EMPOWERING COFFEE FARMERS TO MITIGATE CLIMATE CHANGE

CBS

"COFFEE IS IN TROUBLE AND SO ARE THE FARMERS THAT GROW IT"

MSNBC

"Coffee price jumps 70% in past year"

CNN

"COFFEE PRODUCTION COULD SHRINK BY 50% IN 30 YEARS"

# PLANTLETS FOR FUTURE

**319+ million**
plantlets already distributed

**4 billion m²**
of farmland regenerated

**900,000+**
farmer trainings to help grow more quality coffee

**200,000+**
farmers trained on regenerative agriculture

## THE PROBLEM

Most of the world's coffee is grown by farmers and its future, along with 125 million livelihoods, rely on their success. Harvests are being impacted by climate change. Scientists predict land suitable for growing coffee will halve by 2050. Replanting with climate resilient crops and adopting new techniques could secure coffee for the next 20 years. Yet growers resist change, plan only as far as the next harvest, and the future of coffee is at risk.

## THE PLANTLET

During almost 40 years of innovation and research, NESCAFÉ researchers have used classical techniques to crossbreed the world's 130 existing coffee species. The results are 15 new FDA approved plantlet varieties grown to mitigate specific climate change impacts around the world. They are more resilient to climate change and related diseases, mature faster, produce up to 50% more coffee, require less land and water, and reduce farms' $CO_2$ footprint.

NESCAFÉ

## THE INITIATIVE

NESCAFÉ, the coffee category leader, has avenged almost 40 years of I&R to empower farmers to help safeguard their farms by distributing hundreds of millions of climate resilient coffee plantlets, with no obligation to sell to NESCAFÉ. To convince farmers to replant in time, Agrinest, a free global farmer-to-farmer social network provides open access to NESCAFÉ's climate mitigation training modules, and peer-to-peer influence.

## THE RESULT

Over 319 million plantlets have been distributed[1] and counting - with over 400 million to be distributed by 2030. More than 200,000 farmers have been trained on regenerative agriculture and over 900,000 trainings on growing more quality coffee have been completed. To make everyone aware, farmers were further empowered to hijack coffee trends on social platforms to personally tell coffee lovers how they're safeguarding the future of coffee with coffee.