

## GALS Coffee Tool 4: Coffee Calendar Vision Journey

Written by Linda Mayoux as part of Hivos, GALS@Scale project, September 2014. All resources and further details are available on [www.galsatscale.net](http://www.galsatscale.net).

### Why use this tool?

The GALS Coffee Tool 1 the Increasing Income Challenge Action Tree looked at challenges, solutions and action commitments that can increase incomes from coffee. Tool 2 household coffee business tree was a one-time snapshot of the business and how other livelihoods do or could complement this. The coffee calendar vision journey now plots work input, incomes, costs and profits for coffee over time of one year. This enables adjustments to planning to take account of peak and slack work periods and cash flow fluctuations. Work, expenditures and reinvestment over the year are then tracked monthly to see whether achievements match prediction, enabling adjustments to the plan and better planning and prediction in subsequent years.



*Coffee Calendar Vision Journey, Vuasu Cooperative, Same, Tanzania.*

The same tool can be also used for all the other complementary activities. These can then all be combined into one overview livelihood calendar with only the profits and work input to establish an optimal livelihood strategy that involves all the household and maintains gender balance. A version of this tool could be used in designing or applying for savings and loan facilities from cooperatives or banks.

### What do you gain by using it

#### Aims for participants

- identify times of the year when there is too much or too little work from coffee, for whom, and the best times for other complementary activities that could be done by different household members.
- calculate coffee profits over the year from income and cost analysis
- identify times of the year when there is a lot of profit that can be invested in coffee or in complementary activities, and times of the year when there is little income from coffee and household needs must be met from savings or other activities.
- establish a monthly plan for savings, reinvestment and complementary activities.
- identify times and issues where specific attention may need to be given to ensure maintenance of gender balance.

### **Aims for organisations**

- increase understanding of the activity calendar and cash flow challenges that farmers face
- increase understanding of gender differences in these
- increase understanding of potential for complementary activities that could be supported
- increase understanding of savings needs that could be supported
- increase understanding of times when some sort of loan facility might be both useful and how this might be scheduled. and respect for people's business planning skills and

### **Who applies the tool and for whom?**

The Coffee Vision Calendar is a more advanced and detailed version of the Basic Vision Journey from GALS Phase 1. It assumes people have:

- developed drawing skill and familiarity with GALS tools through the GALS Catalyst tools.
- done the increasing incomes Challenge Action Tree from which they can transfer their opportunities and challenges
- done the Household Coffee Tree as the basis for assessing total annual incomes, costs and profits.

The tool is used on an individual or household level. Once learned it is easy for farmers and farm households to use themselves on their own and track how they are performing on incomes, costs and profits. Individual household trees can also be shared within groups to compare strategies and how to increase success.

It can also be used by organisations, cooperatives and/or banks for development of services and savings and/or loan products targeting women and men coffee farmers..

### **How does it work?**

The Coffee Vision Calendar is based on the same principles as other GALS Vision Journeys. The Coffee Vision Calendar produces a monthwise breakdown of anticipated work and other costs, expected incomes and profits and resources for reinvestment. These can then be tracked in order to truly understand how your business will work. It is like a standard cash flow analysis, but is more useful because it keeps your vision clear before you, includes thinking on how to make the best of opportunities and avoid risks and considers relationships within your family that can help or hinder you,.

#### *Step 1 Draw the Framework with opportunities and challenges*

- Draw the vision and current circle and put your target of anticipated production from the Household Coffee Tree.
- Join these with 8 lines colour coded as indicated.
- Draw 12 vertical lines across the road and number these by month. Starting with the current month. Group these into seasons by putting thicker lines between the relevant months. This will help to clarify the diagram later. Put the year and date above the current month.
- Put on opportunities and challenges from the Increasing Incomes Challenge Action Tree and any others you have thought of since.

#### *Step 2 Whose labour time for coffee and other contributing activities*

#### *GALS Livelihood Tool 4: Coffee Calendar Vision Journey*

In the top lane put in the labour required in each month, with a symbol for the activity using different symbols for women/men. Size of the symbol indicates amount of time. You can if you wish, following the previous colour-coding convention, mark on existing activities in blue and anticipated changes to achieve the vision in green. This will make it easier to track. It is also possible to divide the lane in two to put women and men on separate lanes. NOTE: you cannot assume household members will contribute their time without getting clear benefit.

#### *Step 3 Input costs for whom*

In the third lane put symbols for the inputs required in each month with amounts of money. Include here working capital, labour costs and essential fixed capital costs. You can colour code to show income last year (blue) and anticipated increase (green).

#### *Step 4 Expected income for whom*

Bearing in mind the opportunities and challenges, particularly market fluctuations, put your expected income each month in the second to top lane. You can colour code to show income last year (blue) and anticipated increase (green).

#### *Step 5 Estimate the net business profit for whom*

Subtract the business costs from the expected income by month. Put this in the bottom lane. Here you should put only the anticipated profit in green. But you should also mark from this profit how much will be controlled and used by women and how much by men, how much by both - putting the amount next to the respective symbol.

#### *Step 6 Household expenditure (optional lane)*

Looking at the opportunities and challenges and your Gender Balance Tree, estimate the amount of money needed from the profit to contribute to essential household expenses like food and school fees in each month. Here you can again colour-code for last year (blue) and anticipated (green).

#### *Step 7 Reinvestment: assets, savings (optional Lane)*

Looking at the expected profit minus essential household expenses, consider when you might be able to save or buy productive assets with the remaining money in order to make your business grow, to start another complementary activity and/or help another family member with their business (in anticipation that they would then help you in return). Again here you only put the anticipated amounts in green. Then mark how much will be controlled and used by women and how much by men, how much by both - putting the amount next to the respective symbol.

#### *Step 9 Track and adjust*

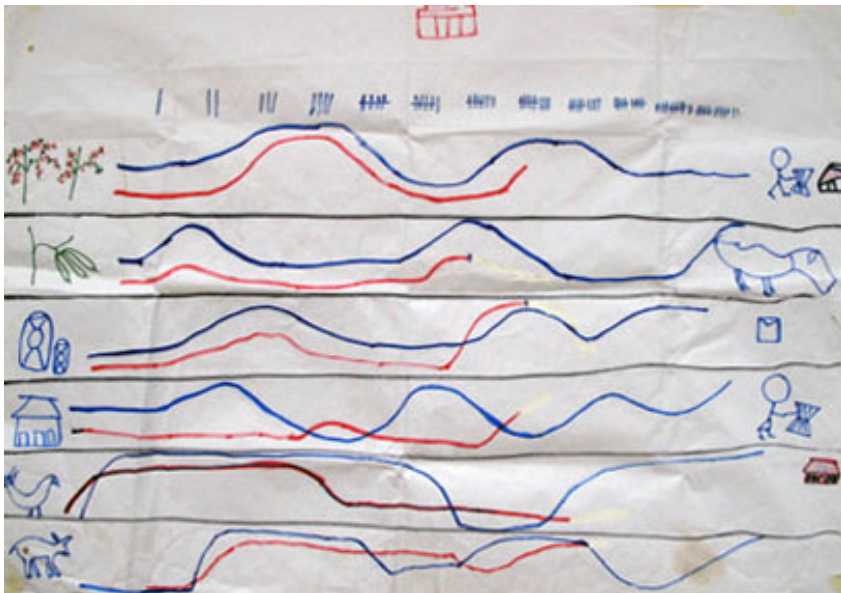
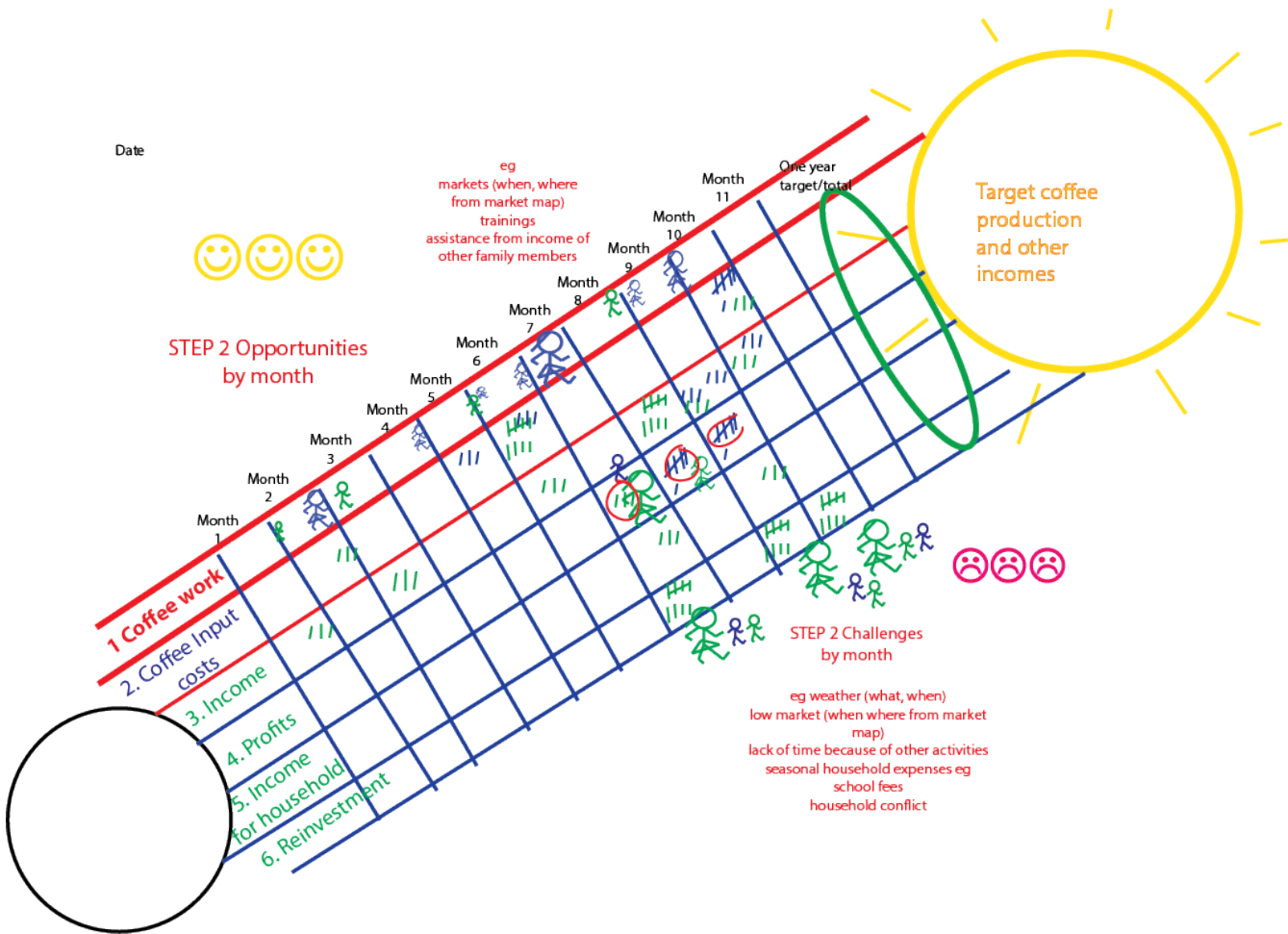
When you get to each month, you need to compare what was planned and what actually happens, adjusting the following months accordingly. Things achieved should be ringed as red fruits. Things that are not possible at all are ringed in in black as withered fruits. Things postponed as green fruits.

#### *Further adaptations and follow-up*

Business Vision Calendars following the same basic steps as the Vision Journey can be done for all activities the individual and/or other household members are involved in. The main outputs can then be combined in an overview Livelihood Multilane Vision Calendar that shows the total plan for a person or household.

The outcomes from this can then be placed on the top lane GALS monitoring tool, the Multilane Vision Journey that combines the livelihood, gender and leadership plans into one tool. Details of this can be found on [www.galsatscale.net/diagrams/journeys/multilane](http://www.galsatscale.net/diagrams/journeys/multilane)

GALS Livelihood Tool 4: Coffee Calendar Vision Journey



An early simple version of a livelihood calendar by a woman GALS champion from Bukonzo Joint plotting anticipated profits (blue) compared with actual profits (red). Coffee is at the top with beans, cooking oil sales, training, poultry and dairy underneath.

Under GALS@Scale this is now being developed to include a vision, work and gender balance in the household and more systematic colour-coding with blue for existing, green anticipated, black withered and red achieved.