IMPACT REPORT
2021

LONG MILES COFFEE PROJECT

m·cultivo

Why do you grow coffee?

"People who don't grow coffee are called poor people, I decided to grow it because I don't like to be poor."

"Everything I have is from coffee. I bought two lots of land, animals, and clothes. This is why I am and will always grow coffee."

"My parents gave me a coffee plantation. After seeing the good things that coffee gives me, I planted more trees."

"I have seen how it changes the life of people who grow it, so I decided to grow it."

- Soon to be Long Miles farmers at the new Community Coffee Collective Washing Station Ninga, Burundi

"I built a new house."

"I bought land and planted 240 coffee trees."

"I built a new house, bought two lots of land, I learned new skills of modern farming."

"I have paid school fees for my children, and I have bought land."

"My 4 children finished secondary school, and the school fees were from coffee. Actually before getting a local washing station, I was about to stop growing coffee because of the long journey delivering cherries. That means my children were about to stop going to school."

- Long Miles Coffe farmers

What have you been able to do since working with Long Miles?

Table of Contents

01 - Introduction

Long Miles Coffee and M Cultivo set out as partners to evaluate the impact the two organizations have on various stakeholders. We fundamentally believe that in order to claim impact we must measure it. By integrating evaluation into our operations we will be able to confidently share our findings and avoid any harm in our actions.

More importantly, by measuring our impact we will identify where we should invest resources. Investing resources in the right areas will allow us to maximize our impact over the long-term. This social impact evaluation strategy will act as a guide to identify those areas and the types of resources that will best aid in making a difference.

This report starts to answer the question: What impact does Long Miles and M Cultivo have? We define impact as the difference that is made beyond what would have happened anyway. We as a team need to deeply understand the existing situation for coffee farmers in order to begin to understand any impact that we will have on them. This is our starting point.

We conducted 10 interviews with Long Miles leadership, employees, and roasting partners, which were consolidated into The Theory of Change (Appendix B). 103 farmers were surveyed that have never worked with Long Miles or M Cultivo to establish a baseline on which we will measure any future difference. 152 current Long Miles farmers were then surveyed to compare to the baseline farmer group; Helping us understand the impact of Long Miles to date.

In total, 255 farmer surveys were conducted, hundreds of hours of work in collecting/analyzing data and a tremendous amount of care was taken during this process. It would not have been possible without the incredible support of the Long Miles team and the openness of all of the stakeholders. Thank you, thank you, thank you to everyone involved.

The 2021 Impact Report lays a crucial foundation for on-going impact evaluation. Beyond that, we hope this is the first step toward a long-term partnership, resulting in the improvement of all of the lives it touches.

David Paparelli
Founder, M Cultivo

02 - Evaluation Purpose
Understanding Long Miles' Impact on Farmers

The purpose of this impact evaluation is to understand the change that occurs as a result of Long Miles Coffee (LMC) on key stakeholders:

- Farmers
- Staff
- Roasters
- The environment

Long Miles' impact on farmers is the primary focus of this evaluation. A Theory of Change (Appendix B) has been developed to guide the impact evaluation, drawing on interviews with ten key stakeholders. Using this Theory of Change as a guide, key indicators for impact are being measured using qualitative and quantitative measures.

Both the baseline and Long Miles farmer surveys were collected thanks to the hard work of the Long Miles team. The baseline group, comprised of farmers who have not been part of Long Miles but are from the same region, provide insight into what would have happened in the absence of Long Miles. By comparing these two groups, we can make observations about the benefit of Long Miles on their farmers.

03 - Impact Summary
Mapping the Findings to the Theory of Change

The following is a summary of the findings from the LMC and baseline farmer survey. The key findings focus on the impact indicators mapped out in The Theory of Change, including well-being, income from coffee, female farmers, financial well-being, and school attendance.

In comparing the the Long Miles farmers to the baseline farmers we can see some of the key differences below:

79%
more farmers report that the prices paid for coffee are fair.

43%
more farmers have tasted their coffee.

24%
higher incidence of men and women sharing farming duties.

19%
more female farmers.

17%
more farmers report having bank accounts.

11%
more farmers stated their children do/did go to school.

03 - Impact Summary cont.
Mapping the Findings to the Theory of Change

Farmer Revenue from Coffee

Long Miles farmers have **30% higher median income from coffee** compared to the baseline farmer group. It should be noted that the LMC farmers have likely received more training in accounting for their earnings than baseline farmers and likely have a more accurate depiction of their income. **83% of LMC farmers report that they believe the prices paid for their coffee is fair**, compared to 4% of baseline farmers.

Well-being

Long Miles farmers score higher in every well-being scale compared to the baseline group, including: life satisfaction; believing the things they do in life are worthwhile; their affect (or mood); their life evaluation five years ago compared to five years into the future, and the satisfaction with life scale. See the Appendix for the research underlying the validated scales used to assess well-being.

Well-being

	Baseline	LMC Farmers
Life Satisfaction (Mean)	6	8
Worthwhile - Mean	8	9
Affect Balance	5	8
Life Evaluation - 5 years ago (mean)	6	7
Life Evaluation - 5 years in the future (mean)	9	10
Satisfaction with Life Scale (mean)	20	22

03 - Impact Summary cont.

Mapping the Findings to the Theory of Change

Yield

Long Miles farmers report having **41% more coffee trees** compared to baseline farmers, and **50% more kilograms of coffee** cherries produced per year on average.

Children's Education

62% of LMC farmers report that their children do or did go to school, compared to 51% of baseline farmers. 29 farmers cited that they have been able to pay for school fees since starting to work with Long Miles.

One of them stated: "My four children finished secondary school, and the school fees was from that coffee. Actually before getting this washing station, I was about stopping to grow coffee because of the long journey of delivering cherries. Means that my children were about stopping to go to school".

Kingdom Impact

Kingdom impact was evaluated along several dimensions: community cohesion, dignity, respect, and belonging. Long Miles farmers report **13% higher scores on average** in community cohesion across all measured categories, including seeing themselves as a member of their community, village and neighborhood, and feeling free to act on their beliefs.

They also reported **very high levels of belonging** at Long Miles, that they were "always" treated with respect at Long Miles by staff. They also reported that compared to other washing stations they have been to, they had **greater trust** that Long Miles would pay them and pay them fairly, and treat them with **greater respect**.

03 - Impact Summary cont.

Recommendations

Long Miles' impact on farmers is positive in many key areas including income, well-being, community cohesion, dignity, respect and school attendance for their children. LMC's activities contributing to this impact are many, including paying farmers, educating farmers, and maintaining trusting and respectful relationships with farmers through the work of LMC staff. This analysis confirms the importance of these activities. There are some elements of the Theory of Change that require longer term evaluation to understand.

LMC has the opportunity to continue to evaluate its impact on an ongoing basis, and track these impact indicators for their farmers over time, such as:

- Educational outcomes for children such as graduation rates
- Further investment in new projects by farmers leading to improved family well-being and financial well-being
- Increase in number of trees planted over time, and increased yield due to improved farming practices from farmer education
- Understanding the impact on staff members over time
- Understanding the impact on roasters over time
- Understanding the impact of implementing M Cultivo and the associated improvements in operations and trust among farmers

Long-term evaluation can be implemented as an annual activity coinciding with harvest. The process would include:

1. Conducting on-going surveys with the tools developed
2. Analyzing and reporting data annually to key stakeholders
3. Investing in areas of greatest validated impact

Integrating evaluation into LMC's operating procedures will improve decision making. It will encourage leadership to target areas of greatest impact. It will provide accountability to ensure the stewardship of resources. Finally, it will strengthen the case for outside impact investment. The Long Miles team should be proud of its contribution to the coffee community. It is clear that many farmers' lives are better because Long Miles exists.

04 - Survey Findings

During the month of March 2021, Long Miles Coffee staff members conducted baseline surveys with 103 farmers in the Ninga region of Burundi. These farmers have not conducted any business with Long Miles Coffee. The purpose of this survey is to learn more about their experience as coffee farmers. The intention of this survey is to understand their perspectives now, and any changes over time that may occur should they choose to work with Long Miles Coffee.

During the month of April 2021, Long Miles Coffee staff members conducted surveys with 152 current Long Miles Coffee farmers with the goal of understanding what impact, if any, working with Long Miles Coffee had on these farmers compared to the baseline group.

---

1 Farmer Overview

This section covers basic farmer information such as age and gender demographics as well as general lifestyle habits of the farmers surveyed.

2 Land + Farming

This section covers land and farm information including size of land, trees planted and yield factors. This section also covers inputs.

3 Income

This section covers information pertaining to farmers' access to banking and loans, sources of income, and farmers' opinions on coffee pricing.

4 Wellbeing

This section asks farmers to rate their life experiences from a scale of 0 to 10. This section also asks wellbeing questions and asks farmers to agree or disagree using a scale of 1 to 7. The underlying research for these validated scales can be found in the Appendix.

5 Belonging

This section asks farmers to agree or disagree with questions on using a 1 to 7 scale. These questions pertain to their sense of belonging in their community. The underlying research for these scales can be found in the Appendix.

6 Long Miles Experience

This section asks farmers about their experience at Long Miles, pertaining to Kingdom impact, including community cohesion, respect, dignity, and belonging at Long Miles.

04 - Survey Findings cont.

1 - Farmer Overview - Baseline Farmers

Below is a summary of the qualitative questions asked of the Baseline farmers. These are open-ended questions.

Q: What is your biggest challenge as a coffee farmer?
The responses generally fell into 4 categories: Lack of Inputs, Climate Change, Low Prices and Coffee Diseases. Many farmers mentioned all four, while some answered with just one or two. Farmers overwhelmingly answered that **lack of inputs** (or funds specifically for purchasing inputs) and **climate change** were the two biggest challenges they are facing, with lack of inputs edging out climate change.

Q: Are there any changes you'd like to see in your community?
Farmers' responses again fell into some broad categories:
1. **Clean Water (most responses)**
2. **Electricity**
3. **Nicer Houses**
4. **Increased Coffee Prices/Income**
5. **Infrastructure (Roads, School, Hospital) (fewer responses)**

Again, many farmers answered with multiple changes they'd like to see. Worth mentioning is that a few farmers said they'd like to have more animals specifically to have better access to inputs for their coffee farms.

Q: Why do you grow coffee?
Overwhelmingly farmers answered they grow coffee to earn an income. Almost all farmers answered they grow coffee because it brings in cash and gives them a means to support their families. They distinguish between growing crops for food and growing coffee for income/wealth development.

Q: How did you get involved in growing coffee?
Farmers overwhelmingly answered that they either learned to grow coffee from their parents, grandparents and neighbors. Farmers clearly see growing coffee as culturally important to continue but also as a hopeful, continued source of income for their families. A common sentiment among the responses was, "I saw what growing coffee did for others, so I decided to grow it myself."

04 - Survey Findings cont.
1 - Farmer Overview - Long Miles Coffee Farmers

Below is a summary of the qualitative questions asked of the Long Miles Coffee farmers. These are open-ended questions.

Q: What is your biggest challenge as a coffee farmer?
Similarly to the Baseline farmers' responses, LMC farmers' responses generally fell into 4 categories: Lack of Inputs, Climate Change, Low Prices and Coffee Diseases. Many farmers mentioned all four, while some answered with just one or two. Again, similarly to the Baseline farmers, LMC farmers overwhelmingly answered that **climate change** was the biggest challenge they are facing, with **Low Pricing/Lack of Money** being the second highest answer. Specifically, LMC farmers answered that low prices/lack of money to pay workers was a challenge.

Q: Are there any changes you'd like to see in your community?
Farmers' responses again fell into some broad categories:
1. **Electricity (most responses)**
2. **Clean Water**
3. **Price of Coffee Increase**
4. **Infrastructure (Roads, School, Hospital)**
5. **Nicer Homes**

Again, many farmers answered with multiple changes they'd like to see. Worth mentioning is that a few farmers said they'd like to have better access to credit, and for every farmer on their hill to have a certain amount of trees, in order to bring more development.

Q: Why do you grow coffee?
Similar to Baseline farmers, overwhelmingly farmers answered they grow coffee to earn an income. Almost all farmers answered they grow coffee because it brings in cash and gives them a means to support their families. There were also a number of respondents who were motivated by national pride and contributing to development.

**Q: How did you get involved in growing coffee?**
Farmers overwhelmingly answered that they either learned to grow coffee from their parents, grandparents and neighbors, similar to Baseline farmers. Farmers clearly see growing coffee as culturally important to continue but also as a hopeful, continued source of income for their families. A common sentiment among the responses was, "I saw what growing coffee did for others, so I decided to grow it myself." and that it is part of their heritage.

04 - Survey Findings cont.
1 - Farmer Overview
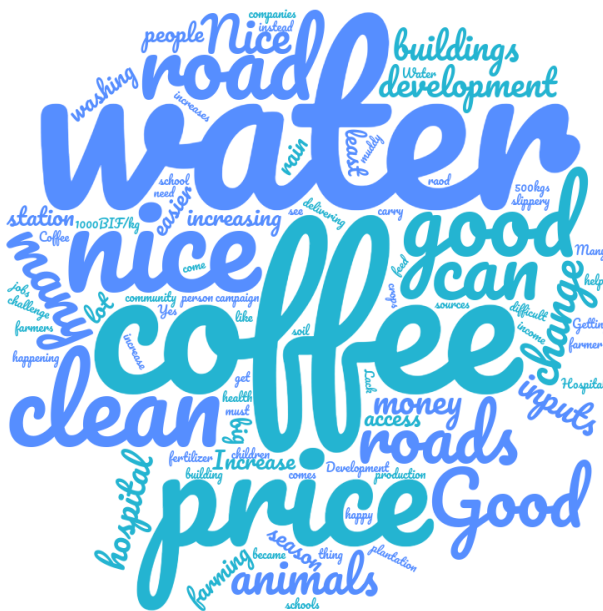
1.1: What is your biggest challenge as a coffee farmer?
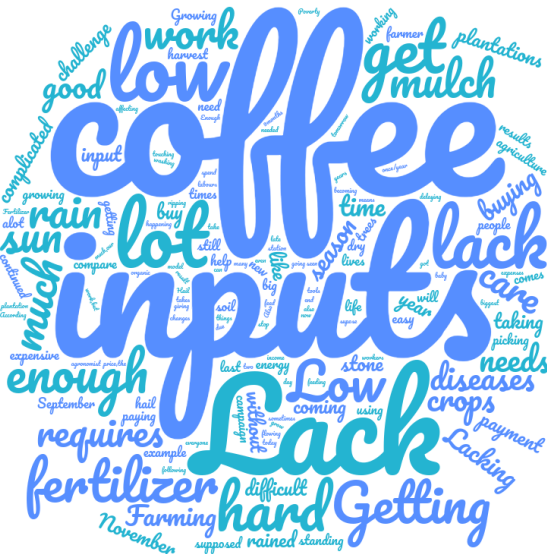
Baseline

LMC

1.2: Are there any changes you would like to see in your community?
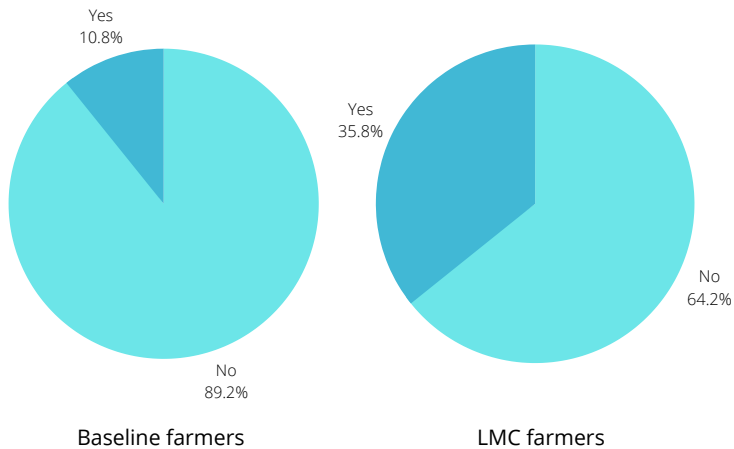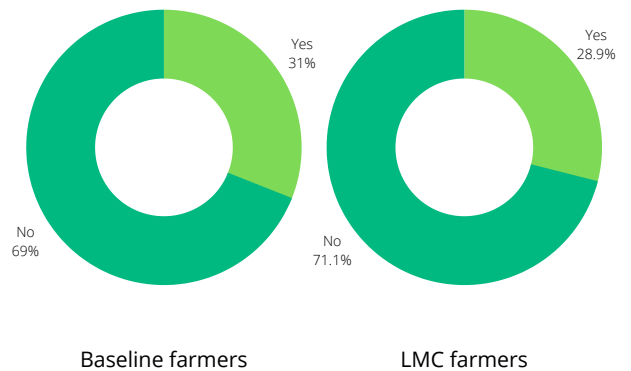

Baseline

LMC

04 - Survey Findings cont.

1 - Farmer Overview

1.3: Why do you grow coffee?

Baseline

LMC

1.4: How did you get involved in growing coffee?

Baseline

LMC

04 - Survey Findings cont.
1 - Farmer Overview

1.5 Tasted Coffee

Baseline farmers

Yes 10.8%
No 89.2%

LMC farmers

Yes 35.8%
No 64.2%

1.6 Mobile phone penetration
Do you have a mobile phone?

Baseline farmers

Yes 31%
No 69%

LMC farmers

Yes 28.9%
No 71.1%

1.7 Farming Satisfaction

Do you enjoy farming coffee?

98
Percentage of Baseline farmers that answered 'yes'

100
Percentage of LMC farmers that answered 'yes'

1.8 Next generation farming

Do you believe your children will grow coffee in the future?

Baseline farmers

Maybe 25.2%
No 12.6%
Yes 62.1%

LMC farmers

Maybe 23.8%
No 8.9%
Yes 67.3%
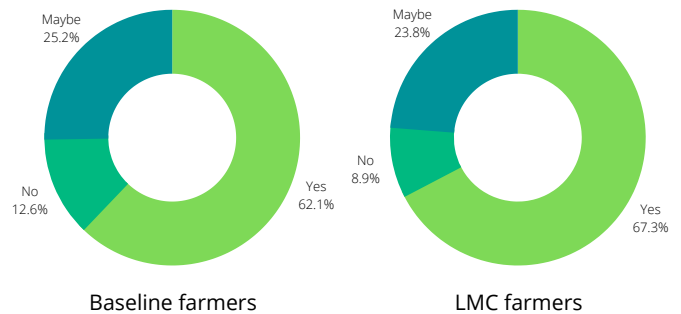
04 - Survey Findings cont.

1 - Farmer Overview

1.9 Farmer Age

52

Average age of both Baseline and LMC farmers

52

Median age,
LMC farmers
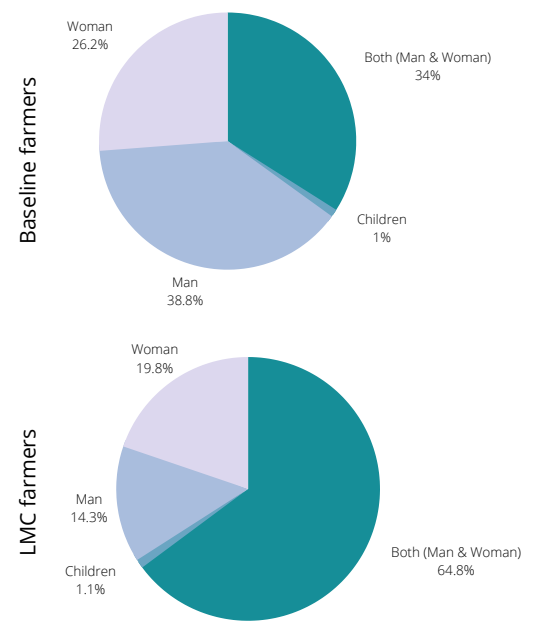
53

Median age,
Baseline farmers

1.10 Farmer Gender

Baseline farmers
- Female 12.6%
- Male 87.4%

LMC farmers
- Female 32%
- Male 68%
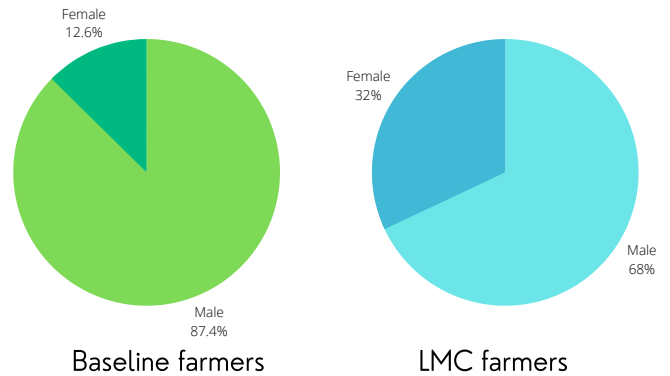
1.11 Number of Dependents

No. of Dependents (y-axis): 1, 2, 3, 4, 5, 6, 7, 8, 9, More than 10

Number of respondents (x-axis): 0% – 30%

Legend: Baseline, LMC
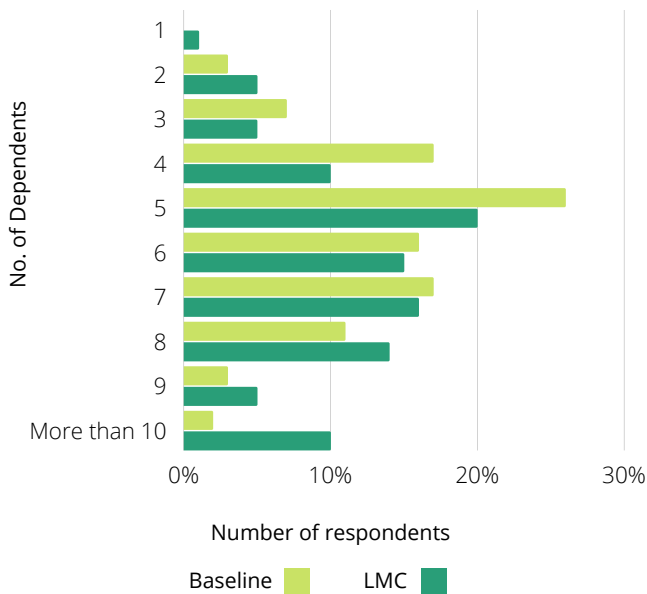
1.12 Farming done by Gender

Baseline farmers
- Woman 26.2%
- Both (Man & Woman) 34%
- Children 1%
- Man 38.8%

LMC farmers
- Woman 19.8%
- Man 14.3%
- Children 1.1%
- Both (Man & Woman) 64.8%

04 - Survey Findings cont.
1 - Farmer Overview

1.13 Different foods consumed each day

Number of respondents (%)

Baseline ▦   LMC ▦
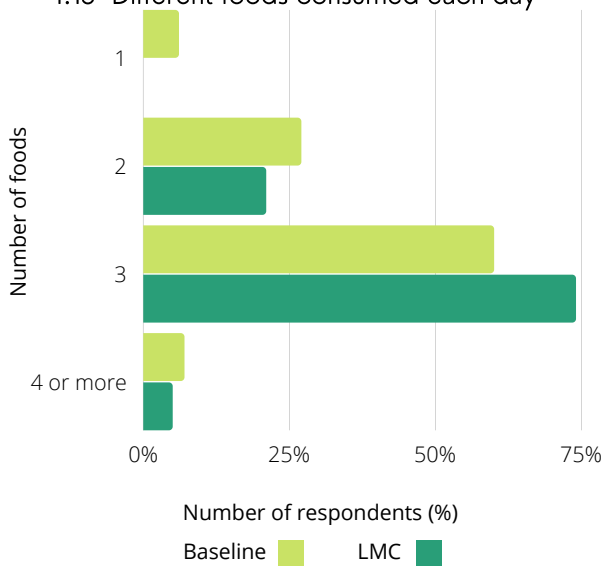
1.14 Percentage of Farmers' children in school

Baseline farmers

Some of them
39.2%

Yes
51%

No
9.8%

LMC farmers

Some of them
29%

Yes
62%
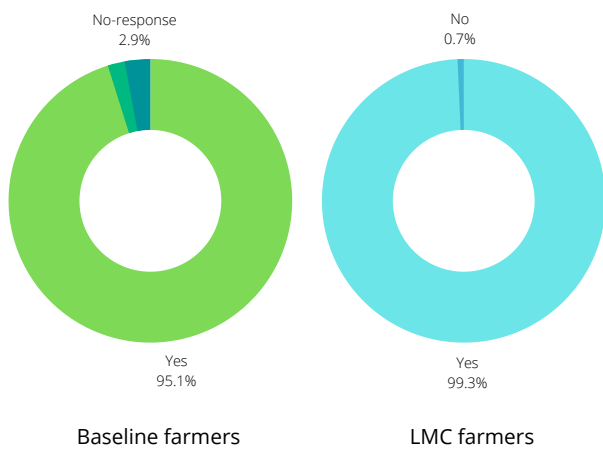
No
9%

1.15 Hill Name

Baseline farmers

LMC farmers
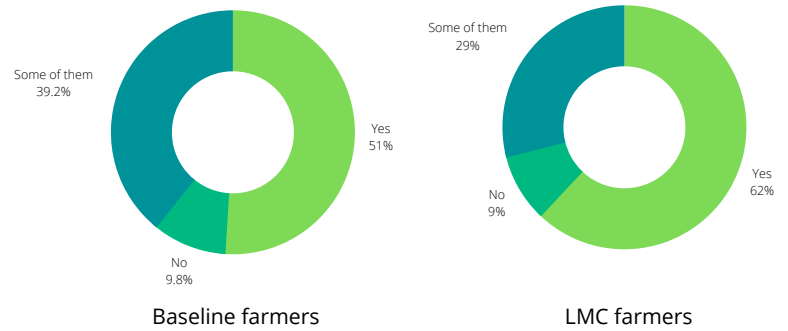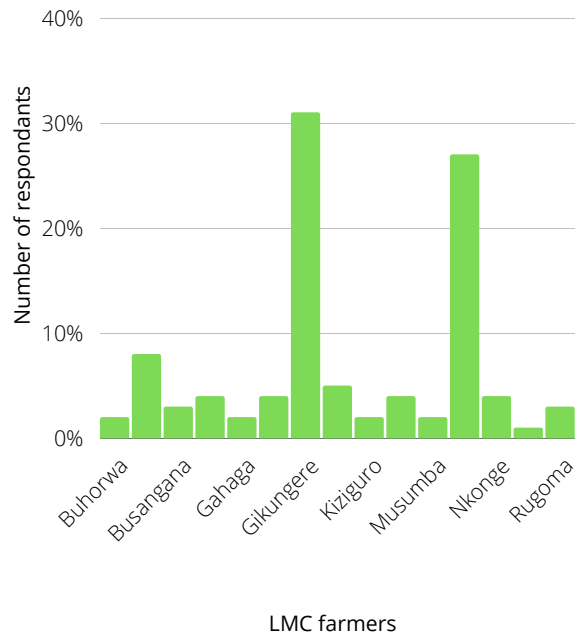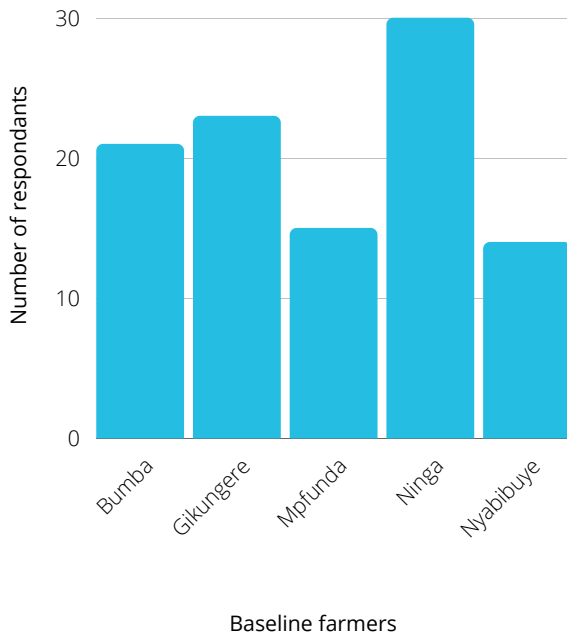
04 - Survey Findings cont.
2 - Land + Farming

2.1 Land Ownership

No-response
2.9%

No
0.7%

Yes
95.1%

Yes
99.3%

Baseline farmers

LMC farmers

2.2 New trees planted in past year

Number of Trees

0
1-100
101-200
201-300
301-400
401-500
>500

0%   20%   40%   60%

Number of
respondents (%)

Baseline   LMC
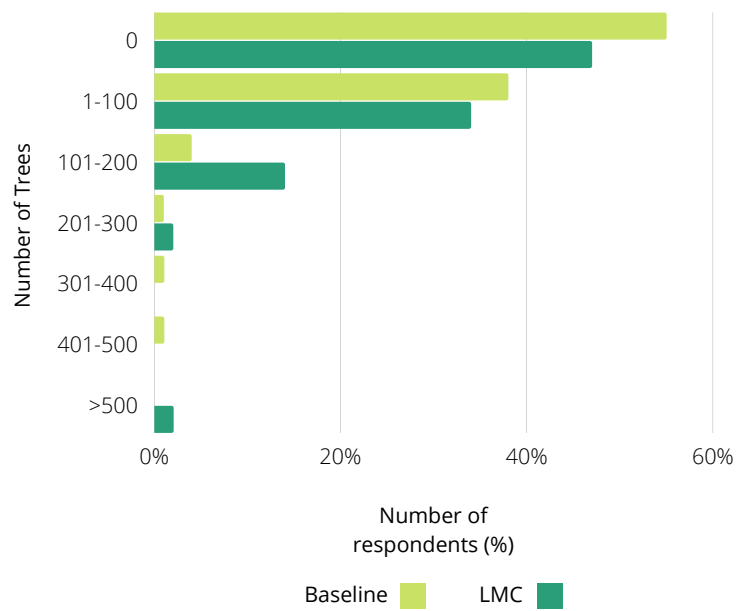
2.3 Kilograms of Coffee Produced per Year

Average:
Baseline - 733 kg
LMC - 1102 kg

Number of Kilos

0
101-200
301-400
501-600
701-800
901-1000
2001-3000
4001-5000

0%   5%   10%   15%

Number of
respondents (%)

Baseline   LMC
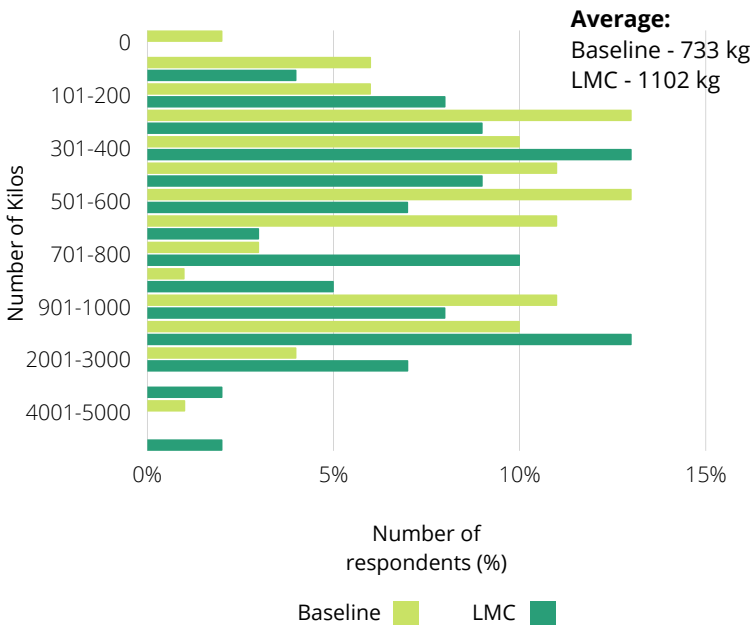
2.4 Access to Farming Inputs
Whether Farmers have Access to Inputs

Yes
38.8%

No
61.2%

Yes
34%

No
66%

Baseline farmers

LMC farmers
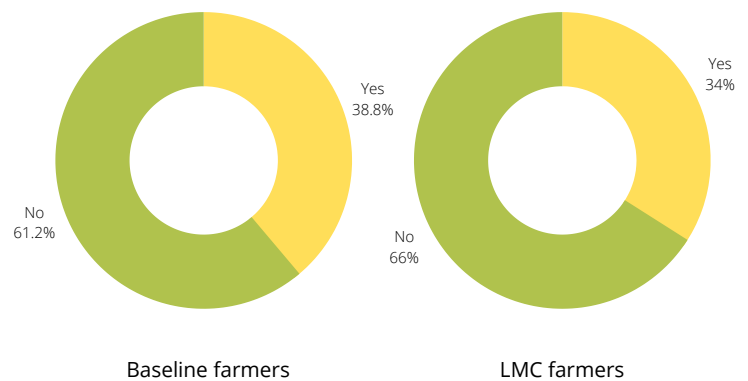
04 - Survey Findings cont.
2 - Land + Farming

2.5 Inputs Used by Those who Have Access

Baseline — LMC

2.6 Number of Farms

Baseline — LMC
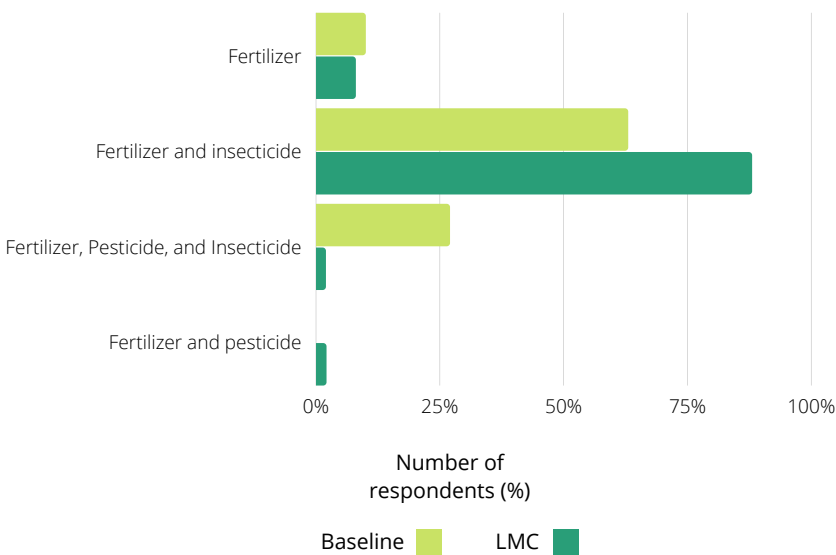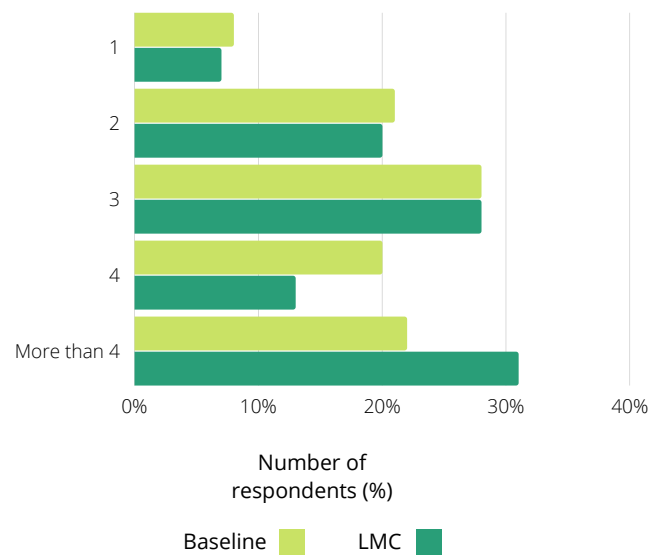
2.7 Farming Practices
What Farming Practices do you use?

Baseline

Mulching
24.3%

Fertilizers
1%

Combination of these
74.8%

LMC

Mulching
17%

Fertilizers
1%

Combination of these
82%
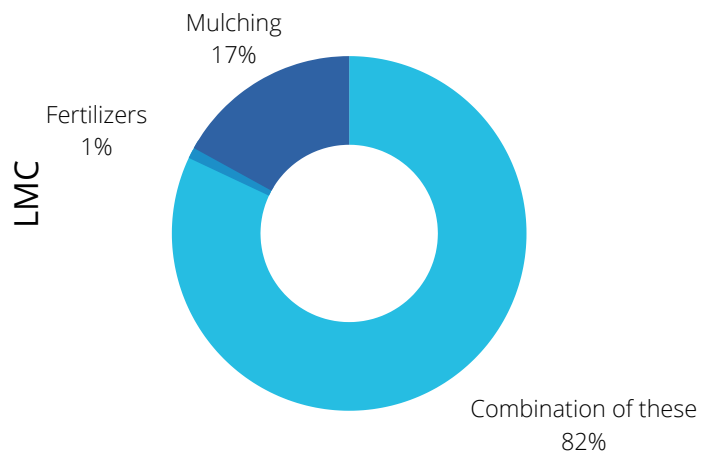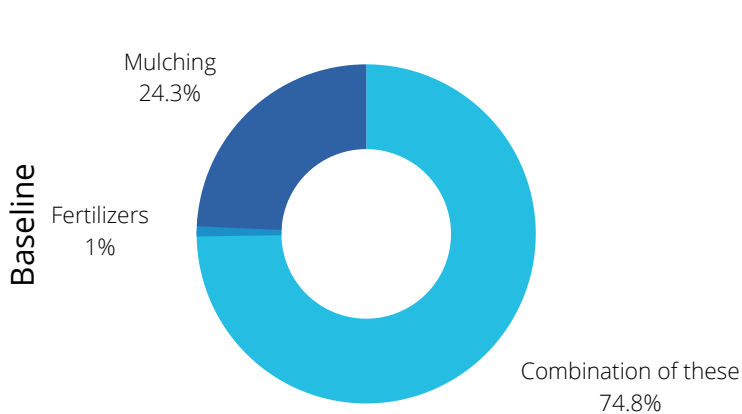
04 - Survey Findings cont.

3 - Income

3.1 Main Source of Income

Is Coffee your main source of income?

No
23.3%

Probably
3%

No
7%

Yes
76.7%

Yes
90%

Baseline

LMC

Note: Long Miles Farmers likely have a better sense of their income and tree count than Baseline farmers since this is part of the training they receive from Long Miles.

3.2 Main Source Instead of Coffee

For those that answered 'no' to coffee being the main source of income

Baseline ▮ LMC ▮

3.3 Total Annual Income

500,000 BIF
Median Baseline
($258.49 USD)

700,000 BIF
Median LMC
($354.40 USD)

3.4 Income from Coffee

300,000 BIF
Median Baseline
($155.09 USD)

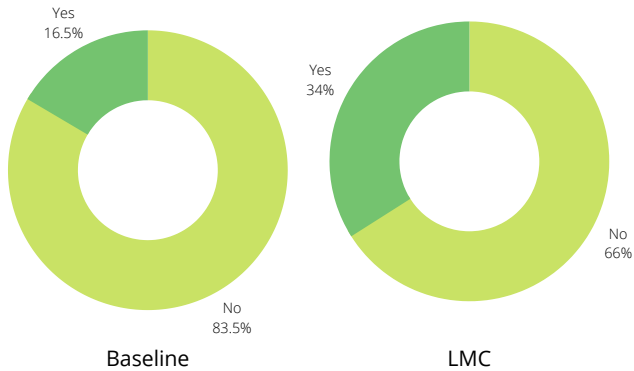**390,000 BIF**
Median LMC
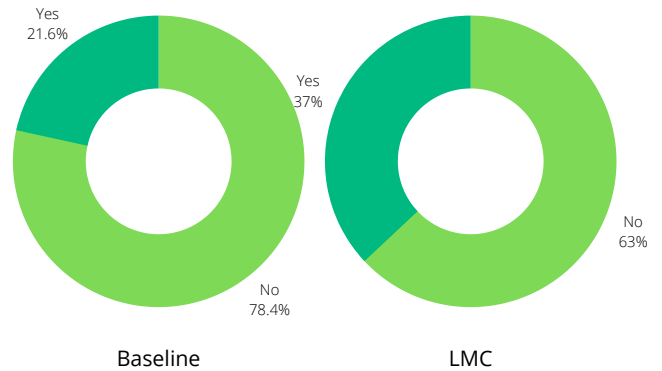($197.45 USD)

04 - Survey Findings cont.
3 - Income

3.5 Access to Bank Account
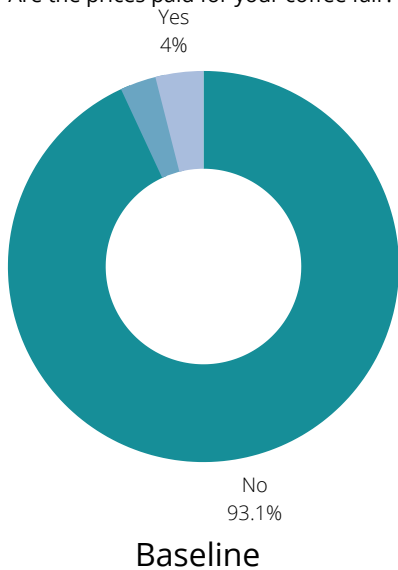Do you have access to a bank account?

Yes
16.5%

No
83.5%

Baseline

Yes
34%

No
66%

LMC

3.6 Farmers with Loans
Do you have or have you ever had a loan?

Yes
21.6%

No
78.4%

Baseline

Yes
37%

No
63%

LMC

3.7 Price Fairness

Are the prices paid for your coffee fair?

Yes
4%

No
93.1%

Baseline

Are the prices paid by the government fair?

Yes
2%

No
97%

LMC
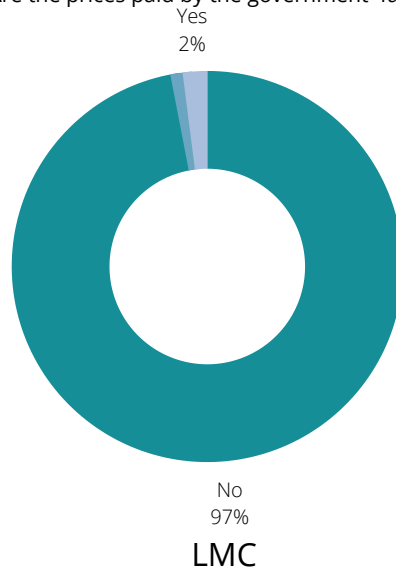
3.8 Are the prices paid for your coffee by Long Miles fair?
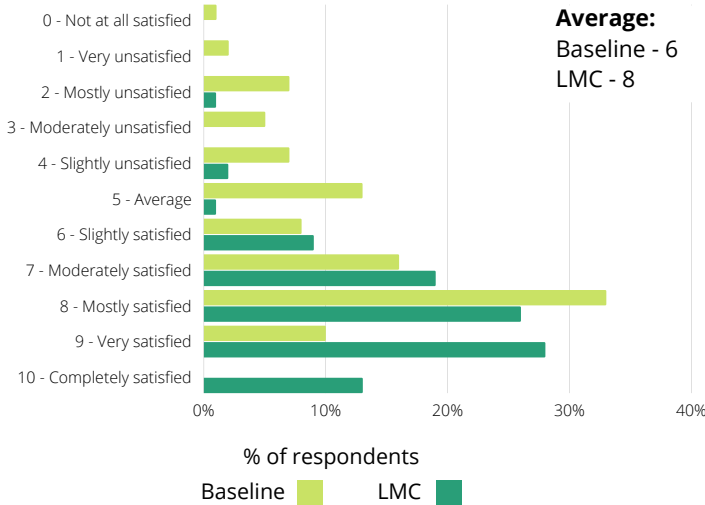
No
9%

Somewhat
8%

Yes
83%

LMC
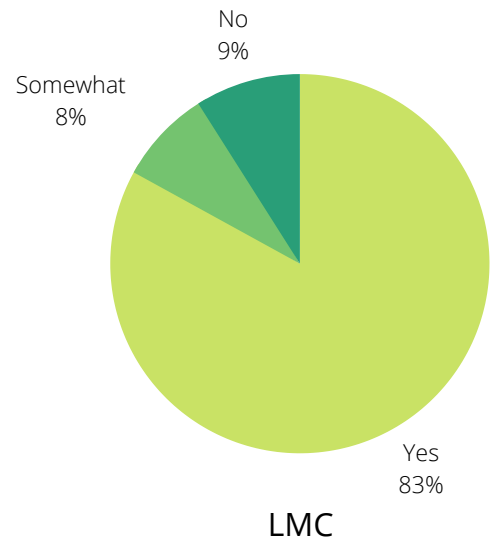
04 - Survey Findings cont.
4 - Wellbeing

4.1 Life Satisfaction

On a Scale from o to 10, how satisfied are you with life as a whole these days?

Average:
Baseline - 6
LMC - 8

% of respondents
Baseline ▢ LMC ▢

4.2 Worthwhile Pursuits

Overall, to what extent do you feel the things in your life are worthwhile?

Average:
Baseline - 8
LMC - 9

% of respondents
Baseline ▢ LMC ▢
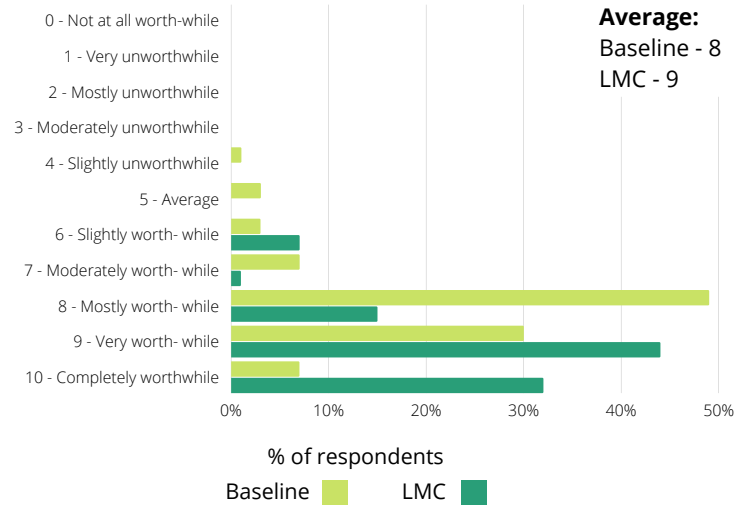
4.3 Happiness

How often did you experience feeling happy yesterday?

Average:
Baseline - 6
LMC - 9

% of respondents
Baseline ▢ LMC ▢
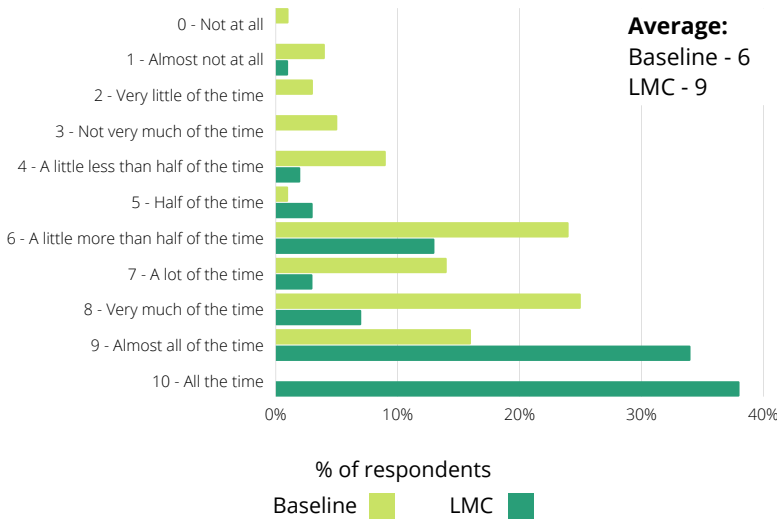
4.4 Worry

How often did you experience feeling worried yesterday?

Average:
Baseline - 2
LMC - 1

% of respondents
Baseline ▢ LMC ▢
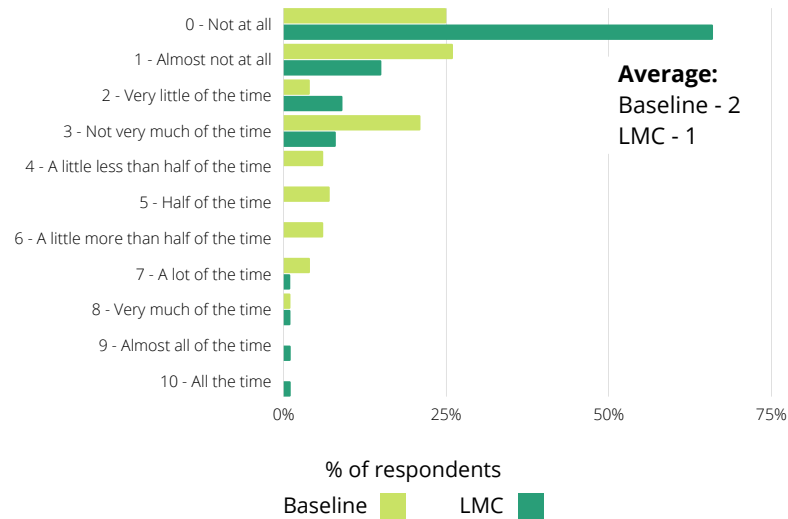
04 - Survey Findings cont.
4 - Wellbeing

4.5 Depression

How often did you experience feeling depressed yesterday?

Average:
Baseline - 0
LMC - 1

% of respondents
Baseline   LMC
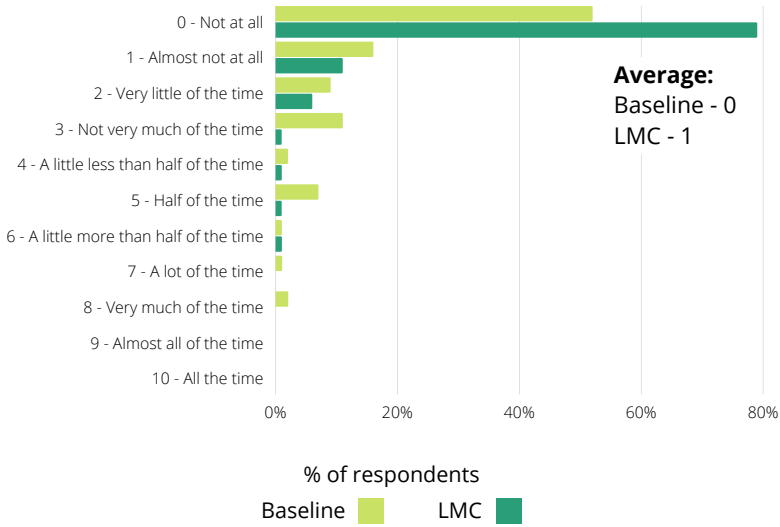
4.6 Overall Satisfaction

Overall how satisfied with your life were you 5 years ago?

Average:
Baseline - 6
LMC - 7

% of respondents
Baseline   LMC
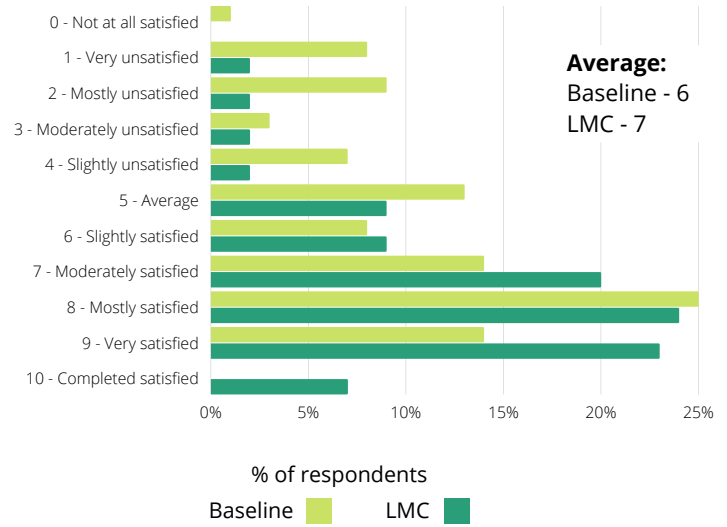
4.7 Future Satisfaction
Overall, how satisfied do you expect to feel in 5 years time?

Average:
Baseline - 9
LMC - 10

% of respondents
Baseline   LMC
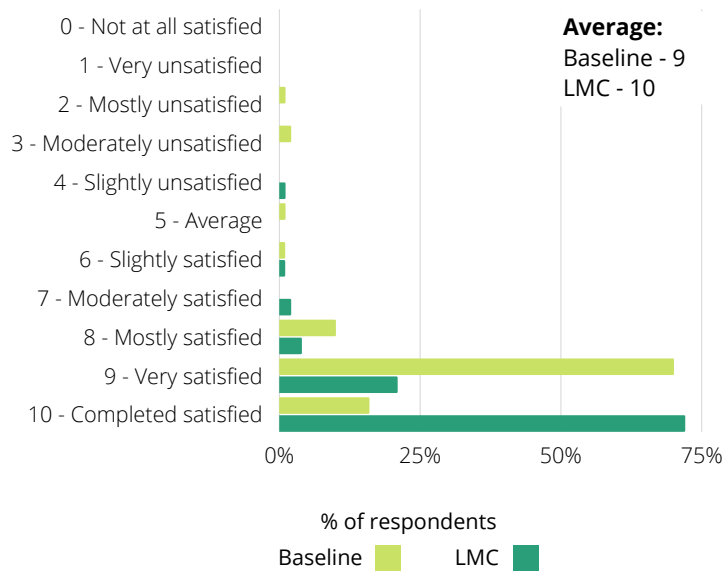
04 - Survey Findings cont.
4 - Wellbeing

4.8 Ideal Life
In most ways my life is close to my ideal.

Average:
Baseline - 4
LMC - 4

% of respondents
Baseline   LMC
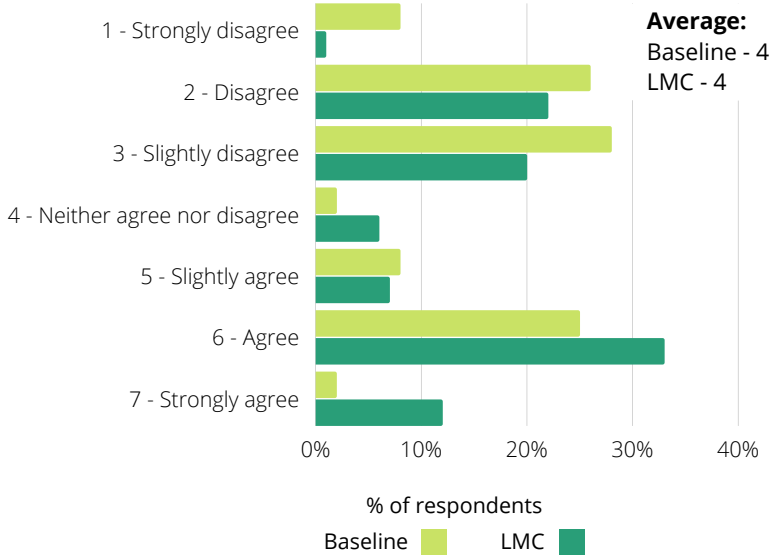
4.9 Life Conditions
The conditions of my life are excellent.

Average:
Baseline - 4
LMC - 5

% of respondents
Baseline   LMC
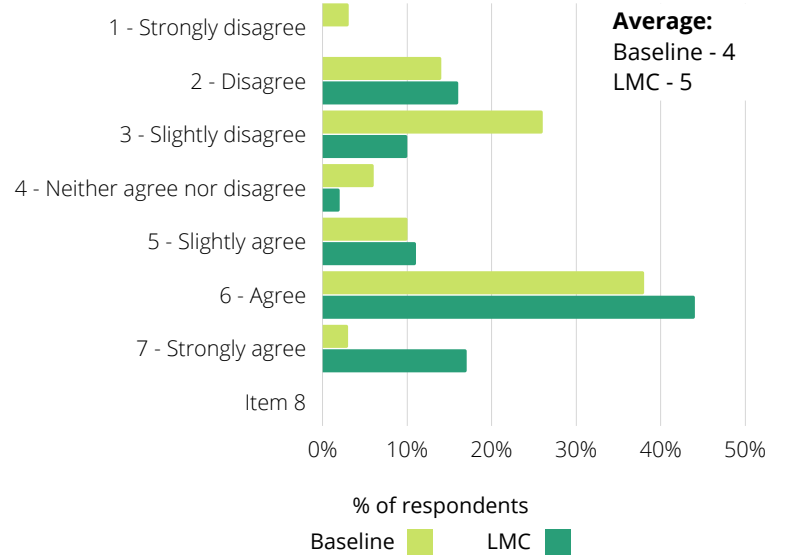
4.10 Life Satisfaction
I am Satisfied with my life.

Average:
Baseline - 5
LMC - 6

% of respondents
Baseline   LMC
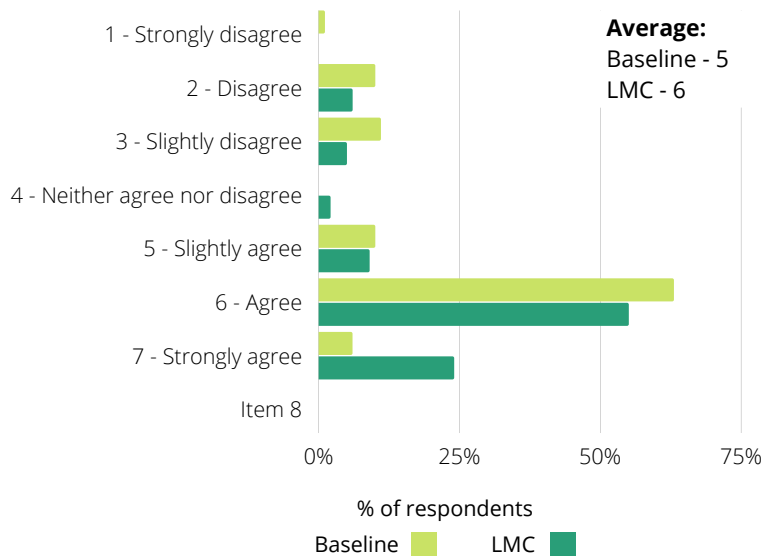
04 - Survey Findings cont.

4 - Wellbeing

4.11 Changes to Life

If I could live my life over, I would change almost nothing.

Average:
Baseline - 3
LMC - 3
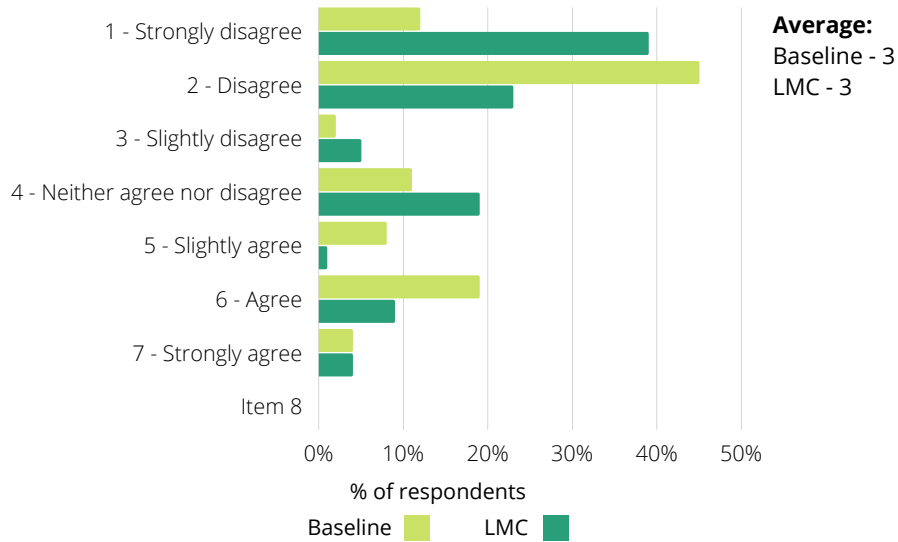
4.12 Important Things
So far I have gotten the important things I want in life.

Average:
Baseline - 4
LMC - 4
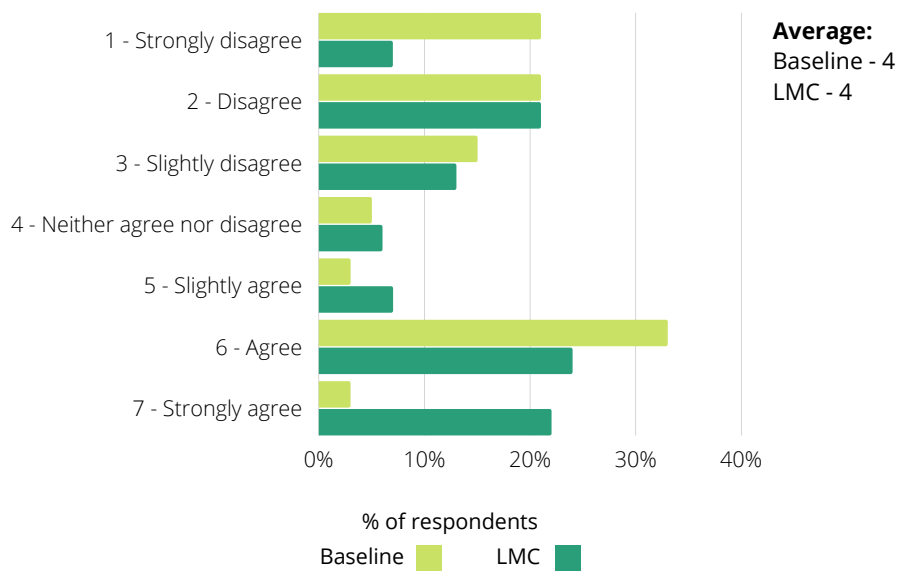
04 - Survey Findings cont.
5 - Belonging

5.1 Respect in Community

People treat one another with respect and consideration in my community.

Average:
Baseline - 6
LMC - 6

% of respondents
Baseline   LMC
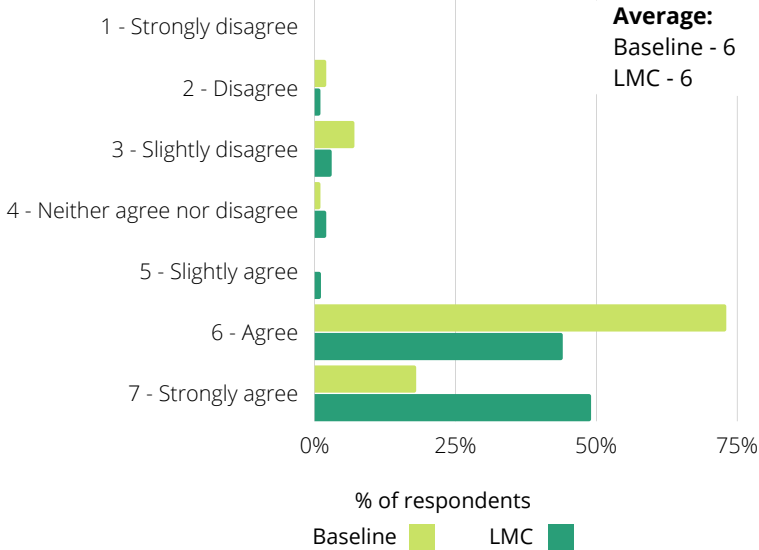
5.2 Place in Neighborhood

I see myself as a member of my neighborhood.

Average:
Baseline - 6
LMC - 7

% of respondents
Baseline   LMC
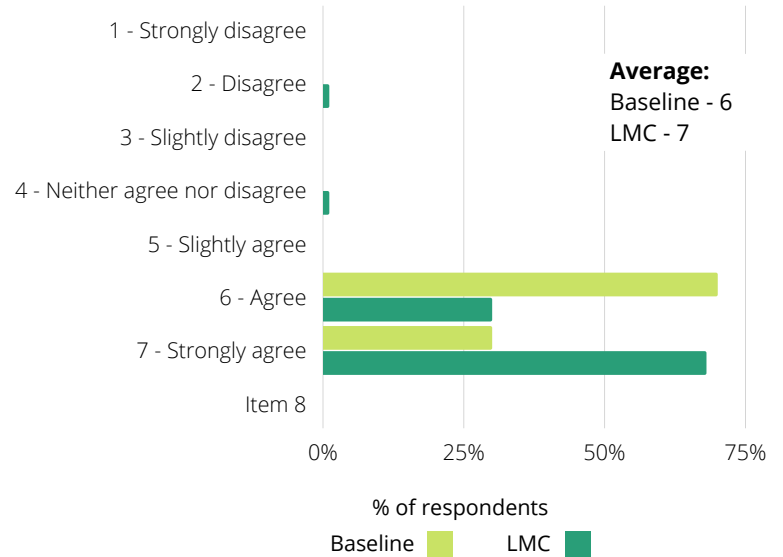
5.3 Place in Village

I see myself as a member of my village.

Average:
Baseline - 6
LMC - 7

% of respondents
Baseline   LMC
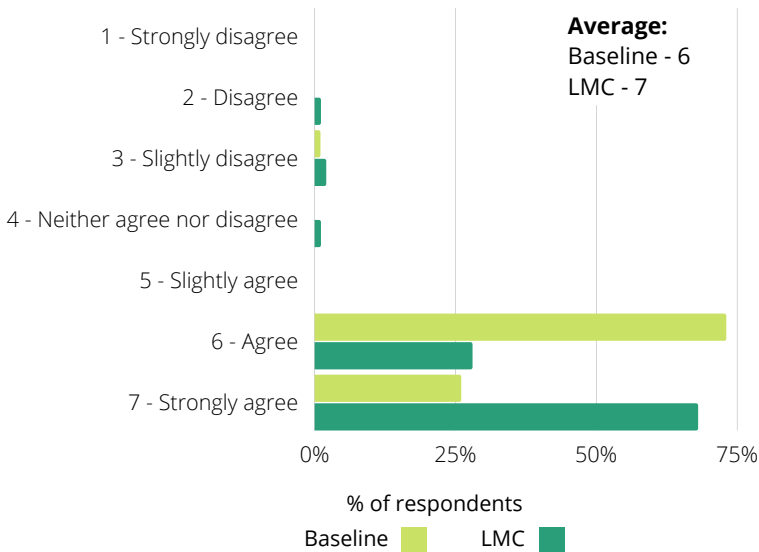
5.4 Free to Act

I am free to act on my beliefs.

Average:
Baseline - 6
LMC - 7

% of respondents
Baseline   LMC
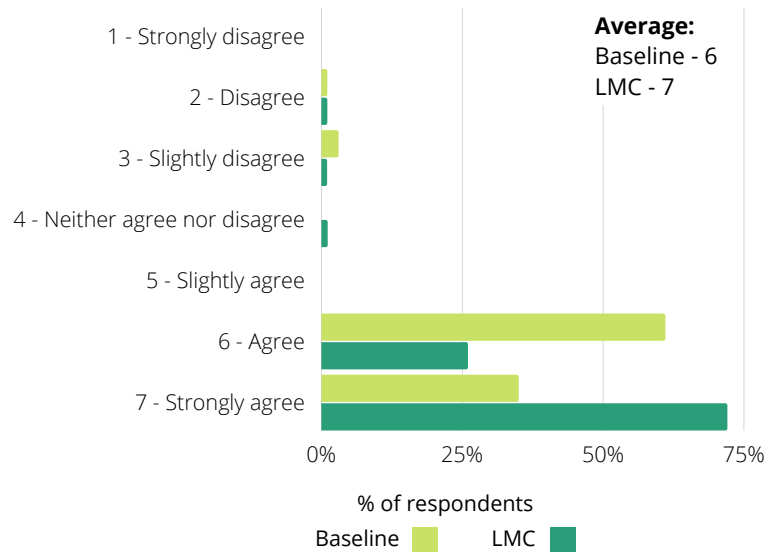
04 - Survey Findings cont.
5 - Belonging

5.5 Sense of Belonging
I feel a sense of belonging in my community

Average:
Baseline - 6
LMC - 7

% of respondents

Baseline   LMC

5.6 Well-being Sum

Baseline   LMC

04 - Survey Findings cont.
6 - Additional questions for LMC farmers

6.1 New Projects

Since working with Long Miles Coffee, have you been able to implement any new projects?

6.2 Other Washing Stations

Have you taken your cherries to other washing stations previously besides Long Miles?

No
1.3%

Yes
98.7%

6.3 Treatment by Staff

When you go to the Long Miles Washing Station how often do the staff treat you in a respectful way?

04 - Survey Findings cont.
6 - Additional questions for LMC farmers

6.4 Respect

Compared to other washing stations I have been to, I feel I am treated with more respect at Long Miles.
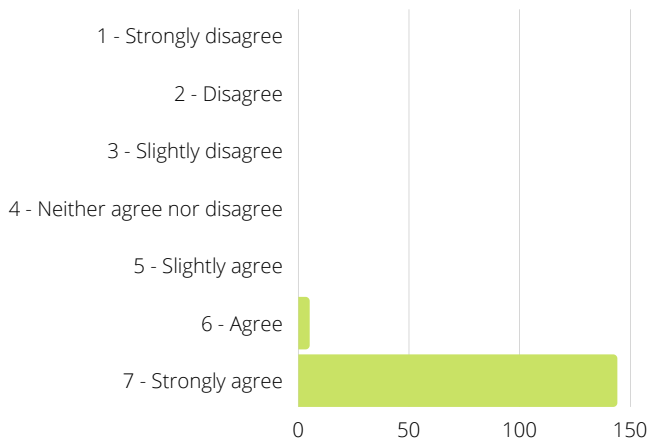
6.5 Trust

Compared to other washing stations I have been to, I have greater trust that Long Miles will pay me and treat me fairly.
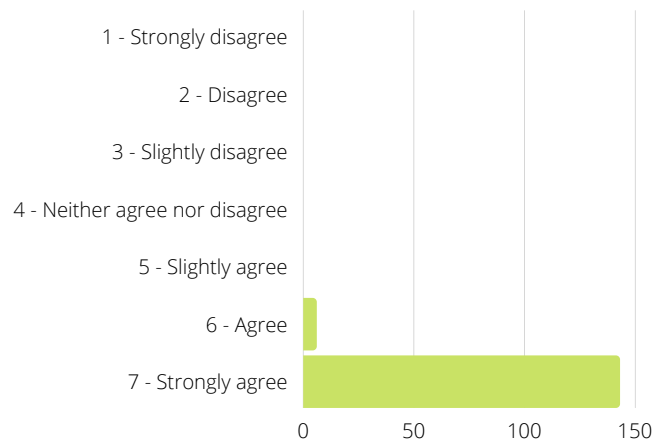
6.6 Trust at Long Miles

I trust the Long Miles washing station to pay me and pay me fairly.
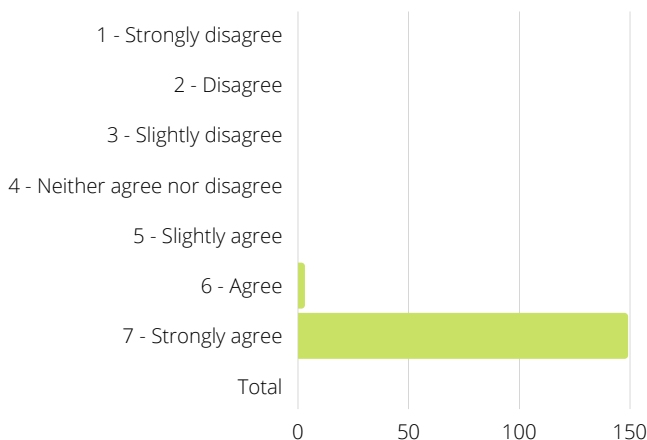
6.7 Belonging at Long Miles

I feel a sense of belonging at Long Miles
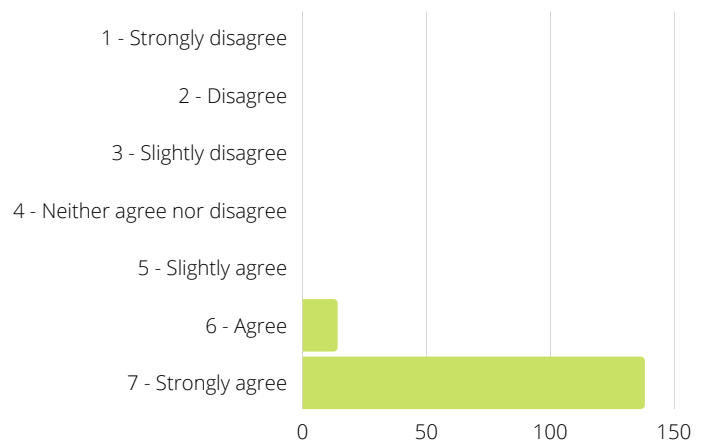
04 - Survey Findings cont.
6 - Additional questions for LMC farmers

6.8 Belonging at Long Miles

To what extent has Long Miles been of value to you?
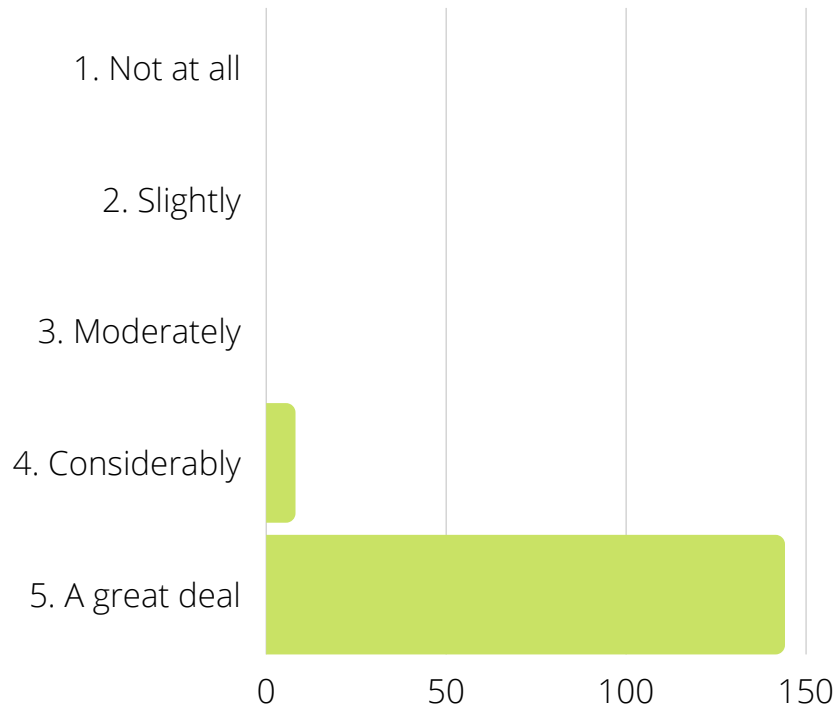
05 - Internal Validity Limitations

Reporting bias

There are some questions in this survey that are particularly vulnerable to reporting bias, such as the belonging and well-being questions. Respondents may be more inclined to answer positively because this could be more socially desirable.

Surveyor bias

The surveys are conducted by members of the Long Miles team, so farmers may be more inclined to give socially desirable answers, particularly for questions that pertain to their treatment by staff and belonging at Long Miles. There is a track record of farmers being vocal about their concerns and feedback in the past which could ameliorate these concerns. There were also many advantages to having surveyors who were familiar with the survey audience and could build trust.

Selection

The two groups of farmers who were interviewed were as similar as possible, however there could be some inherent differences between the group of farmers who chose to become part of Long Miles, and those who have not. Care was taken to ensure that the farmers came from similar regions particularly by focusing on the Ninga region for both the baseline and LM farmer surveys. The baseline surveys were conducted in the Ninga region, and 100 of the LM farmer surveys were conducted in this same region, in addition 25 farmers at each of Bukeye and Heza. This could contribute to some differences between the baseline and LM farmer group.

Spillover

Since the farmers from the baseline and LM farmers groups in the Ninga region may be near one another, it's possible that farming practices taught by Long Miles could have reached the farmers who are part of the baseline group.

A note on causation

Since the evaluation design is not a randomized control trial, it's not possible to determine causation. General patterns can be observed between the baseline and LM farmer groups, but it can't be determined definitively if Long Miles caused the differences observed in their farmers compared to the baseline group.

06 - Appendices

Methodology

The method used for this evaluation is a mixed method pre and post quasi-experiment. A baseline is established by surveying farmers who have not yet worked with Long Miles, which is then compared to a survey of farmers who have worked with Long Miles. The difference between these two groups is examined to understand Long Miles' impact. The method and activities are outlined chronologically as follows:

Theory of Change Development

A theory of change outlines the path an organization takes to achieve its intended impact. Through interviews with eight members of the key stakeholder groups, we have constructed a theory of change which has served as a guide for what to measure. A theory of change is a working document that can be revisited and updated.

Survey Development

Using the theory of change, key indicators were identified. A survey was developed with input from the Long Miles team. Validated scales were used where possible to measure indicators such as well-being.

Baseline Survey

Once the survey was developed, the baseline survey was conducted at Ninga with farmers who have not yet worked with Long Miles.

Baseline Survey Analysis

The survey results were entered into the M Cultivo platform and then analyzed to identify any relevant patterns in the data, and prepare for comparison to the Long Miles farmer group. We are seeking input from the Long Miles team to draw out key insights and deepen our analysis.

Long Miles Farmer Surveys

The next phase of the evaluation is to conduct the same survey at Ninga, Heza, and Buckeye with farmers who have worked with LMC, to understand the difference between farmers who have worked with Long Miles, and those who have not. A data analysis project will follow, to compare and extract insights about the LMC impact.

Long Miles Farmer interviews

A small sample size of farmers will be interviewed to gain an understanding of the impact of LMC from their perspective, which will inform the theory of change.

Ongoing Impact Evaluation

Working with the LMC team, the learnings from this evaluation can be integrated into Long Miles' existing processes to track impact over time.

Theory of change

GENERAL

INPUTS - ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
- Leadership Team/Employees - Ag Inputs - Farming - Processing - Market Expertise - Education & Training	- Develop and maintain relationships with farmers, roasters, suppliers, investors, and partners - Maintain positive work culture - Quality control and assurance		

FARMERS

INPUTS - ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
- Paying Farmers - Build/operate washing stations - Transportation - Coffee Scout Program - Farmer education - Summer camps for kids - WeatherSafe - mapping farms	$ Amount paid to farmers # of farmers in network # of farmers paid # farmer/community touch points # communities in network # kids with uniforms and books # People exposed to the Bible # Social projects	- Higher coffee prices - Quality of relationships - Improved sense of belonging - Dignity and being valued - Increased community income $ Money reinvested into family - Increased school attendance - Increased coffee production	$ Improved profitability - Improved well-being - Community cohesion - Higher production farms - Improved education

EMPLOYEES

INPUTS - ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
- On-going education - Trainings - Workshops - Capacity Building	% Women on staff # Full-time employees # Seasonal employees $ Salary vs. alternative	- Empowerment of women - Quality of relationships - Sense of belonging	$ Financial health - Improved well-being - Community cohesion - Fulfilling personal lives - -> ex. weddings

ROASTERS

INPUTS - ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
- Supply chain management $ Sell coffee - Tell stories - be a guide - Origin trips - Make coffee human	- Social media KPI's # Customers # Origin trips Amount of coffee sold % Coffee that is specialty Sales revenue/profitability % on time deliveries # transparency reports # Relationship touch points	$ Increased coffee sold - Increased awareness of East Africa Coffees % Customers buying direct # of customers - Better quality % Share of market voice - Brand desireability - Roaster turnover % $ Increased revenue	$ Amount coffee sold - East Africa coffee brand awareness

ENVIRONMENT

INPUTS - ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
- Tree program (shade, protection, etc.) - Soil analysis	# Trees planted # Soil samples	- More plant/animal diversity - Improved soil health	- Carbon off-setting

Survey Development

1.Subjective Well-being
The source for the validated scales used to evaluate subjective well-being were developed by the OECD (Reference 1).

1.2 Measure: OECD Module A: Core measures
This question set has the strongest evidence for relevance and validity, and is used in situations where international comparability is most important. Since LM is operating in three countries, this measure was selected. This question set captures the respondents sense of how their life is going, the extent to which they feel the things they do in their life are worthwhile, and their affect (happy, worried, depressed). The time frame for these questions is intentionally short, to capture actual feelings that were experienced, rather than a "typical" day.

Module A: Core Measures

The following question asks how satisfied you feel, on a scale from 0 to 10. Zero means you feel
"not at all satisfied" and 10 means you feel "completely satisfied".

A1. Overall, how satisfied are you with life as a whole these days? [0-10]
The following question asks how worthwhile you feel the things you do in your life are, on a scale
from 0 to 10. Zero means you feel the things you do in your life are "not at all worthwhile", and
10 means "completely worthwhile".

A2. Overall, to what extent do you feel the things you do in your life are worthwhile? [0-10]
The following questions ask about how you felt yesterday on a scale from 0 to 10. Zero means you
did not experience the feeling "at all" yesterday while 10 means you experienced the feeling "all of
the time" yesterday. I will now read out a list of ways you might have felt yesterday.

A3. How about happy? [0-10]
A4. How about worried? [0-10]
A5. How about depressed? [0-10]

Survey Development

1.3 OECD Module B: Life Evaluation

These questions provide a more in-depth understanding of subjective well-being. The question set B3 & B4 capture the perception of respondents' life satisfaction in the past and future, which provides information on the optimism and pessimism of the respondent. Future outlook also provides information on their life evaluation. The Satisfaction with Life Scale (B5 to B9) is one of the best scales for measuring life evaluation.

Module B: Life Evaluation

The following questions ask how satisfied you feel, on a scale from 0 to 10. Zero means you feel "not at all satisfied" and 10 means "completely satisfied".

B3. Overall, how satisfied with your life were you 5 years ago? [0-10]

B4. As your best guess, overall how satisfied with your life do you expect to feel in 5 years time?

Below are five statements with which you may agree or disagree. Using the 1-7 scale below, indicate your agreement with each item. Please be open and honest in your responding. The 7 point scale is as follows: 1. Strongly disagree, 2. Disagree, 3. Slightly agree, 4. Neither agree or disagree, 5. Slightly agree, 6. Agree, 7. Strongly agree

B5. In most ways my life is close to my ideal[1-7]

B6. The conditions of my life are excellent [1-7]

B7. I am satisfied with my life [1-7]

B8. So far I have gotten the important things I want in life [1-7]

B9. If I could live my life over, I would change almost nothing [1-7]

2. Social Cohesion, Belonging and Dignity

2.1 Social Cohesion and Belonging

The questions that measure social cohesion and belonging (Questions 2,3,5) were generated using Reference 2 and 4. Perceived cohesion includes two dimensions: sense of belonging, and morale, both of which play a part in individual and group behaviour. The Social Cohesion Index (Reference 2) developed by the Stockholm International Peace Research Index and the University of Central Asia for the Kyrgyz Republic builds on the perceived cohesion scale (Reference 4) developed by Bollen et al in 1990.

2.2 Dignity & Respect

Questions 1, 4, 8, 10 address the respondents feelings of dignity as they pertain to their community and Long Miles. These questions are adapted from Reference 3, an instrument on the evaluation of dignity amongst Palistinian refugees. Reference 5, a WHO paper on evaluating dignity in health care delivery, was also used as an exemplar for question structure.

Survey Development

Below are five statements with which you may agree or disagree. Please think about your experience in your community when answering these questions. Using the 1-7 scale below, indicate your agreement with each item. Please be open and honest in your responding.

1. People treat one another with respect and consideration.
2. I see myself as a member of my neighborhood.
3. I see myself as a member of my village.
4. I am free to act on my beliefs.
5. I feel a sense of belonging.

Please think about your experience at the Long Miles washing station when answering the following questions. Using the 1-7 scale below, indicate your agreement with each item. Please be open and honest in your responding.

6. I trust the Long Miles washing station to pay me and to pay me fairly
7. I feel a sense of belonging at Long Miles.
8. Compared to other washing stations I have been to, I feel I am treated with more respect at Long Miles.
9. Compared to other washing stations I have been to, I have greater trust that Long Miles will pay me and treat me fairly.
10. When you go to the Long Miles washing station how often do the staff treat you in a respectful way? [Never, Sometimes, Usually, Always]

References:

1. OECD (2013), OECD Guidelines on Measuring Subjective Well-being, OECD Publishing. http://dx.doi.org/10.1787/9789264191655-en
2. Institute of Public Policy and Administration. (2016). Measuring Social Cohesion in the Kyrgyz Republic: The Social Cohesion Index (NO.37, 2016). Graduate School of Development, University of Central Asia. https://www.sipri.org/sites/default/files/ippa_wp37_eng_2.pdf
3. Khatib, Rasha and Haroutune Armenian (2010) "Developing an Instrument for Measuring Human Dignity and Its Relationship to Health in Palestinian Refugees," World Medical & Health Policy: Vol. 2: Iss. 2, Article 3. DOI: 10.2202/1948-4682.1077 http://www.psocommons.org/wmhp/vol2/iss2/art3
4. Bollen, K., & Hoyle, R. (1990). Perceived Cohesion: A Conceptual and Empirical Examination. Social Forces, 69(2), 479-504. doi:10.2307/2579670
5. Darby, Charles, Valentine, Nicole, De Silva, Amala, Murray, Christopher J. L & World Health Organization. Global Programme on Evidence for Health Policy. (2003). World Health Organization (WHO) : strategy on measuring responsiveness / Charles Darby … [et al.]. World Health Organization. https://apps.who.int/iris/handle/10665/68703

Best Practices

The following is a survey guide created for the surveyors conducting the Long Miles surveys and interviews. These were intended to be considerations for the surveyor, with adjustments as the surveyor sees fit. This guide is intended to outline the best practices for administering surveys and interviews.

Introductory Statement for Farmers

"We recognize that some of your answers may be sensitive and we will treat them as such; Committing to managing them in a responsible and ethical manner. Given the purpose of the survey, do you agree to participate? Thank you for taking part in this survey. Please answer each question honestly and openly."

Location of the Survey

- Prioritize safety
- Some of the questions are quite personal, so try to find somewhere private if possible, out of ear shot from others so the farmer can be as forthcoming as possible.
- The survey is to be administered 1 on 1 (1 interviewer and 1 interviewee).

The Survey Questions

- Some of the survey questions have set responses. When this is the case, this will be indicated after the question (ex: Yes/No), and you can circle the response from the farmer. No elaboration or notes are required for these questions.
- Other questions do not have a set response, but are open ended instead. In this case, please write down what the farmer says as best you can with the goal of capturing the meaning and context of their words to the best of your ability.
- Some of the questions have scales, where farmers will answer from a range of numbers which are described. In this case, no elaboration or further notes are required, simply circle or select the number that corresponds to their answer is fine.

Encourage Openness

- There may be social pressure to answer a certain way, especially since the surveyors are employees of Long Miles.
- As much as possible ensure that the respondents know that honest responses are valued and their feedback will help the organization learn and improve. It may be necessary to reassure them that their responses will in no way impact their ability to work with Long Miles in the future.
- Let them know they don't have to participate if they don't want to, and there will be no repercussions if they choose not to
- Be sure to thank the interviewee after every response/answered question. The goal is to be gracious of their time and establish trust in you as the interviewer.

Best Practices cont.

● **Data Privacy**
  - Let them know how their data is being stored and what measures are being taken to ensure their privacy
  - If completed by pen and paper, the surveys should be stored in a secure place and then entered into the M cultivo platform.
  - M cultivo is committed to managing the data of their users in a responsible and ethical manner, respecting the rights of the users, and the responsibilities of M cultivo as data holders. The full statement on data privacy is below, in case this is useful.
  - Long Miles could consider using the farmer ID generated in the M cultivo platform as the identifier for farmers moving forward so their names aren't used on future surveys and there is more privacy this way.

● **Concluding the Survey**
  Thank them for their time and contributions.

● **Entering data in the M Cultivo Platform**
  Once the responses have been recorded, and it is time to enter the data into the M cultivo platform, be sure to search for the farmer in the relationship management system before adding a new farmer, to avoid duplication.

M Cultivo data privacy statement:

M cultivo is committed to managing the data of our users in a responsible and ethical manner, respecting the rights of those users and the responsibilities of M cultivo as data holders.

We will identify the benefit to the users of collecting, processing and storing their data as well as the benefit to the company.

We recognize the right of users to consent to the uses we make of the data we hold on them.

We recognize there are specific categories' of personal data that are sensitive, for example racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership. Such data will only be collected if there is a clear benefit to the user, that their prior consent is obtained and that the security of that data can be guaranteed.

We will not use data processing techniques that are intrusive, and which may pose a risk to the rights and freedoms of the users or which are open to misuse.

We will establish a robust internal process to assess ethical compliance with our policies, to manage risk to our ethical approach and encourage a process of internal challenge.

We will regularly audit our approach to ethics and the rights of our users.

Survey Questions

Below are the actual survey questions administered by the Long Miles team.

1. I give permission for Long Miles and M Cultivo to use this information to improve their practices to serve farmers.
    - No
    - Yes
2. Farmer's name
3. Hill name
4. GovernmentID (if applicable)
5. Mobile Number (If applicable)
6. Why do you grow coffee?
7. How did you get involved in growing coffee?
8. How old are you?
9. Gender
    - Female
    - Male
10. How many dependents do you have?
    - 0
    - 1
    - 2
    - 3
    - 4
    - 5
    - 6
    - 7
    - 8
    - 9
    - More than 10
11. How many coffee trees do you have?
12. Have you ever tasted your coffee?
    - No
    - Yes
13. Who does the most farming in your household?
    - Children
    - Labour
    - Man
    - Woman
    - Both (Man & Woman)

Survey Questions cont.

14. Do you own the land you farm on?
    - No
    - Yes
15. How many coffee farms do you have?
    - 1
    - 2
    - 3
    - 4
    - More than 4
16. How many new coffee trees did you plant in the past year? 17. On average, how many kilograms of coffee do you produce each year?
18. Do you have access to farming inputs?
    - No
    - Yes
19. If yes, which one(s)?
    - Fertilizer
    - Fertilizer and insecticide
    - Fertilizer and pesticide
    - Fertilizer, Pesticide, and Insecticide
    - Insecticide
    - Not applicable (no access to inputs)
    - Other
    - Pesticide
    - Pesticide and insecticide
20. Whatfarming practices do you use?
    - Mulching
    - Combination of these
    - Fertilizers
    - Other
    - Pruning
    - Shading
21. Are there any farming inputs that you don't currently use but would like to be using?
22. Is coffee farming your main source of income?
    - No
    - Probably
    - Yes

Survey Questions cont.

23. If you answered no to the above question, what is your main source of income?
24. Are the prices paid for your coffee fair?
    - No
    - Somewhat
    - Yes
25. What is your biggest challenge as a coffee farmer?
26. Are there any changes that you would like to see in your community?
27. Do you enjoy farming coffee?
    - Yes
    - No
    - Somewhat
    - Forced
28. Do you believe your children will grow coffee in the future?
    - Maybe
    - No
    - Yes
29. Do/did your children go to school?
    - No
    - Some of them
    - Yes
30. On an average day, how many different foods do you eat?
    - 1
    - 2
    - 3
    - 4 or more
31. Do you currently have or have you ever had a loan?
    - No
    - Yes
32. Do you have a bank account?
    - No
    - Yes
33. What is your annual income?
34. How much of your income is from coffee?
35. Which washing station did you take your cherries to last season?

Survey Questions cont.

36. The following question asks how satisfied you feel, on a scale from 0 to 10. Zero means you feel"not at all satisfied" and 10 means you feel"completely satisfied". Overall, how satisfied are you with life as a whole these days?

    0 - Not at all satisfied
    1 - Very unsatisfied
    2 - Mostly unsatisfied
    3 - Moderately unsatisfied
    4 - Slightly unsatisfied
    5 - Average
    6 - Slightly satisfied
    7 - Moderately satisfied
    8 - Mostly satisfied
    9 - Very satisfied
    10 - Completely satisfied

37. The following question asks how worthwhile you feel the things you do in your life are, on a scale from 0 to 10. Zero means you feel the things you do in your life are "not at all worthwhile", and 10 means "completely worthwhile". Overall,to what extent do you feel the things you do in your life are worthwhile?

    0 - Not at all worthwhile
    1 - Very unworthwhile
    2 - Mostly unworthwhile
    3 - Moderately unworthwhile
    4 - Slightly unworthwhile
    5 - Average
    6 - Slightly worthwhile
    7 - Moderately worthwhile
    8 - Mostly worthwhile
    9 - Very worthwhile
    10 - Completely worthwhile

Survey Questions cont.

38. The following questions ask about how you felt yesterday on a scale from 0 to 10. Zero means you did not experience the feeling "at all" yesterday while 10 means you experienced the feeling "all of the time" yesterday. I will now read out a list of ways you might have felt yesterday.

a) How about happy?

    0 - Not at all
    1 - Almost not at all
    2 - Very little of the time
    3 - Not very much of the time
    4 - A little less than half of the time
    5 - Half of the time
    6 - A little more than half of the time
    7 - A lot of the time
    8 - Very much of the time
    9 - Almost all of the time
    10 - All the time

b) How about worried?

    0 - Not at all
    1 - Almost not at all
    2 - Very little of the time
    3 - Not very much of the time
    4 - A little less than half the time
    5 - Half of the time
    6 - A little more than half the time
    7 - A lot of the time
    8 - Very much of the time
    9 - Almost all of the time
    10 - All the time

c) How about depressed?

    0 - Not at all
    1 - Almost not at all
    2 - Very little of the time
    3 - Not very much of the time
    4 - A little less than half of the time
    5 - Half of the time
    6 - A little more than half of the time
    7 - A lot of the time
    8 - Very much of the time
    9 - Almost all of the time
    10 - All of the time

Survey Questions cont.

d) Overall, how satisfied with your life were you 5 years ago?
  0 - Not at all satisfied
  1 - Very unsatisfied
  2 - Mostly unsatisfied
  3 - Moderately unsatisfied
  4 - Slightly unsatisfied
  5 - Average
  6 - Slightly satisfied
  7 - Moderately satisfied
  8 - Mostly satisfied
  9 - Very satisfied
  10 - Completed satisfied

e) As your best guess, overall how satisfied with your life do you expect to feel in 5 years time?
  0 - Not at all satisfied
  1 - Very unsatisfied
  2 - Mostly unsatisfied
  3 - Moderately unsatisfied
  4 - Slightly unsatisfied
  5 - Average
  6 - Slightly satisfied
  7 - Moderately satisfied
  8 - Mostly satisfied
  9 - Very satisfied
  10 - Completely satisfied

39. Below are five statements with which you may agree or disagree. Please be open and   your responding. Using a 1-7 scale, indicate your agreement with each item. The 7 point scale is as follows: 1. Strongly disagree. 2. Disagree. 3. Slightly disagree. 4. Neither agree nor disagree. 5. Slightly agree. 6. Agree. 7. Strongly agree.

a) In most ways my life is close to my ideal
  1 - Strongly disagree
  2 - Disagree
  3 - Slightly disagree
  4 - Neither agree nor disagree
  5 - Slightly agree
  6 - Agree
  7 - Strongly agree

Survey Questions cont.

b) The conditions of my life are excellent
- 1 - Strongly disagree
- 2 - Disagree
- 3 - Slightly disagree
- 4 - Neither agree nor disagree
- 5 - Slightly agree
- 6 - Agree
- 7 - Strongly agree

c) I am satisfied with my life
- 1 - Strongly disagree
- 2 - Disagree
- 3 - Slightly disagree
- 4 - Neither agree nor disagree
- 5 - Slightly agree
- 6 - Agree
- 7 - Strongly agree

d) So far I have gotten the important things I want in life
- 1 - Strongly disagree
- 2 - Disagree
- 3 - Slightly disagree
- 4 - Neither agree nor disagree
- 5 - Slightly agree
- 6 - Agree
- 7 - Strongly agree

e) If I could live my life over, I would change almost nothing
- 1 - Strongly disagree
- 2 - Disagree
- 3 - Strongly disagree
- 4 - Neither agree nor disagree
- 5 - Slightly agree
- 6 - Agree
- 7 - Strongly agree

Survey Questions cont.

40. Below are five statements with which you may agree or disagree. Please think about your experience in your community when answering these questions. Using a 1-7 scale, indicate your agreement with each item. The 7 point scale is as follows: 1. Strongly disagree. 2. Disagree. 3. Slightly disagree. 4. Neither agree nor disagree. 5. Slightly agree. 6. Agree. 7. Strongly agree. Please be open and honest in your responding.

a) People treat one another with respect and consideration
    1 - Strongly disagree
    2 - Disagree
    3 - Slightly disagree
    4 - Neither agree nor disagree
    5 - Slightly agree
    6 - Agree
    7 - Strongly agree

b) I see myself as a member of my neighborhood.
    1 - Strongly disagree
    2 - Disagree
    3 - Slightly disagree
    4 - Neither agree nor disagree
    5 - Slightly agree
    6 - Agree
    7 - Strongly agree

c) I see myself as a member of my village.
    1 - Strongly disagree
    2 - Disagree
    3 - Slightly disagree
    4 - Neither agree nor disagree
    5 - Slightly agree
    6 - Agree
    7 - Strongly agree

d) I am free to act on my beliefs
    1 - Strongly disagree
    2 - Disagree
    3 - Slightly disagree
    4 - Neither agree nor disagree
    5 - Slightly agree
    6 - Agree
    7 - Strongly agree

Survey Questions cont.

e) I feel a sense of belonging
>   1 - Strongly disagree
>   2 - Disagree
>   3 - Slightly disagree
>   4 - Neither agree nor disagree
>   5 - Slightly agree
>   6 - Agree
>   7 - Strongly agree

The below survey questions were only administered to current LMC farmers.

41. Please think about your experience at the Long Miles washing station when answering the following questions.. Using a 1-7 scale, indicate your agreement with each item. The 7 point scale is as follows: 1. Strongly disagree. 2. Disagree. 3. Slightly disagree. 4. Neither agree nor disagree. 5. Slightly agree. 6. Agree. 7. Strongly agree. Please be open and honest in your responding.

a) I trust the Long Miles washing station to pay me and to pay me fairly.
>   1 - Strongly disagree
>   2 - Disagree
>   3 - Slightly disagree
>   4 - Neither agree nor disagree
>   5 - Slightly agree
>   6 - Agree
>   7 - Strongly agree

b) I feel a sense of belonging at Long Miles.
>   1 - Strongly disagree
>   2 - Disagree
>   3 - Slightly disagree
>   4 - Neither agree nor disagree
>   5 - Slightly agree
>   6 - Agree
>   7 - Strongly agree

42. Have you taken your cherries to other washing stations previously besides Long Miles?
>   - Yes
>   - No

Survey Questions cont.

43. If you answered yes, using the 1-7 scale below, indicate your agreement with the following statements:

a) Compared to other washing stations I have been to, I feel I am treated with more respect at Long Miles.
    1 - Strongly disagree
    2 - Disagree
    3 - Slightly disagree
    4 - Neither agree nor disagree
    5 - Slightly agree
    6 - Agree
    7 - Strongly agree

b) Compared to other washing stations I have been to, I have greater trust that Long Miles will pay me and treat me fairly.
    1 - Strongly disagree
    2 - Disagree
    3 - Slightly disagree
    4 - Neither agree nor disagree
    5 - Slightly agree
    6 - Agree
    7 - Strongly agree

44) When you go to the Long Miles washing station how often do the staff treat you in a respectful way?
- Never
- Sometimes
- Usually
- Always