



THE  
COFFEE  
HERITAGE  
PROJECT

# SAGADA COFFEE WOMEN FARMERS

“TRACEABILITY for SUSTAINABILITY”

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# What is COFFEE HERITAGE PROJECT (CHP)?

## Objectives:

- I. Improve
- II. Promote
- III. Conserve





# Northern Sagada the CHP Pilot Project

## I. Environmental Factors



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# Women Coffee Farmers in Northern Sagada

- I. Coffee Farming as a traditional work by women
- II. Ageing women farmers
- III. Reviving coffee farming as livelihood



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## ii.Reputation Building

- a) Marketing Activities
- b) Competition and Awards

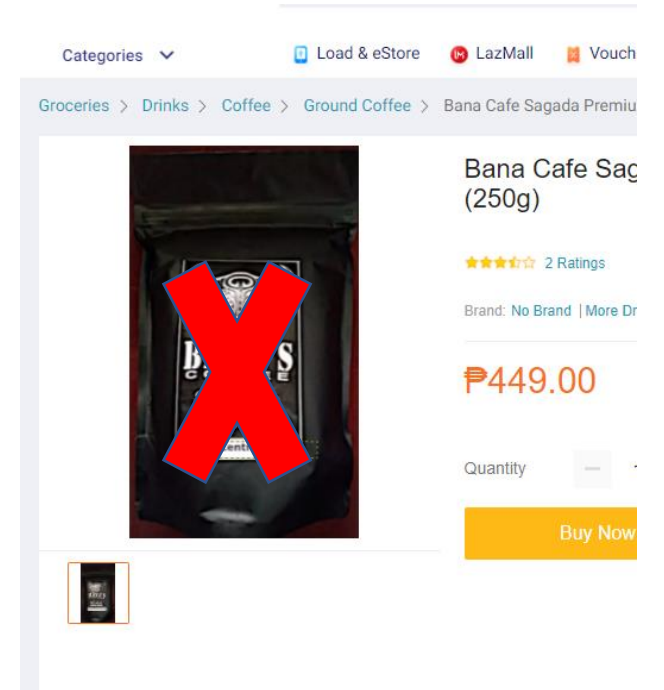
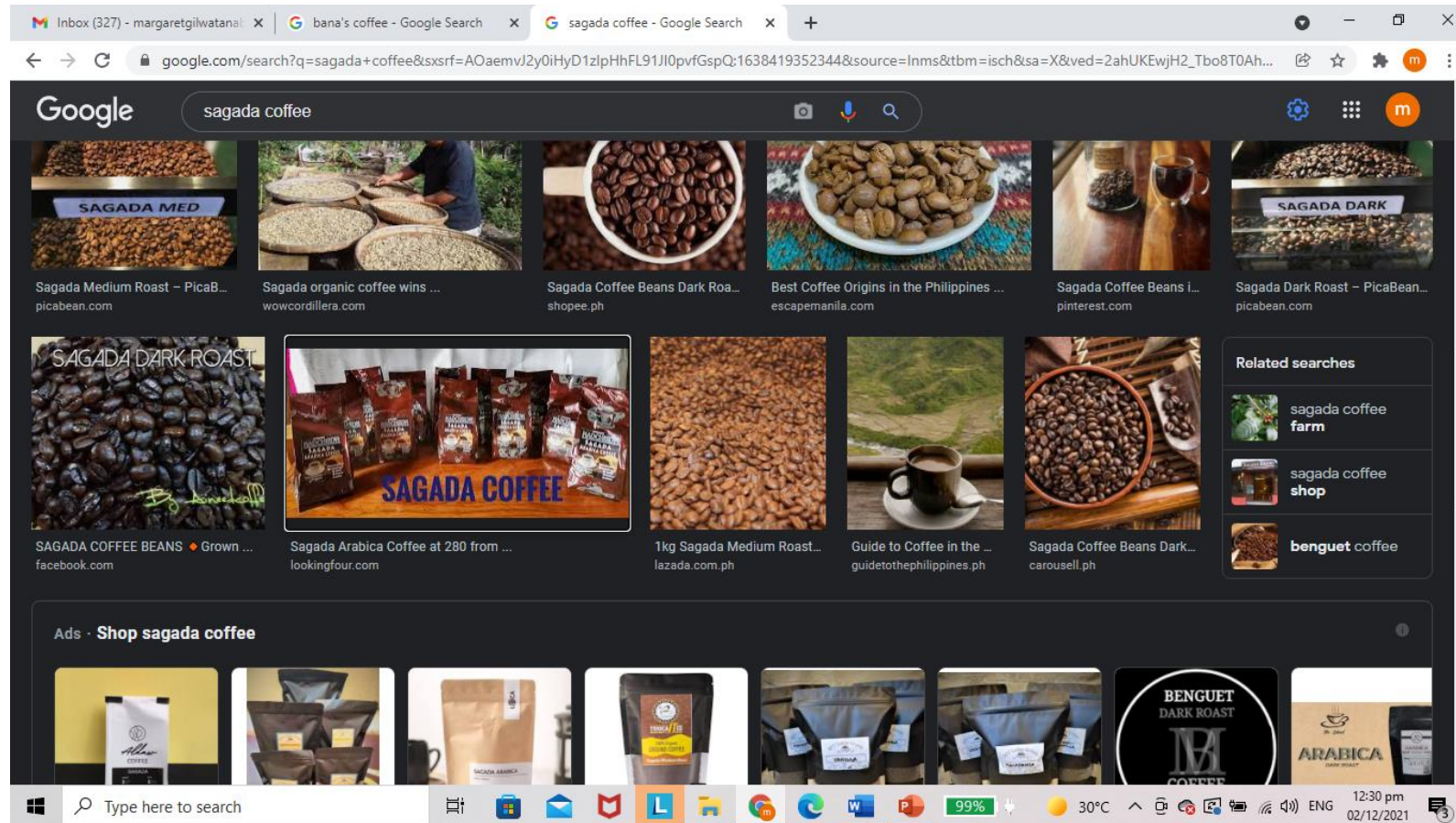


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# Protection of Sagada Coffee for Sustainability

## I. Growing reputation and its challenges



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# TRACEABILITY FOR SUSTAINABILITY

- Challenges

- Absence of Legislation
- Proper GI Bill
- Education or information dissemination





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Thank you!