



Why Entrepreneurship is Key to Coffee Sustainability

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Mondelēz International

African Coffee Sustainability Forum
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From coffee growers to successful entrepreneurs



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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*



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A new way for sustainable coffee



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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*



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Moving consumers from
interested to emotionally
involved...



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Hong Tim and Quang

“Coffee is our future, my family’s future, my children’s future”



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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*



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Innovative cooperation

Representatives on our advisory panel:



Our partners:



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**For more information, please visit:
www.coffeemadehappy.com**



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