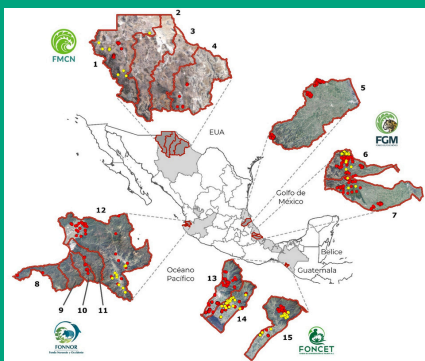


# MEXICO - Connecting Watershed Health with Sustainable Livestock and Agroforestry Production (CONECTA)

GEF FOLUR - MEXICO COFFEE LANDSCAPE INVESTMENT CARD

## KEY STATS

- **Timeline:** 2021-2026
- **Project Size:** USD \$13,761,468 (GEF amount)
- **GEF Implementing Agency:** World Bank
- **Core Executing Partner<sup>1</sup>:** The National Institute of Ecology and Climate Change (INECC), Mexican Fund for the Conservation of Nature (FMCN), Fondo de Conservación El Triunfo (FONCET), Fondo Golfo de México (FGM)



## RELEVANCE & CHALLENGES

Agricultural production of meat, milk and coffee is key to the Mexican rural economy and its food security. The country faces an urgent need to address land degradation, water exploitation, deforestation, and unsustainable livestock and agroforestry practices, especially in biodiversity-rich watersheds. Additional challenges include weak interinstitutional coordination, limited access to sustainable financing, gender inequality, and exclusion of Indigenous and Afro-Mexican communities.

## OVERVIEW & EXPECTED IMPACTS

The project aims to enhance integrated landscape management and promote climate-smart productive practices in selected watersheds across Chiapas, Chihuahua, Jalisco, and Veracruz, Mexico. The project focuses on strengthening value chains—particularly coffee and other key commodities—by engaging relevant stakeholders to improve market linkages and support the adoption of climate-resilient agricultural practices.

The following main activities are being carried out by the country project and reinforced by private sector investment:

- **Multi-stakeholder Landscape Partnerships & Governance:** CONECTA strengthens inclusive, landscape-level governance by facilitating collaboration among local governments, producer organizations, NGOs, research institutions, and private sector actors. Through participatory planning and transparent decision-making, the project builds trust and shared ownership across coffee-growing watersheds. These partnerships are formalized through Integrated Watershed Action Plans (IWAPs), ensuring that restoration and sustainability efforts are locally grounded and institutionally supported.
- **Farm-Level Restoration and Climate-Smart Practices:** The project promotes the adoption of climate-smart productive practices, including agroforestry and silvopastoral systems, particularly in cattle and agroforestry landscapes. These practices restore degraded lands, enhance biodiversity, and improve soil and water health. Technical assistance and training are provided to farmers and producer groups to implement sustainable land management approaches, with a goal of improving productivity and ecological resilience across 450,000 hectares. Activities include facilitating access to financial and technical resources through sub-agreements, coordinated by regional conservation funds.

<sup>1</sup> Additional involved public partners include Environment and Natural History Secretariat, Chiapas Government Secretary of Agriculture, Livestock and Fisheries of Chiapas Government. Private sector partners include Ramal Santa Cruz, Nestlé, Centro Agroecológico del Café AC (CAFECOL)



- **Innovative Sustainable Markets:** CONECTA strengthens sustainable market access by linking landscape-level platforms to certified, traceable, and premium value chains for coffee and livestock. The project supports value chain development by reducing intermediaries, improving business skills, and connecting producers to high-value markets. To build long-term capacity, CONECTA establishes national networks and country-level hubs that offer continuous training, technical assistance, and accredited certification programs in agroforestry, climate-smart agriculture, and sustainable land management. These hubs serve as centers of excellence, promoting innovation, strengthening local research capacity, and facilitating science-policy dialogue. Digital platforms such as ECOGAN Chiapas and SADER Biodiversity Conservation support ongoing professional development and market integration.

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Mexico's FOLUR CP expected impacts align with the sector-wide vision and goals for a sustainable coffee sector as set out by the [Sustainable Coffee Challenge](#).

## PROSPERITY & WELL-BEING



**1,000 farmers** adopting improved practices.

**30** producer groups implementing sustainable production business strategies to strengthen their management and organizational capacities, including relevant climate considerations.

## RESILIENT SUPPLY



**1,106,272 ha of landscape** under improved climate-smart practices.

**30** producer groups adopting Sustainable Production Business Strategies (SPBS).

## STRENGTHEN DEMAND



**05** global, regional, or national commodity value chain policies, certifications, standards, or similar instruments informed by FOLUR.

## CONSERVE NATURE



**11,500 ha** of land restored, functioning as a conservation buffer for coffee production.

**15** targeted watersheds conserved.  
**1,400,000 tCO<sub>2</sub>e** mitigated.

By 2026, the program will achieve 1,106,272 hectares of landscape under improved practices, with 1,000 farmers (including 300 women) adopting improved agricultural technologies, and 70% of producer groups implementing practices that increase productivity by at least 10%. The initiative will contribute to the mitigation of 1,400,000 tCO<sub>2</sub>e (not calculated specifically for coffee).

## CO-INVESTMENT OPPORTUNITIES



Active involvement and co-investment by the private sector will be critical to deliver on the programs' targets and to ensure its long-term sustainability. Concrete opportunity areas for coffee supply chain actors – small, medium, and large – to complement and scale the program include:

### ELEVATING SHADE COFFEE

Invest to support the expansion of shade-grown coffee within agroforestry and silvopastoral systems to enhance biodiversity, water regulation, and soil health. Corporate partners can co-invest in improving coffee quality, reducing intermediaries, and connecting producers to certified, traceable, and premium markets. Additional avenues include origin-based branding and market positioning strategies that elevate Mexican shade-grown coffee.

### STAKEHOLDER COLLABORATION

Companies can also support small rural enterprises by investing in business skills development, supporting access to finance, and bolstering shared infrastructure, including monitoring systems. Opportunities also include funding training programs, co-investing in community-led restoration efforts. These efforts align business interests with long-term ecosystem health and supply chain resilience.

Additionally, interested stakeholders will be invited and encouraged to participate in subnational multi-stakeholder initiatives or roundtables. Such industry investments and engagement into inclusive, landscape-level partnerships help build trust and transparency across coffee-growing landscapes and watersheds.



**GET INVOLVED:** To indicate interest in supporting this country program, please contact: Karín Mijangos at [karin.mijangos@fmcn.org](mailto:karin.mijangos@fmcn.org), Gregorio Wenceslao Apan Salcedo, PhD, at [gwapan@fondoeltriunfo.org](mailto:gwapan@fondoeltriunfo.org), and/or the Sustainable Coffee Challenge team at [scc@conservation.org](mailto:scc@conservation.org).



Visit <https://www.folur.org/mexico> to learn more, including about additional coffee-focused FOLUR country projects.

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