

# Nespresso's plans to boost coffee production in Zimbabwe

Zimbabwe is set to be the next country of origin for Nespresso's popular range of coffees. The unit of Nestle SA expects to start selling limited-edition Zimbabwe coffee capsules to global consumers in 2019.



This follows the company's announcement last week of a long-term investment plan to revive the Southern African country's coffee industry and stimulate the rural economy. Nespresso 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 company is already working with farmers for the next harvest, where it expects volumes to increase.

## Long history of coffee production

"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.

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.”

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.

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