



GLOBALLY

demand for coffee is growing

However, **challenges** with climate, weather and diseases can impact coffee trees and harvests



In 2010 **NESCAFÉ** launched **A PLAN TO HELP**

NESCAFÉ will provide **220 million COFFEE TREES**



by **2020**

In the UK, **NESCAFÉ** is **working with** Colombian coffee farmers,



providing over 13 million **disease resistant** coffee trees by the end of 2013, 15.5 million in total so far,



and **training** to over **6,000** coffee farmers

The first batch of trees that **NESCAFÉ GOLD BLEND®** has provided...



...has just had its **FIRST HARVEST**



A Limited Edition pack is in store to mark this milestone

Try it today