

Café Intención

Shade Tree Project



FAIRTRADE PROJECT REPORT FOR THE FIRST HALF OF 2026

Background:

Coffee growing is under increasing pressure worldwide: rising temperatures, irregular rainfall and new pest species threaten the harvests of many coffee farmers. Their livelihoods depend directly on successful coffee production.

To help coffee cultivation adapt to the impacts of climate change, J.J. Darboven, together with Fairtrade Germany and coffee cooperatives, launched the Café Intención Shade Tree Project in 2024.

Project objective:

By planting shade trees on coffee farms, the project aims to make cultivation more resilient to the impacts of climate change and strengthen producers' economic prospects. For every pack of Café Intención single-origin coffee sold in retail and Café Intención Bio Gustoso sold in the food-service sector, one shade tree is planted in the coffee's country of origin.

Tree planting progress:

1. Honduras and Peru: By June 2026, 500,739 trees had been distributed and 480,166 trees planted on approximately 3,191 hectares of land.
2. India: By June 2026, 29,350 cinnamon trees had been distributed and 26,750 trees planted on approximately 27 hectares of land.

During the reporting period, the following measures were implemented in Honduras and Peru:

- Field visits, monitoring of tree planting, training and individual advice on planting, care and shade-tree management, including fertilisation, pruning, nursery management, and financial and project management.
- Recording and analysis of survival rates for trees planted in the previous year across all six partner organisations. Survival rates of 85-90% show good results.
- Pilot measures for adapting to dry periods, including practical trials using hydrogel.

Project:

Fairtrade coffee value chains committed to improving shade-grown coffee to support sustainable agriculture

Countries:

Honduras, Peru, India

Project partners:

J.J. Darboven / Café Intención
Fairtrade Germany
CLAC
NAPP
Cooperatives in Honduras/Peru:
Asoprosan, Aprocomsa, La Prosperidad de Chirinos, Valle Ubiriki, Sangareni, Valle Grande
Cooperative in India: MASS

Duration:

2024-2029

Target group:

Honduras/Peru: 3,376 farmers (869 women)
India: 3,750 farmers (973 women)



- Further development of decentralised and on-farm nurseries to improve seedling supply. Expanding decentralised nurseries improves access to seedlings and reduces transport distances, costs and risk of loss.
- Updating planting plans in line with the 75:25 shade-tree rule (75% within and no more than 25% outside coffee plots), and selecting producers and areas with a high need for shade trees.
- Project implementation delays caused by staff changes and organic audits; additional challenges due to higher costs for seedlings, transport and mobilisation.

During the reporting period, the following measures were implemented in India:

- 60,000 tree seedlings ordered; distribution and planting have begun. A further 60,000 seedlings will be procured and distributed by the end of the year.
- Growing and acclimatising seedlings before planting, while participating producers prepare the planting areas.
- Support with maintenance activities such as weed management, mulching and protection from pests and diseases.
- Start of the main planting season after monsoon-related delays and limited access to some areas.
- Twenty producer-group meetings held for awareness-raising and capacity building, including the distribution of cinnamon seedlings.
- Training on shade-tree management and the integration of agroforestry systems; cinnamon as an intercrop in coffee cultivation to diversify income; soil and water conservation; and the ecological and economic benefits of shade trees.
- Project information brochures produced, printed and distributed.
- An external service provider commissioned for NAPP's year-end monitoring.
- Seedling survival rates recorded and monitored using the HubTrace system.



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