

tierra nova fonds

Newsletter | December 2014



INTRODUCTION

The [Tierra Nova Fund](#) was founded in 2008, at the occasion of the retirement of Hans Levelt, director of [Simon Levelt B.V.](#) with the aim of initiating and supporting social and environmental projects in coffee and tea producing regions. Since more than five years, quite a number of small and larger projects have been initiated by Tierra Nova.

We send you this Newsletter, because you demonstrated your interest, directly or indirectly, or because you are donor of the Tierra Nova Fund.

In this Newsletter we give you a selection of completed projects and inform you on current projects.

“initiating and supporting social and environmental projects” - Hans Levelt

[find out more →](#)



Completed Projects

■ AMBOOTIA TEA ESTATE, DARJEELING

Simon Lévelt has a relation with Ambootia for more than 25 years. There is a continuous exchange of ideas. Since the first visit of Mr. Sanjay Bansal, managing director of Ambootia, to Simon Lévelt, the tea assortment in its shops went through a huge development. Vice versa, Hans Levelt inspired Ambootia to put Darjeeling more professionally and sustainably on the map. People should be at the core of everything, is the lesson learnt.

In 2001, Simon Lévelt built a school in cooperation with the management of Ambootia Tea Estate. The Ambootia

Simon Lévelt Primary School was built on the tea plantation. The school was expanded with an auditorium in 2008, financed by the Tierra Nova fund.

At this time 40 toddlers and 120 young children follow their lessons in the school.

In the meantime, the school has several computers to provide ICT classes to the children.

The computers were funded from donations from customers of Simon Lévelt.

■ KAWACOM SIPI FALLS, UGANDA

This project of [Kawacom](#), [Simon Lévelt](#), and Tierra Nova was started in 2008: Central wet processing of organic coffee of 7000 small coffee farmers in Uganda, near Mount Elgon.

In addition, another 2000 small coffee farmers were trained and converted to organic coffee cultivation, so the coffee of 9000 organic coffee farmers is processed in the plant.

The purpose of the central processing plant and the training of small organic coffee farmers is to improve the quality of their coffee. The coffee farmers receive a better price for their coffee. The central processing plant of Arabica coffee is new and unique in Uganda. Usually, the farmers process

their coffee themselves, resulting in an inconsistent quality. By setting up the central processing and the training of farmers in picking the ripe cherries, it is possible to get a better and consistent quality. The project was realized with financial support from the Dutch Government: 'PSI' (Private Sector Investment).

A training Centre was constructed at the plant with a financial contribution from Tierra Nova and [Van Tienen](#), a Dutch company in Coffee vending machines.

In November 2012, the training centre was inaugurated by Hans Levelt.



Sipi Falls Training Centre



Mullootar Elementary School

■ MULLOOTAR TEA ESTATE, DARJEELING

Mullootar was taken over by the Ambootia Tea Group in 2004. At that time, there was not yet a school at the estate, although officially, education should be provided.

In 2007, Tierra Nova co-funded the construction of a school at Mullootar with two class rooms for 60 children, with financial assistance from Publishing house [De Toorts](#) in Haarlem.

■ FINCA IRLANDA COFFEE, MEXICO

Already in 1985, long before 'sustainability' and 'organic' were familiar words, [Simon Lévelt](#) imported coffee from [Finca Irlanda](#), in the state of Chiapas, Mexico, close to Guatemala.

This coffee plantation produces high quality biodynamic coffee since 1963.

Tierra Nova supports Irlanda on its path to (social) sustainability: The most recent project

focused on the seasonal workers on the finca, who were housed under rather bad conditions. The first phase, improvement of the housing of these workers, was a joint venture of several clients of Irlanda and the local government of Chiapas.

The second phase of the project was focused on the children of agricultural workers:

A school, a kindergarten, houses for teachers and a medical clinic were constructed.



Finca Irlanda Housing Project: Elementary School

Current and new projects

■ BRAZIL PROJECT SUSTAINABLE COFFEE

At this moment, Tierra Nova's partner [ACOB](#) (Associação Café Organico do Brasil), is busy developing training programmes on sustainable coffee cultivation in Brazil.

Over the next three years, 1500 small to medium size coffee farmers in the coffee region of Minas Gerais will participate in these trainings.

Tierra Nova took the initiative for this project, because Brazil, as the world's biggest coffee producer, stays behind in the development of sustainable organic agricultural techniques.

An important aspect is the development of production methods to make the coffee sector more resilient to the effects of climate change. For example, by applying organic practices like shade trees and composting. The recent drought in Brazil demonstrated quite clearly the vulnerability of the Brazilian coffee to climate change.

Unique to this project is the cooperation between European coffee roasters and traders, and the coffee farmers in Brazil. Next to Simon Lévelt, [Lebensbaum/Niehoff](#) (Germany) and [Trabocca](#) (Amsterdam) are participating.

Another unique aspect is the integration of the trainings

into the regular agricultural educational institutes in Minas Gerais.

Principal donors of the Sustainable Coffee Project in Brazil are Simon Lévelt-Tierra Nova, the [IDH-SCP](#) (Sustainable Trade Initiative - Sustainable Coffee Program), and the

coffee farmer organisations in Minas Gerais.

We expect that sustainable coffee production in Brazil will increase with 6000 MT (100.000 bags) in the next three years. A large part of this quantity will be certified organic coffee.



Cassio Moreira - ACOB project coordinator

TIERRA NOVA HAS NEW PROJECTS IN THE PIPELINE FOR 2015:

AMBOOTIA TEA ESTATE

The complete tea factory of Ambootia burnt down end of August 2014, a disaster for everyone involved.

But a new factory, state of the art, will be constructed and

the first stone was laid already on 14 November.
Together with [Hälssen & Lyon](#), tea trader in Hamburg, Tierra Nova will finance the tea tasting room in the new tea factory at Ambootia Tea Estate.



Foundation Stone laying ceremony - 14th Nov. 2014

■ ETHIOPIA COFFEE PROJECT

Together with [Trabocca](#), coffee trader, and [Bocca](#), coffee roaster, we are planning to build a school in the Sidamo region in Ethiopia

More information?

www.tierranova.nl

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Thank you very much for your interest in Tierra Nova.

We take the opportunity to offer you our best Wishes for a Sustainable Coffee and Tea Year 2015!

Best regards,
Hans Levelt (chairman)
Paula Koelemij (secretary)
Rob Sikkema (treasurer)