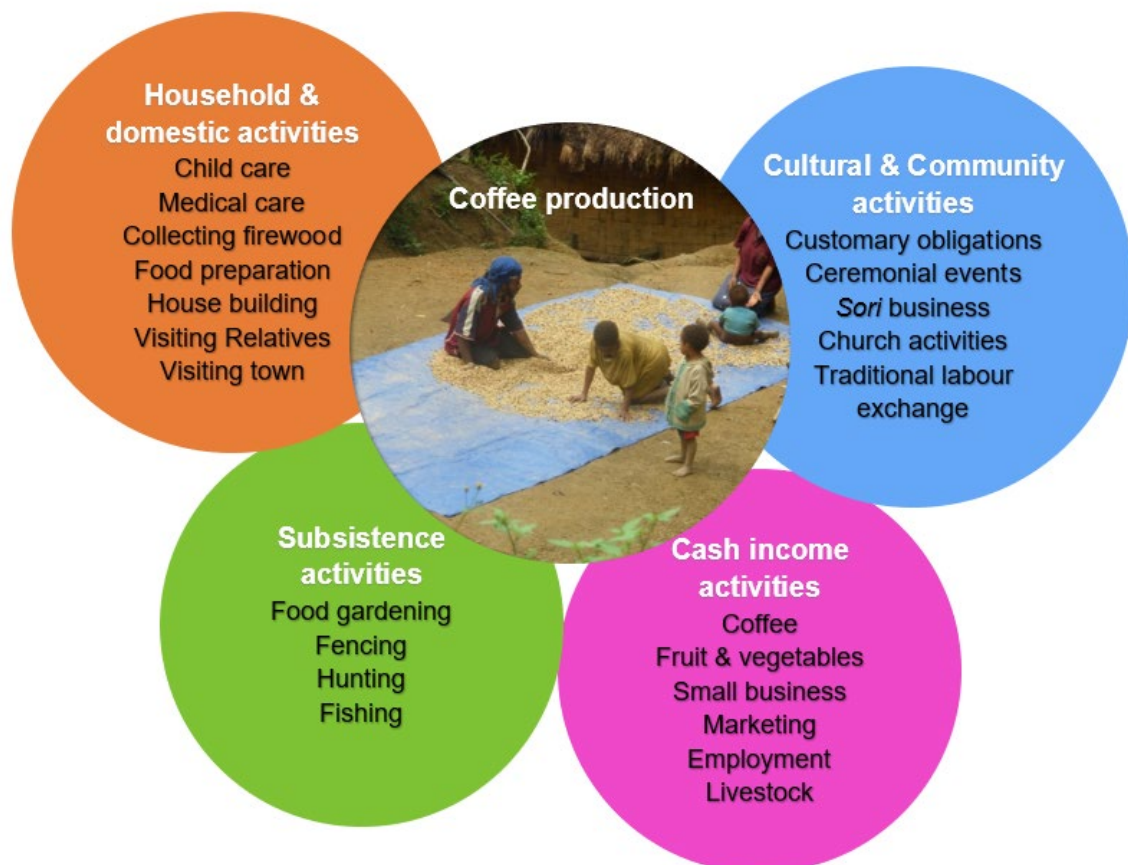


### Principle 3: Smallholder farmers pursue a range of livelihoods in addition to coffee

There has been a tendency in research and extension to examine smallholder coffee production in isolation of the broader livelihood and socio-cultural strategies that coffee households pursue. For example, most research into the coffee industry has neglected to consider the interactions between coffee, food crops and broader livelihood strategies, and what motivates or constrains smallholders to invest time and labour in coffee production. Furthermore, little consideration has been given to the environmental, social, cultural and gendered context of coffee production.



In addition to socio-cultural reasons, smallholders pursue low input production strategies because most of them maintain a diverse range of livelihoods, including subsistence production. This means smallholders are often reluctant or unwilling to commit a large amount of time and labour to any one livelihood activity such as export crop production as it often means trading off time in other activities such as customary activities or subsistence gardening, which are highly valued in their own right by both men and women.



Some of the many livelihood activities in which smallholders are involved  
*(Credit photos 3-6: Susan May Inu).*