Introduction to the NESCAFÉ Plan

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A NEW REALITY IN THE WORLD OF COFFEE…

**Evolving Consumer Awareness**
- Expectation for brands to act responsibly
- Scrutiny on agricultural practices
- Sustainability becoming the norm, the license to operate
- Demand for traceability and transparency

**Competitiveness & Innovation**
- New ways of enjoying coffee
- Rapid growth in “new consumer origins”

**Future of Coffee Threatened**
- Low prices
- Market volatility
- Climate change
- Plant disease
- Competitive crops
NESCAFÉ Plan strategic platforms

RESPECTING FARMERS
Improving long term viability of coffee farming & quality of coffee

RESPECTING COMMUNITIES
Helping coffee communities to become more resilient and successful

RESPECTING OUR PLANET
Protecting the environment – along the value chain


P L A N T S C I E N C E A N D A G R I C U L T U R A L R E S E A R C H

• About **1 Million Farming Partners** in total value chain
• **417,000 tonnes** of **Responsibly Sourced** coffee in 2018
• **180 mio coffee plantlets** distributed by end 2018
• **5 new Robusta and 3 new Arabica varieties** released and made available in **4 countries** since 2016.

• Actively working with farmers in **15 countries**
• About **300 agronomists/field staff** working with farmers
• About **100,000 farmers** trained/receiving assistance per year
• **30,000+ farm visits** per year
NESCAFÉ Plan = NESCAFÉ **Compliance** + NESCAFÉ **Impact**

### Compliance

- Absence of unacceptable practices
- Independent, credible process

➢ *Responsibly Sourced coffee*

### Impact

- Continuous improvement
- Enabling positive results
- Demonstrating positive change

➢ *Do what matters where it matters*
It all starts with a NESCAFÉ®