Why Entrepreneurship is Key to Coffee Sustainability

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African Coffee Sustainability Forum
11th February 2015
From coffee growers to successful entrepreneurs
Issues with Certification

1. Becoming “box ticking” – an outcome based approach is needed

2. Change is too slow for too few – a scalable approach is needed to reach more smallholder coffee farmers

3. Greater consumer engagement needed to make the business case for sustainability investment
A new way for sustainable coffee

@MDLZ
#CoffeeMadeHappy
From just premiums to origin programs, empowering 1 mio coffee entrepreneurs

**DREAM**
TO MAKE COFFEE FARMING SUSTAINABLE, PRODUCTIVE AND RESPECTED

**IDEA**
HELP ONE MILLION COFFEE FARMERS TO BECOME SUCCESSFUL ENTREPRENEURS

**STRATEGY**
INVEST IN FARMERS AND FARMING COMMUNITIES AT ORIGIN, IMPACTING SKILLS AND STEWARDSHIP

**ENABLERS**
100% SUSTAINABLY SOURCED CERTIFIED AND AMPLIFIED THROUGH PARTNERSHIPS
Three Key Impacts

1. Train agronomy skills to boost productivity and lower input cost
2. Train business skills and provide financial access
3. Boost numbers of female and young coffee farmers
Moving consumers from interested to emotionally involved...
Hong Tim and Quang

“Coffee is our future, my family’s future, my children’s future”
Bringing Coffee Made Happy to Ethiopia

- Three-year project with TechnoServe
- Targeting the Jimma and Lekempti regions, where we source most of our coffee
- Agronomy training to improve yields by 50% for 24,000 farmers
Innovative cooperation

Representatives on our advisory panel:

Our partners:
For more information, please visit: www.coffeemadehappy.com