

---

## Nespresso revives Zimbabwe's coffee production

*Lausanne, 6 September 2018* – **Nespresso** announced today a long-term investment plan to revive Zimbabwe's coffee industry and stimulate the rural economy.

The company will provide training and technical assistance to 400 smallholder coffee farmers over the next five years, with the goal of increasing the country's production of quality sustainable coffee.

Zimbabwe's coffee sector is in danger of disappearing as the result of a sharp decline in production over the past 18 years, following a series of economic shocks affecting many of Zimbabwe's agricultural industries.

**Nespresso** expects to buy more than 95% of the high quality coffee production of Zimbabwean smallholders this season. The coffee will be available to global consumers in 2019. **Nespresso** is already working with farmers for the next harvest, where it expects volumes to increase, marking a potential turning point for Zimbabwe's coffee producers.

"We are investing in reviving coffee farming in different regions of the world, where adverse conditions have impacted the lives of farmers and their ability to grow and nurture their coffee industries. Zimbabwe has a long history of producing beautiful coffees and we are pleased to be working with farmers through our AAA Sustainable Quality Program to help bring this industry back to life," says Jean-Marc Duvoisin, CEO of **Nespresso**.

Together with TechnoServe, an international non-profit organization specializing in business solutions to poverty, Nespresso is training farmers to revive their production through climate-smart, sustainable farming practices.

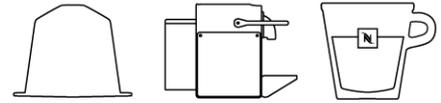
"We are honoured to partner with **Nespresso** and the farmers of Zimbabwe to help transform one of the country's most promising sectors and share more of its incredible coffee with the world," said TechnoServe President and CEO William Warshauer. "In line with TechnoServe's market-centered approach to reducing poverty, we know that better coffee will lead to better incomes, better lives, and better futures for the hardworking people of Zimbabwe."

The revival of the Zimbabwean coffee industry is part of **Nespresso's** commitment to investing in coffee communities to create sustainable sources of income, preserve the environment and ensure coffee availability for future generations. **Nespresso's** investment in Zimbabwe follows similar efforts the company has made to revive coffee production in South Sudan and in former conflict zones of Colombia.

###

### About the AAA Sustainable Quality™ Program

**Nespresso** works with farmers through its AAA Sustainable Quality™ Program, which aims to create long-term, sustainable quality through direct relationships with farmers. **Nespresso** currently works with more than 75,000 farmers who benefit from hands-on support from agronomists as they learn how to develop their businesses. Working together, the agronomists and farmers look at the best growing and management practices for their crops, including technical assistance in agricultural practices to ensure quality. Through their participation in the AAA Program, the farmers are able to improve their coffee quality and achieve better productivity and standards in environmental and social welfare.



---

###

### Contact

Claudia Afonso – Media Relations Manager  
[claudia.afonso@nespresso.com](mailto:claudia.afonso@nespresso.com)

### About Nestlé Nespresso SA

**Nestlé Nespresso SA** is the pioneer and reference for highest-quality portioned coffee. The company works with more than 75,000 farmers in 12 countries through its AAA Sustainable Quality™ Program to embed sustainability practices on farms and the surrounding landscapes. Launched in 2003 in collaboration with The Rainforest Alliance, the program helps to improve the yield and quality of harvests, ensuring a sustainable supply of high quality coffee and improving livelihoods of farmers and their communities.

Headquartered in Lausanne, Switzerland, **Nespresso** operates in 76 countries and has 13,500 employees. In 2017, it operated a global retail network of more than 700 boutiques. For more information, visit the **Nespresso** corporate website: [www.nestle-nespresso.com](http://www.nestle-nespresso.com).