF review meeting in 2011 and in the NCF Annual Academic meetings in 2010 and 2011, and in the SAN meetings in 2010, 2011, and 2012.

### **2.3 Local indicators document for the Standard published for use as a best practices manual as well as guideline for certification preparation and audits**

Preparation of local indicators (local interpretation guidelines document) turned out to be more complicated than anticipated at the beginning of the project. This was primarily because the guidelines required to be drafted to be applicable at a national level. The complexity of settings of tea and coffee cultivation across different regions in India, the variation in producers from small farmers to large estates and groups, and diversity of stakeholder responses (from the various workshops and interaction events) that needed to be balanced without compromising the aims of sustainability underlying the Standard. So we worked right through the project to arrive at this document, constantly gathering material and improving it, restricting its application to estates and groups as small farmers will require separate attention.

Compilation of prior research, laws, government orders, and other relevant information (e.g., pesticide use) was made, with reference to tea and coffee. Draft local indicators with a minimal set of criteria was prepared after the first workshop, and these were expanded following representations and discussions in subsequent events. Drafts circulated prior to follow-up workshops in July and October 2010, and February 2011 were further fleshed out as a number of additional issues were raised.

A detailed local interpretation guidelines document has been drafted and is at a near-final stage. It thoroughly addresses numerous criteria under each principle (social, environmental, economic and management) with detailed annexures and species lists, and as a compendium of useful information it will be the first of its kind in India. Considering the scale and scope for tea and coffee production in India, this document needs to undergo another round of consultation and feedback process among producers and other stakeholders, which will be initiated shortly with Rainforest Alliance. While the final draft is available to CEPF on request, it will ultimately be made publicly available through the project website ([ecoagriculture.in](http://ecoagriculture.in)), along with other materials and standards related to the Standard.

#### ***Were any components unrealized? If so, how has this affected the overall impact of the project?***

The main targets planned have been addressed and largely achieved. The process of development of local indicators required some effort beyond what was initially conceived because of scale and

complexity and need for coordination with a wider national effort. The guidelines prepared require a final round of stakeholder consultation, which is being coordinated by the RA and SAN secretariats.

***Please describe and submit (electronically if possible) any tools, products, or methodologies that resulted from this project or contributed to the results.***

The following publications are related to the project during this period and final/published versions will be submitted to CEPF electronically and placed on NCF and/or partner websites:

#### **Peer-reviewed publications**

Mudappa, D. & Raman, T. R. S. (provisionally accepted). Wildlife conservation in tropical forest landscapes fragmented by plantations: tea, coffee, cardamom, and other commodity crops. In M. Rangarajan, M. D. Madhusudan, and G. Shahabuddin (Editors). *Nature without Borders*.

Murali, R., and Raman, T. R. S. (provisionally accepted). Streamside amphibian communities in plantations and a rainforest fragment in the Anamalai hills, India. *Journal of Threatened Taxa*

Prakash, N., Mudappa, D., Raman, T. R. S. and Kumar, A. 2012. Conservation of the Asian small-clawed otter (*Aonyx cinereus*) in human-modified landscapes, Western Ghats, India. *Tropical Conservation Science* 5(1): 67-78. Available online: [www.tropicalconservationscience.org](http://www.tropicalconservationscience.org)

#### **Articles in periodicals**

Aerts, J., Mudappa, D. & Raman, T. R. S. 2010. Coffee, conservation, and Rainforest Alliance certification: opportunities for Indian coffee. *Planters' Chronicle* 106(12): 15-26.  
URL: [ncf-india.org/publication.php?type=Journal+Article&title=225](http://ncf-india.org/publication.php?type=Journal+Article&title=225)

Karnad, D. 2010. Biodiversity-friendly beverages help protect wildlife and wild lands. *Current Conservation* 4(3): 3.  
URL: [issuu.com/currentconservation/docs/cc\\_4.3](http://issuu.com/currentconservation/docs/cc_4.3)

Mistiaen, V. 2010. From PG to PC How a global revolution is brewing in the world of tea. *Reader's Digest* (UK) April 2010.  
URL: [www.journalistdirectory.com/image.php?id=15486](http://www.journalistdirectory.com/image.php?id=15486)

#### **Reports**

Jeganathan, P., and Murali, R. (2011). *Wildlife in the Havukal – Warwick estates, Nilgiris: a field survey and inventory report*. Unpublished report. Nature Conservation Foundation, Mysore.

#### **Articles in news media related to project**

Lenin, J. 2011. Why private owners must be involved in conservation strategy. *First Post*, 4 September 2011  
URL: [www.firstpost.com/ideas/why-private-owners-must-be-involved-in-conservation-strategy-75987.html](http://www.firstpost.com/ideas/why-private-owners-must-be-involved-in-conservation-strategy-75987.html)

Raman, T. R. S. (2011) Conserving a connected world.  
*The Hindu Magazine*, 5 June 2011, page 1 and 4.  
URL: [www.hindu.com/mag/2011/06/05/stories/2011060550030100.htm](http://www.hindu.com/mag/2011/06/05/stories/2011060550030100.htm)

Raman, T. R. S. & Mudappa, D. 2011. Rhythms of renewal.  
*The Hindu Magazine* 2 January 2011. Page 5.  
URL: [www.hindu.com/mag/2011/01/02/stories/2011010250330500.htm](http://www.hindu.com/mag/2011/01/02/stories/2011010250330500.htm)

Srinivas, A. 2010. Use of banned pesticides brews trouble for coffee exporters.  
*The Hindu Business Line*, 21 December 2010.  
URL: [www.thehindubusinessline.com/2010/12/21/stories/2010122151151800.htm](http://www.thehindubusinessline.com/2010/12/21/stories/2010122151151800.htm)

Planters' body meet to focus on eco issues.  
*OneIndia Money*, 26 October 2010.  
URL: [money.oneindia.in/news/2010/10/26/body-eco-issues.html](http://money.oneindia.in/news/2010/10/26/body-eco-issues.html)

Ghosh, P. 2010. Green shoots of recovery.  
*HT Mint*, 22 October 2010.  
URL: [www.livemint.com/2010/10/20220405/Green-shoots-of-recovery.html](http://www.livemint.com/2010/10/20220405/Green-shoots-of-recovery.html)

### Ecoagriculture India Website

URL: [ecoagriculture.in](http://ecoagriculture.in)

Facebook: A large number of useful links and material were made available here.

<http://www.facebook.com/pages/Ecoagriculture-India/333535013922>

Twitter: [http://twitter.com/#!/ecoagri\\_india](http://twitter.com/#!/ecoagri_india)



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## ecoagriculture india

Sustainable agriculture or ecoagriculture is a set of best practices that helps improve

- » people: lives of farmers and workers
- » planet: environment and wildlife
- » and profits: productivity and efficiency.

Learn here about sustainable agriculture and how responsible farms can tap into the growing worldwide demand for sustainably-produced agricultural commodities such as tea and coffee.

### Getting certified

Farms adopting best practices listed in the Sustainable Agriculture Standard of the Sustainable Agriculture Network (SAN Standards) can apply for certification to Rainforest Alliance.  
[Learn more »](#)

### Visual guide to best practices

Take a photographic tour of good and bad practices in farms (focus on tea and coffee plantations in India). [Gallery »](#)

### Useful links and resources

Do you need help in identifying and adopting relevant practices? We provide useful links, guides, outreach and resource material. [Click here »](#)

## Guidance documents

Local interpretation guidelines for tea and coffee production in India (submitted to SAN for public consultation)

High value ecosystems document (final draft pending revision)

Native shade tree species suitable for plantations in southern India (part of local interpretation guidelines)

## Sustainable Agriculture Training Guide Posters

A set of 6 posters

**Poster 1 Wildlife and ecosystems**

**Poster 2 People and welfare**

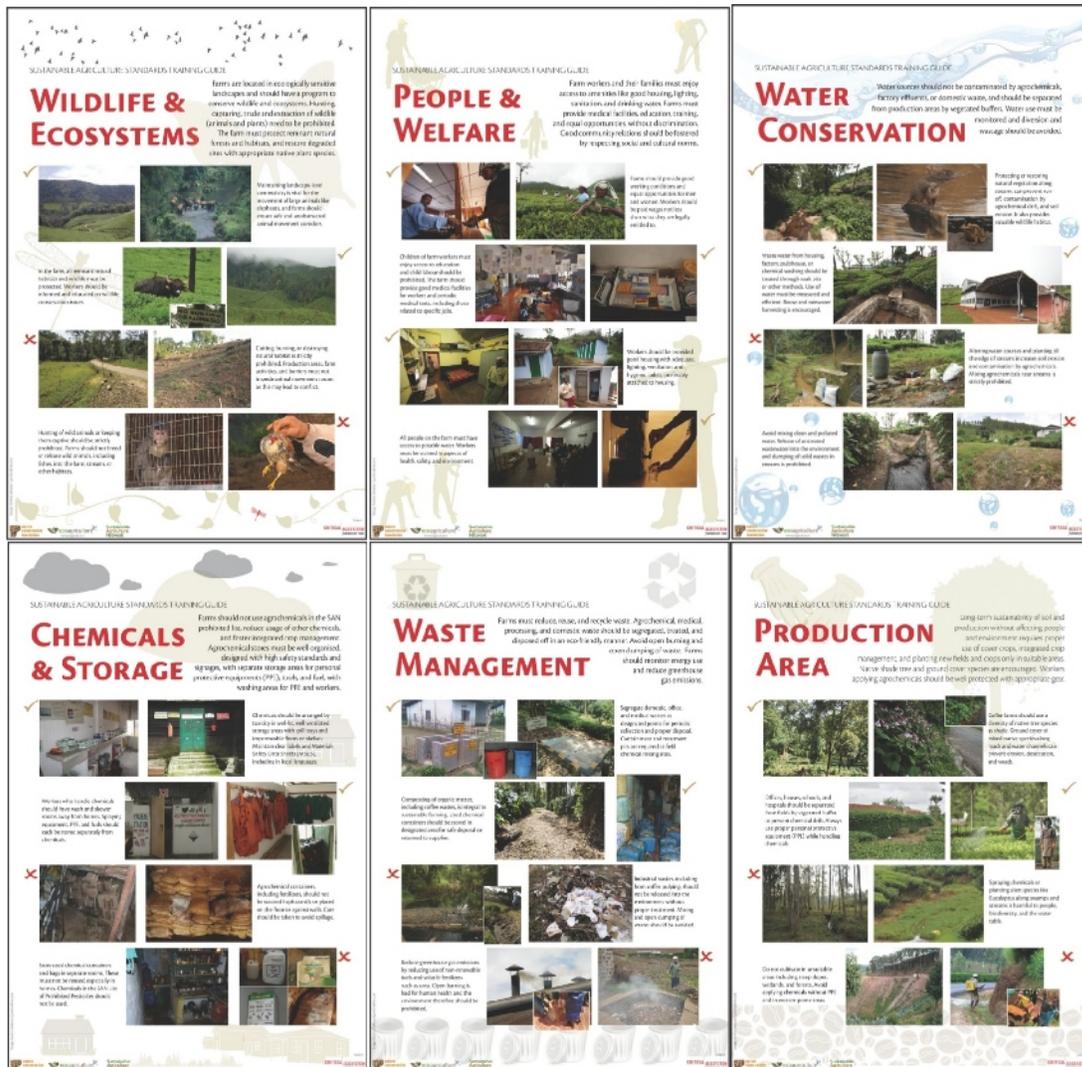
**Poster 3 Water conservation**

**Poster 4 Chemicals and storage**

**Poster 5 Waste management**

**Poster 6 Production area**

(Available in English, Tamil, and Kannada versions. Thumbnails of English below)



## **DVD with Information Materials**

Sustainable Agriculture Training Materials (for circulation at workshops and trainings)

This included:

- SAN Standards
- Implementation Guide
- Training Videos
- Useful references
- Documents

## **Presentations**

Presentation titled "The path towards Rainforest Alliance Certification: A training and a practical example" was made by NCF and Rainforest Alliance. United Planters' Association of South India (UPASI) and Karnataka Planters' Association (KPA) Conference at Bangalore, 3 November 2010.

Presentation titled 'Coffee and Conservation: Integrating past experience and recent research for sustainable coffee plantations in India' was made by NCF in conference on *Biodiversity and Sustainable Coffee Farming in India* organised by the Central Coffee Research Institute of the Coffee Board, 28 December 2010, Bangalore.

Numerous presentations on the SAN Standard, wildlife conservation, and natural ecosystems in plantations in all the workshops and training events.

Presentations on interpretation of wildlife and ecosystems criteria in the Indian context during SAN meetings in 2010, 2011 (online), auditor training event (September 2011, India), and in SAN Technical Training Summits in 2011 (Kenya) and 2012 (Bali, forthcoming).

## **Weblogs**

*CTC: Coffee Tea and Conservation* (NCF)

A number of relevant posts appeared here:

URL: [ecoagriculture.in/home/?cat=1](http://ecoagriculture.in/home/?cat=1)

*Coffee and Conservation*

URL: [www.coffeehabitat.com/2011/10/coffee-growing-in-india/](http://www.coffeehabitat.com/2011/10/coffee-growing-in-india/)

*The Frog Blog* (Rainforest Alliance)

Tensie Whelan, president of Rainforest Alliance, wrote about her trip to India's Rainforest Alliance Certified coffee and tea estates with NCF scientists:

URL: [rafrogblogus.wordpress.com/2010/12/21/report-from-india-part-1-reducing-waste-and-pollution-on-coffee-farms/](http://rafrogblogus.wordpress.com/2010/12/21/report-from-india-part-1-reducing-waste-and-pollution-on-coffee-farms/)

URL: [rafrogblogus.wordpress.com/2010/12/21/report-from-india-part-2-improving-conditions-on-tea-farms/](http://rafrogblogus.wordpress.com/2010/12/21/report-from-india-part-2-improving-conditions-on-tea-farms/)

URL: [rafrogblogus.wordpress.com/2010/12/21/report-from-india-part-3-protecting-wildlife-on-tea-farms/](http://rafrogblogus.wordpress.com/2010/12/21/report-from-india-part-3-protecting-wildlife-on-tea-farms/)

## Lessons Learned

***Describe any lessons learned during the design and implementation of the project, as well as any related to organizational development and capacity building. Consider lessons that would inform projects designed or implemented by your organization or others, as well as lessons that might be considered by the global conservation community.***

We presented an account of lessons learned that appeared on the CEPF website:

URL:

[www.cepf.net/resources/lessons\\_learned/Pages/NatureConservationFoundationinPartnershipwithRainforestAlliance.aspx](http://www.cepf.net/resources/lessons_learned/Pages/NatureConservationFoundationinPartnershipwithRainforestAlliance.aspx)

### ***Project Design Process: (aspects of the project design that contributed to its success/shortcomings)***

One shortcoming of the project was finding suitable personnel to assist in project management who had expertise in conservation needs and plantation industry, keeping a clear vision of the broader goals. The project as designed did not adequately account for the amount of time and involvement that was found to be required from the NCF scientists.

The project was also not designed to measure directly effects of changes on the ground (such as through comparison of certified and non-certified farms). Although better practices were identified and outreach provided, separate and sustained efforts are still required to benchmark these achievements and monitor changes on the ground.

### ***Project Implementation: (aspects of the project execution that contributed to its success/shortcomings)***

A key strength / success of the project was the sustained and multi-pronged involvement of and outreach to stakeholders, particularly other conservation organisations active in the region and the tea and coffee plantation sector. During the project, we established formal and informal associations with a number of stakeholders and engaged with them in many ways. Through these efforts a wide array of stakeholders were reached with the objectives of the project.

Our MoU with Rainforest Alliance facilitates a framework for joint activities in this project and work extending beyond as well. We initiated contact with other NGOs in the region, including Keystone Foundation, active in the Nilgiris, FERAL, Pondicherry, CAFNET, Kodagu, River Research Centre, Kerala, Ecosystems India, Guwahati, WWF India, and others in workshops and other kinds of interaction. Another link established is with the Ethical Tea Partnership (ETP), also active in southern and north-eastern India, for joint activities related to conservation in tea estates in the coming months. In a separate initiative, NCF co-organised with the Ethical Tea Partnership (ETP) a workshop focussed on managing human-wildlife conflict and options for certification for plantations in Assam on 26 April 2010 in Tezpur, Assam, later extended to ETP tea estates in Sri Lanka (December 2010). We closely involved auditors from IMO in the various training and local interpretation guidelines development process. Local and regional NGOs and individuals involved in conservation and sustainable development have been involved both directly in workshops and through direct dissemination of material related to the Rainforest Alliance certification and SAN Standard documents. We also interacted with journalists on farm visits and are preparing articles for further awareness creation. A number of articles appeared in various media (see list).

A large number of producers, producer organisations including those representing small holders, and individual farmers were directly involved in training workshops listed earlier or by direct dissemination of relevant informative material and documents. The farms represented included farms already certified as well as those interested in certification. We thus involved a wide cross-section of stakeholders from the plantations during the period. During the local indicators workshop held at Madikeri, Kodagu district, there were 53 participants, including plantation company managers, individual farm owners (including small growers), coffee trader/exporters such as Ecom Gill and Ned Commodities, auditors from IMO, Codagu Planters' Association representatives, Coffee Board and their research wing (Central Coffee Research Institute, CCRI) representatives, and scientists from Forestry College Ponnampet (French Institute, CAFNET project), and NGOs and others. We were invited to speak at the well-attended (over 100 participants) annual conference of the United Planters' Association of South India (UPASI) and Karnataka Planters' Association (KPA) at Bangalore on 3 November 2010. A presentation titled "The path towards Rainforest Alliance Certification: A training and a practical example" was made by NCF and Rainforest Alliance. This formed the basis of a paper submitted to the industry journal *Planters' Chronicle* special issue on coffee (December 2010). NCF scientist, T. R. Shankar Raman, also participated in the conference on 'Biodiversity and sustainable coffee farming in India' organised by the CCRI, Coffee Board, in Bangalore on 28 December 2010. A presentation "Coffee and conservation: Integrating past experience and recent research for sustainable coffee plantations in India" at this conference attended by leading industry representatives, followed by discussions.

We held consultation with conservation scientists with experience in biodiversity hotspots for identification of high value ecosystems (Workshop, 11 February 2011) and linked with the CEPF partners and KBA data. We participated in detailed discussion of standards and carried out training on ecosystems, wildlife, and water for auditors at Technical Training Summit in Bali (April 2010), Kenya (March 2011), and San Jose (March 2012). We made a presentation and interacted with other CEPF grantees at the CEPF review meeting at Kotagiri (8-9 April 2011). Our participation and stall in CAFNET Mela at Kodagu for coffee planters of Coorg helped in dissemination of information and publications (14-15 April 2011). We also established training resources in the environmental standard of the Ethical Tea Partnership (introduced in Dec 2010) and carried out training for some ETP coordinators and members, some of whom also work in the Western Ghats. We reached out to the Ethical Tea Partnership (ETP) on our ongoing efforts and shared outreach and training material with them.

We carried out a survey of birds, mammals, and stream ecosystems in a certified estate in Nilgiris to establish the base-line there as well as serve as a model for other estates. This would help in monitoring in the future to assess the changes in the use of the plantation by wildlife and the state of the streams that may have occurred as a consequence of certification. A study on amphibians in streams through tea estate, coffee estate, and rainforest fragment was carried out and a paper from an earlier research project on endangered small-clawed otters in plantation landscapes was published in an open-access journal.

Outreach to plantation company managers and workers was effected using the set of 6 posters developed in English, Tamil, and Kannada. Over 200 sets of the posters were distributed or procured by companies for display at prominent locations within member farms/estates. The template was also shared with a leading coffee trading agency which is also using it for further outreach to large number of member farms. Key producers, auditors, trainers, and NGOs were involved in the 2-day workshop in Bangalore in November 2011. A DVD with useful training videos, documents, and resources was also circulated. We interacted as a resource person with auditors and trainees at auditor training programme in New Delhi. Links have been retained with the Sustainable Agriculture Network (SAN) and we joined in SAN meetings and technical training summits for presentations of the ongoing work here in India and issues arising.

### ***Other lessons learned relevant to conservation community:***

*Some of the specific learnings were:*

There is huge potential to extend such efforts across plantation landscapes in India, many of which contain or adjoin areas very valuable for conservation. This requires sustained engagement with the plantation sector, producers and trade bodies. It also requires fostering greater linkages to local conservation organisations in each region as it is difficult for any one or a few organisations to provide the needed role as supporting resource persons or as watchdogs.

We learned that identification of suitable shade trees needs to comprehensively address a number of issues. This includes: (a) the diversity of forest types across the various plantation regions, (b) requirements based on crop variation (tea, arabica, and robusta varieties), and (c) species suitability for multiple purposes (shade, buffer, riparian).

Sustainable practices can also benefit farm productivity and worker welfare, although these linkages are as yet poorly appreciated.

Conversely, farms whose producers are appreciative of nature conservation willingly adopt better practices even without any market-linked incentives through certification. As Aldo Leopold wrote in 1939: "Subsidies and propaganda may evoke a farmer's acquiescence, but only enthusiasm and affection will evoke his skill. It takes more than a little "bait" to succeed in conservation." (Leopold, 'The Farmer as a Conservationist' in *The River of the Mother of God and Other Essays*, 1991)

Consumers also need to be more aware of what exactly is achieved under a certification and how this can be constantly improved. Through effective outreach, training, improved standards, new media, reliable material, and websites our project is working towards a more effective sustainable agriculture certification process in India's plantation landscapes.

While some farms are gradually developing their capacity and awareness, market pressures for certification also lead to farms hastily implementing poorly understood and inappropriate measures. This needs additional attention in future. There is also a role for watchdog groups and NGOs for independent scrutiny and pressure to keep pushing the sustainability agenda and raising the bar constantly (e.g., on social issues see the SOMO / ICN report on Unilever tea estates and ongoing discussion in the links below).

*Report and discussions over SOMO/ICN report on Unilever tea estates*

SOMO and ICN 2011. *Certified Unilever Tea. Small cup, big difference?* SOMO and the India Committee of the Netherlands (ICN) URL: [somo.nl/publications-en/Publication\\_3711](http://somo.nl/publications-en/Publication_3711)

Rainforest Alliance 2011. Statement in response to the SOMO Report from the Rainforest Alliance. 29 October 2011. URL: [www.rainforestalliance.org/agriculture/somo-statement](http://www.rainforestalliance.org/agriculture/somo-statement)

Unilever 2011. Unilever response to report by SOMO into our tea plantation in Kericho, Kenya. October 2011 URL:

[www.unilever.com/sustainability/news/news/ResponseToReportBySOMO.aspx](http://www.unilever.com/sustainability/news/news/ResponseToReportBySOMO.aspx)

SOMO and ICN 2011. SOMO and ICN statement to reactions by Rainforest Alliance and Unilever.

URL: [somo.nl/news-en/precarious-work-in-certified-tea-production-for-unilever/at\\_download/attachment](http://somo.nl/news-en/precarious-work-in-certified-tea-production-for-unilever/at_download/attachment)

## Additional Funding

**Provide details of any additional funding that supported this project and any funding secured for the project, organization, or the region, as a result of the CEPF investment in this project.**

Donor	Type of Funding*	Amount	Notes
IUCN –Ecosystems Grant Programme	A	EUR 50,000	Project between October 2008 to August 2010
Nature Conservation Foundation	D	USD 45,000	Salary support for project scientists, part field expenses
Miscellaneous	A	USD 1,100	Through sales of posters and materials
IUCN Netherlands – Ecosystem Alliance	C	EUR 50,000	This is part of a much larger grant investing in the Western Ghats region (as one of 3 regions) for the Ecosystem Alliance program administered by Keystone Foundation

**\*Additional funding should be reported using the following categories:**

- A** *Project co-financing (Other donors or your organization contribute to the direct costs of this project)*
- B** *Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF funded project.)*
- C** *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*
- D** *In-Kind contributions can include staff and volunteer time, supplies, and other materials your organization provides to the project.*

## Sustainability/Replicability

**Summarize the success or challenge in achieving planned sustainability or replicability of project components or results.**

A key assumption was of market demand and producer interest and buyer commitments. This was generally sustained over the period and no major risks developed. As the certification system is robust and continues to expand and improve in response to changing needs, the sustainability of the system is reasonably assured. The range of outputs and stakeholder engagement (as described earlier) is likely to help in sustaining the results of the project at least in the medium-term.

As most tea and coffee plantations in India are located in very important biodiversity areas, we also submitted a short document to India's environment Minister for bringing about policy-level changes that can help integrate conservation and production in these landscapes. This was communicated subsequently to the Minister of Commerce and Industry with subsequent representations to the trade associations. If followed through, this may help bring needed policy changes at the Government level, but this is a challenging task.

Rainforest Alliance is also continuing and expanding its presence in India and is leveraging additional funding to sustain the growth of sustainable agriculture in tea, coffee, and other crops and regions.

***Summarize any unplanned sustainability or replicability achieved.***

No unplanned achievement to note here.

**Safeguard Policy Assessment**

***Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.***

No action required related to environmental or social safeguards.

**Additional Comments/Recommendations**

No additional comments.

**Information Sharing and CEPF Policy**

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned, and results. Final project completion reports are made available on our Web site, [www.cepf.net](http://www.cepf.net), and publicized in our newsletter and other communications.

**Please include your full contact details below:**

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**\*\*\*If your grant has an end date other than JUNE 30, please complete the tables on the following pages\*\*\***

**Performance Tracking Report Addendum**

**CEPF Global Targets**

**October 2009 – December 2011**

**Provide a numerical amount and brief description of the results achieved by your grant.  
Please respond to only those questions that are relevant to your project.**

<b>Project Results</b>	<b>Is this question relevant?</b>	<b>If yes, provide your numerical response for results achieved during the annual period.</b>	<b>Provide your numerical response for project from inception of CEPF support to date.</b>	<b>Describe the principal results achieved from July 1, 2007 to June 30, 2008. (Attach annexes if necessary)</b>
1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.	NO			Please also include name of the protected area(s). If more than one, please include the number of hectares strengthened for each one.
2. How many hectares of new and/or expanded protected areas did your project help establish through a legal declaration or community agreement?	NO			Please also include name of the protected area. If more than one, please include the number of hectares strengthened for each one.
3. Did your project strengthen biodiversity conservation and/or natural resources management inside a key biodiversity area identified in the CEPF ecosystem profile? If so, please indicate how many	Yes	450	450	Through the adoption of sustainable practices, tea estates adjoining the Kotagiri -- Longwood Shola key biodiversity area and other shola patches in the vicinity, occupying conservatively 250 ha (certified estates carrying out wildlife inventory as prelude to planning conservation and other estates trained and preparing for certification). Improved prospects for conservation and connectivity of at least 200 ha of forests in the 98700 ha Anamalai Tiger Reserve (earlier

hectares.				Indira Gandhi Wildlife Sanctuary) due to certification of 1200 ha coffee estate adjoining which also holds rainforest fragments.
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.	YES	1200	6000	The project introduced and strengthened sustainable agricultural practices in around 6000 ha of tea and coffee plantations outside protected areas in the Western Ghats biodiversity hotspot. These are farms that are in the process of preparing for Rainforest Alliance certification. We provide the total area of plantations covered directly by our efforts in terms of specifically preparing them for certification through training followed by field diagnostic audits (some are in progress). Additional farms/farmers (occupying areas over 25,000 ha) were trained or informed but we are uncertain of whether they will all adopt relevant changes or go in for certification. Details of estates newly certified or re-certified are available in the NCF and Rainforest Alliance reports.
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	NO			

**If you answered yes to question 5, please complete the following table**

(Not applicable)