

Preserving the future of high-quality coffee

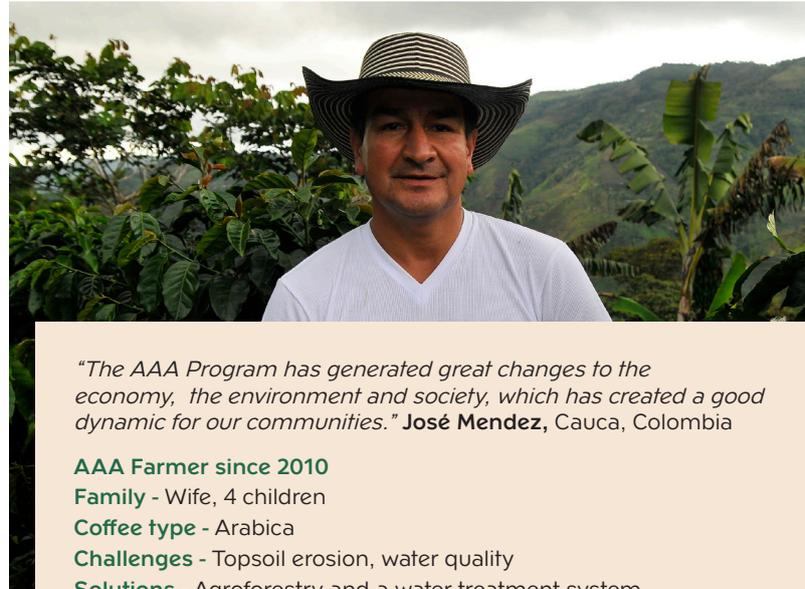
Nespresso AAA Sustainable Quality™ Program



The *Nespresso* story starts with our farmers – more than 70,000 men and women working in 12 countries around the globe. They produce some of the world's highest quality coffee, but like many farmers they are often met with challenges: falling coffee prices, rising production costs, climate change and environmental degradation are just some of the issues that threaten the industry. Because of these challenges, future generations of farmers are choosing to leave the countryside in search of better opportunities in cities.

We understand that to continue providing our customers with the world's best coffee we have to assure its future supply. And we want to do so in a way that creates shared value, taking into account the environmental, social and economic sustainability that benefits farmers, their communities and our business.

We partnered with the [Rainforest Alliance](#) in 2003 to develop the [Nespresso AAA Sustainable Quality™ Program](#), which has grown to include more than 70,000 farmers around the world. AAA farmers work hands-on with our team of over 300 agronomists to ensure that farmers use the best agricultural practices to produce high-quality coffee while protecting the environment and managing farms in a sustainable way for the long-term. This approach puts farmer wellbeing at the centre of our sourcing strategy – empowering them to produce some of the world's highest quality coffee. We're in this together, and our future is tied to our farmers' with this one-of-a-kind partnership in the coffee industry.



"The AAA Program has generated great changes to the economy, the environment and society, which has created a good dynamic for our communities." **José Mendez**, Cauca, Colombia

AAA Farmer since 2010

Family - Wife, 4 children

Coffee type - Arabica

Challenges - Topsoil erosion, water quality

Solutions - Agroforestry and a water treatment system

Profit increase - 33%

Yield increase - 18%

How do we create shared value through our AAA Program?

We start on the farm

We employ a team of more than 300 agronomists who work directly with farmers to implement the best agricultural practices. Together, agronomists and farmers develop tailored plans to continuously improve on productivity, sustainability and quality. Agronomists log data electronically to monitor positive improvements over time, which also allows us to trace our coffee back to the farm where it was grown.

We protect farmers from a volatile market

By working directly with farmers through our agronomists and paying premium prices for their beans, we promote long-term relationships based on security, profitability and loyalty, allowing us to get to know our farmers and the types of beans they grow.

We create transformational partnerships

- The [Farmer Future Program](#) provides the first ever pension scheme to rural Colombian farmers. Government contributions to pension funds add to farmer security and help attract the next generation of growers.
- Reintroducing the coffee industry to [South Sudan](#), a joint effort with [TechnoServe](#), aims to bring economic opportunity to the world's youngest country.
- A collaboration with the World Bank's [IFC](#) supports more than 40,000 farmers in Ethiopia and Kenya to combat the effects of climate change.

AAA farmers in 12 countries are sustainably managing over 300,000 hectares of coffee farms. An independent study in Colombia showed that the AAA Program delivered:

22% better social conditions

52% better environmental conditions

41% better economic conditions*

* When compared to conventional coffee farming according to [CRECE's Independent Monitoring & Evaluation Study](#), Nespresso AAA Sustainable Quality™ Program Colombia, Published 2013.