



**Scaling Up Sustainability
in Dairy & Coffee Procurement**
进一步提升鲜奶和咖啡采购的可持续性

April 24, 2017

Nestlé Footprint in China

雀巢在华布局



Key Data / 主要数据

- 34 factories / 34个工厂
- 50,000 people / 5万员工
- CHF7 billion / 500亿元
- Four R&D Centers / 4个研发中心
- Nestlé Dairy Farming Institute / 雀巢奶牛养殖培训中心
- Nescafe Coffee Center / 雀巢咖啡中心
- Nestlé Food Safety Institute / 雀巢食品安全研究院
- Multiple brands (Nestlé, Hsu Fu Chi, Yinlu, Totole, Haoji, Dashan, Wyeth) / 多品牌 (雀巢、徐福记、银鹭、豪吉、太太乐、大山、惠氏)



Yunnan: a Journey of Sustainable Coffee Farming

云南：可持续咖啡种植的发展历程



1988: First explorations
1988: 开始调研



1991: Purchasing from Kunming
1991: 以昆明为基地采购



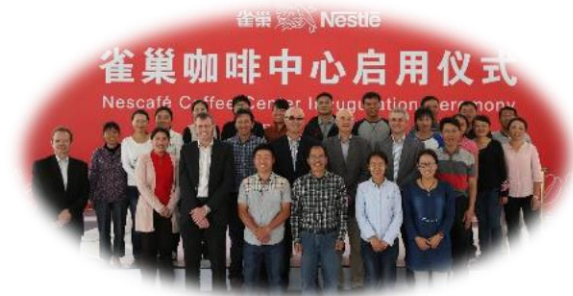
1994: Providing technical assistance
1994: 开始提供技术支持



1997: experimental & demonstration farm
1997: 试验及示范农场启用

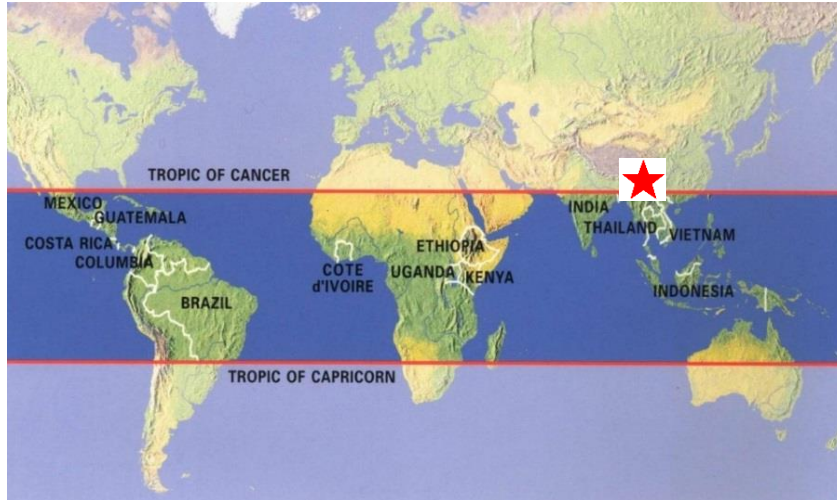


2000: Ramp up direct procurement
2000: 加大直接采购



2016: Nescafé Coffee Center inaugurated
2016: 雀巢咖啡中心落成

Most Northerly Coffee Farming Area 最北端的咖啡种植区域



- 99% of China's coffee is in Yunnan
中国99%的咖啡产自云南
- Primarily grown in Puer, Baoshan, Dehong, Lincang prefectures
主要产区为普洱、保山、德宏、临沧
- Total coffee farming area at 118,000 *ha*
咖啡种植面积为177万亩
- 2015 production at 130,000 tons
2015年产量为13万吨
- Coffee has become Yunnan's third largest crop for exports
咖啡是云南出口创汇的三大特色农作物之一
- 2020 ambition is to increase coffee farming to 190,000 *ha*, with annual production of 180,000-200,000 tons
到2020年，种植面积将达到280万亩，产量18-20万吨

Puer: Coffee Capital of China

普洱：中国咖啡之都



- Named changed from Simao to Puer in 2007
2007年从思茅更名为普洱
- 2.6 million residents of nine ethnic groups
260万常住人口，9个民族
- Known for Puer tea
以普洱茶闻名
- Over 60% of Yunnan coffee produced in Puer
云南60% 的咖啡产自普洱
- Coffee farming area at 51,000 *ha*
咖啡种植面积为76万亩
- 2015 production at 58,000 tons
2015年产量为5.8万吨
- Over 250,000 coffee farmers
25万人从事咖啡种植
- Ambition is to increase coffee farming to 66,666 *ha*,
with annual production of 100,000 tons
到2020年，种植面积达100万亩，产量10万吨

Creating Shared Value 创造共享价值



- Develop coffee cultivation in Yunnan in a sustainable way
以可持续性的方式在云南发展咖啡产业
- Motivate farmers to produce higher yields of better quality, helping them to get a higher income
激励农民种植出高产、优质的咖啡豆，从而帮助他们获得更高的收入
- Be a regular, reliable and fair buyer of coffee beans offering stable and competitive prices
在做一个固定、可信赖和公平的咖啡豆买主，提供稳定和有竞争力的价格
- Secure Nestlé's volume requirement of good quality beans
满足雀巢对高品质咖啡豆的需求



Free Training and Technical Assistance 免费的培训和技术支持



- Technical Assistance / 技术服务
 - ✓ Transfer of knowledge & expertise on sustainable coffee production and processing
转让有关可持续咖啡种植和加工的技术和经验
 - ✓ Provide feedback on quality
提供质量反馈
 - ✓ Recommendations on quality improvement
提供质量改进建议
- Training / 培训
 - ✓ Provide training sessions
提供培训课程
 - ✓ Encourage exchange of knowledge and experience
鼓励知识和经验的交流
 - ✓ Availability of a wide range of technical literature and documentation
提供各类技术介绍和资料



Direct Procurement 直接采购



- 95% of suppliers are coffee growers with plantations ranging from 0.07 *ha* to 400 *ha*
95%的供应商是咖啡种植户，种植面积从1亩到6,000亩
- 70% of these coffee growers with field smaller than 3 *ha*
70%咖农的种植面积小于45 亩
- Purchase of green beans from all potential suppliers, without need of middlemen
从所有有潜力的供应商购买生豆，没有中间商
- Objective quality assessment
客观的质量评估
- Install a system of traceability to supplier level
建立供应商可追溯体系
- Nestlé does not operate any commercial plantation of its own
雀巢不经营任何商业性种植园

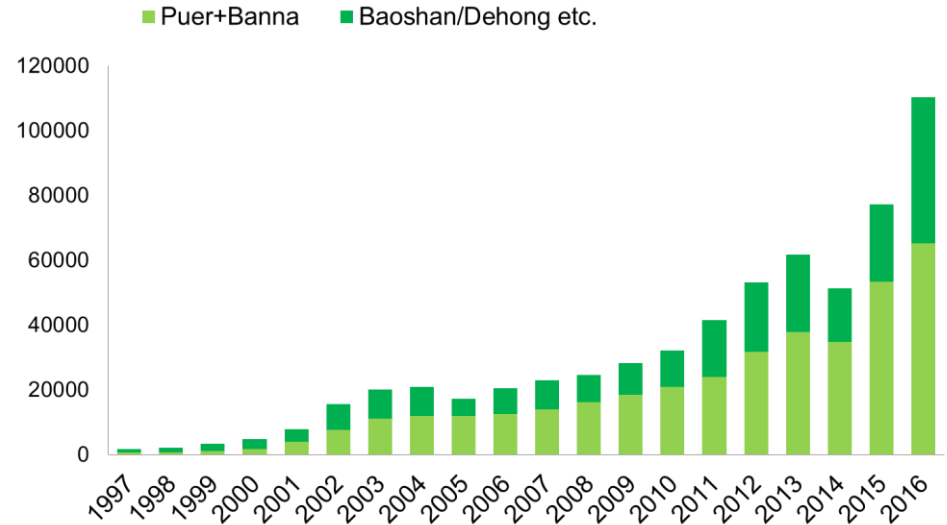


Great Leap Forward 跨越式发展



China has reached 11th place in worldwide coffee production, ahead of Mexico, Nicaragua, Costa Rica....

中国已成为世界第11大咖啡生产国，超过墨西哥、尼加拉瓜、哥斯达黎加.....。



By 2014, all coffee sourced by Nestlé in China is 4C compliant.

到2014年，雀巢在中国采购的所有咖啡全部获得4C认证。



- Combines training, technical support, laboratory and modern warehousing.
集培训、技术支持、实验室和现代仓储为一体。
- An integral part of Nescafé Plan and Creating Shared Value at work.
是雀巢咖啡计划的有机组成部分，创造共享价值的最佳实践。
- Provides a bigger platform for cooperation and partnership with coffee community.
为与咖啡同行的合作提供了更大的平台。



- Enhance coffee farming efficiency
提高咖啡种植效率
 - ✓ Increase productivity via adoption of better farming practices
通过最佳农业实践提高劳动生产率
 - ✓ Improve quality through sustainable farming and post harvest practices
通过可持续耕作以及收获后实践提高品质
- Conserve water resources
保护水资源
 - ✓ Optimize water consumption for wet milling
提高水洗咖啡豆的用水效率
 - ✓ Improve waste water treatment at milling
改进水洗咖啡豆的水处理

Nestlé Dairy Development in China

雀巢在华的奶区发展历程



Nestlé Shuangcheng Ltd.
started production
雀巢双城工厂启用



Erguna Milk District,
Inner Mongolia
建立额尔古纳奶区



Nestlé Dairy Farming
Institute ground breaking
雀巢奶牛养殖培训中心破土

1987

Shuangcheng
Milk District
建立双城奶区

1990



1996

Nestlé in Laixi,
Shandong Province
山东莱西雀巢工厂



2004

Nestlé in Erguna,
Inner Mongolia
内蒙古雀巢额尔古纳工厂



2007

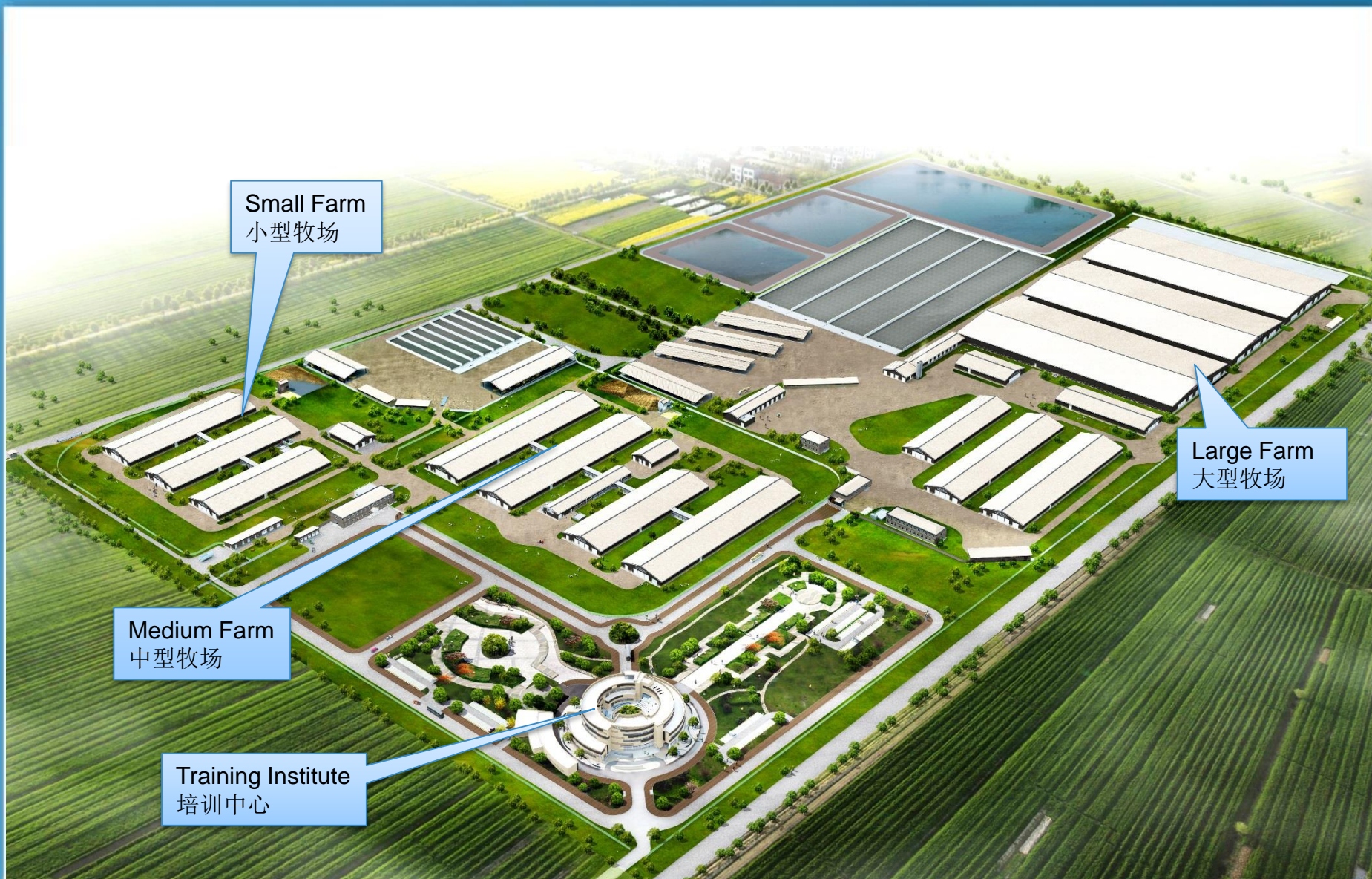
2012



Nestlé Dairy Farming
Institute inauguration
雀巢奶牛养殖培训中心落成

2014

Nestlé Dairy Farming Institute 雀巢奶牛养殖培训中心





Thank you