

THE NESCAFÉ PLAN

COFFEE TO GO?



DEMAND RISES

JOINT CHALLENGE TO RISE GREEN COFFEE HARVESTS IN COFFEE ORIGINS



COFFEE NEEDS! TO BE SOURCED responsibly

“ As the coffee of the people, NESCAFÉ has a special responsibility to ensure that great tasting coffee remains accessible to everyone. ”

investing 350 MIO.^{CHF} IN COFFEE OF THE FUTURE**

180,000 tons OF RESPONSIBLY SOURCED COFFEE THROUGH CONNECTING WITH FARMERS*



PLANT SCIENCE R&D CENTER TOURS



TENS OF THOUSANDS OF FARMERS AND FARM WORKERS EACH YEAR ARE TRAINED

CREATING pride in FARMING

increasing EFFICIENCY & INCOME OF FARMERS



220 MIO. HIGH-YIELD PLANTLETS distributed**



LOCAL IMPACT connected everywhere



LOCAL PRODUCTION creates JOBS IN OUR FACTORIES

saving** 20% WATER & 30% ENERGY



OVER 200 AGRONOMISTS IN MORE THAN 10 countries



REACHING MORE CONSUMERS everywhere:

5,500 CUPS sec. AND COUNTING...

MAINSTREAMING SUSTAINABILITY



* Our Commitment for 2015.

** Our Commitments for the period 2010-2020.