

# *The role of private companies*

## ***INCLUSIVE***

*For a company to be successful over the long term and create value for shareholders, it must also create value for society.*

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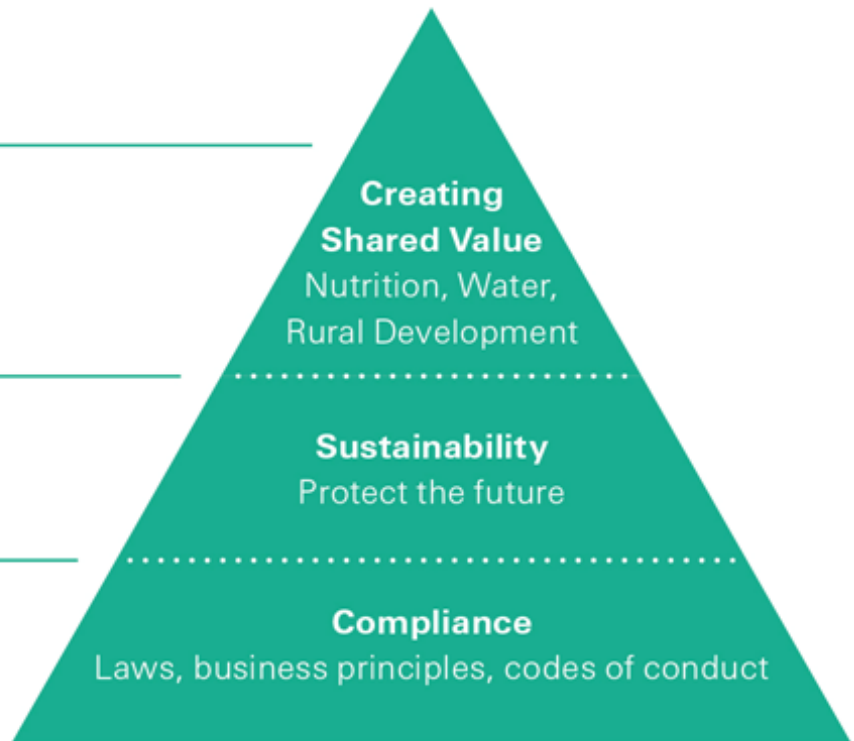
“... beyond sustainability, to create value for shareholders and society - integrally linked to our core business ...”

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“... meet the needs of the present without compromising future generations ...”

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“... comply with the highest standards ...”





# Coffee task force – Activities



## Training

- Training to local farmers on basic techniques: Planting / Maintenance / Pruning / Post harvesting. Metta and Mercy Corps to coordinate efforts

*TARGET: Train 500 farmers in 4 areas by end of 2015*

- Training to officers from Ministry of Agriculture on farm and crops development and management

*TARGET: Train all relevant officers by end 2015*

## Identification of most suitable coffee varieties

- Currently 2 plots are being used in Kyauk Taing to test 14 different varieties of coffee plants to establish which ones are best suited to the local soil and climate conditions.

*TARGET: Identify 4 varieties by end 2016*

- Coffee plantation in the Pathein region to establish potential and suitability of commercial coffee exploitation.

*TARGET: Establish area commercial viability by end 2016*

## Quality Certification

- Provide specification information of standard quality to the government and coffee associations.

*TARGET: Nestlé to provide specifications by March 2015*