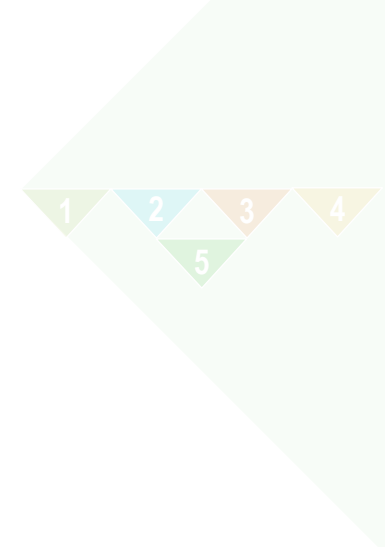




Durabilis

Geneva, 3rd October 2014



Agenda

- 1 | Durabilis
- 2 | Our shared value model
- 3 | Our experience in the field
- 4 | Conclusions

1 | Durabilis

We see attractive business opportunities in agro value chains that have a positive impact on people's lives



- Unlike a typical business, we create measurable social impact alongside a financial return
- Unlike a charity organisation, we aim to generate our social impact through the businesses we run

Key Figures	2013
million € turnover	20
tonnes fruit & vegetables exported	2800
million drinks for the BoP	110
tons white rice for the BoP	850
workers	2290
FTE jobs	700
smallholders	2230

3 key Business Units

FairFruit

Vegetables

Linking farmers to high value markets

Mangos

Barajii

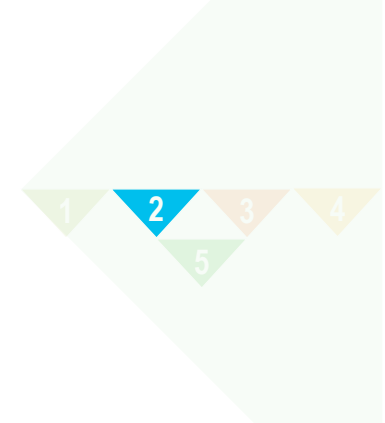
Beverages

*Processed foods for
the Bottom of the
pyramid*

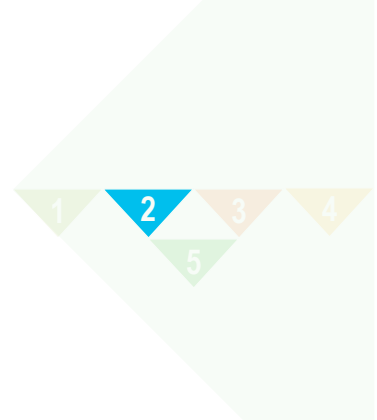
Terral

Rice

*Local rice for local
consumption*

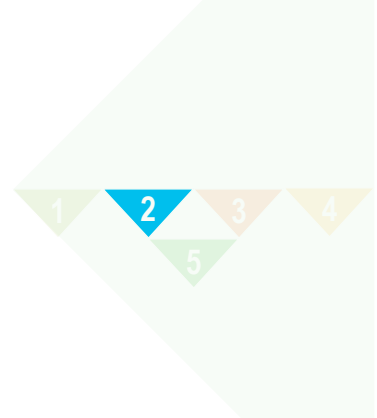


2 | Our shared value model



We link people to formal economies by investing in and managing sustainable agro & food businesses in low income countries

Mission statement



We create jobs and we provide farmers and other supply chain partners with a better income

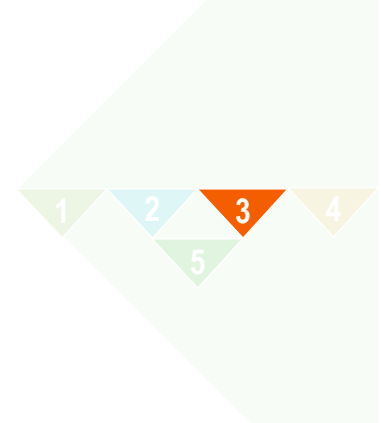
Impact ambitions

Work and Trade alone do not necessarily lead to poverty reduction

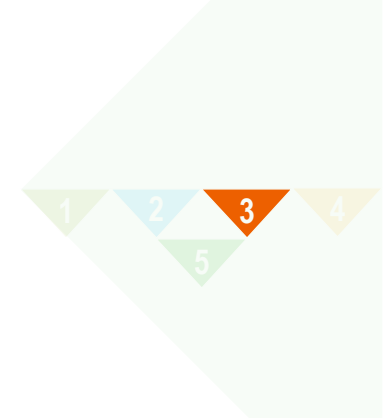


We therefore need to rethink our relationship with our workers and suppliers

How to create **Shared Value** ?



3 | Our experience in the field



Vegetables

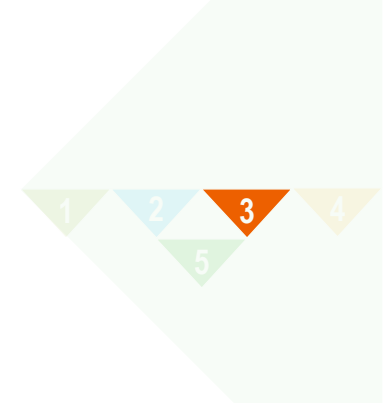
1530
smallholders



Premium price from meeting strict requirements for high-end markets: BRC, GLOBAL.G.A.P. , BSCI, FLO, Fairtrade USA

8 years' experience in trimmed and washed peas & beans from Guatemalan smallholders





Mangos

60

smallholders



6 years of selling mangoes to the ready-to-eat market segment in Europe

Nucleus farms serve as learning and extension centres



606

workers

268

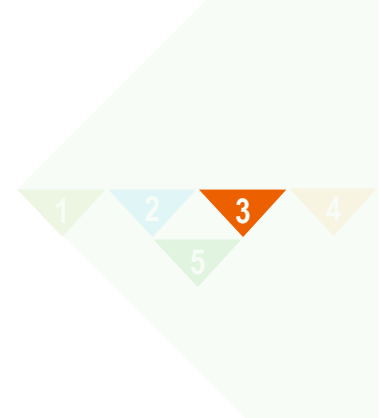
FTE jobs



Highest quality beverages in the sachets market

Solid social responsibility policy and management



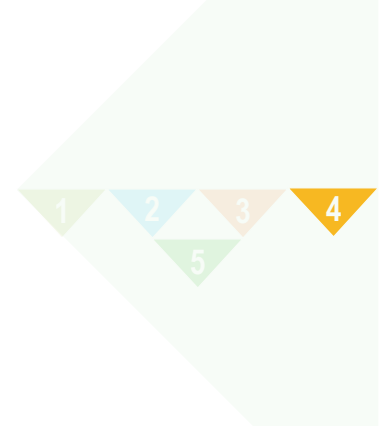


650
smallholders

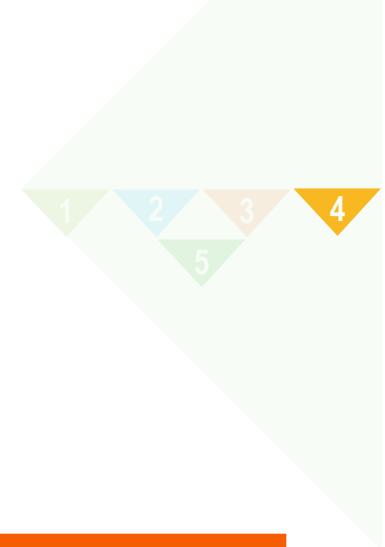


Fresh long grain rice from smallholders to
Dakar's urban Base of the Pyramid market

Local rice consumption stimulated by
national and international authorities



Conclusions



Lessons learned

Value added helps

- Margin allows long term vision

It's a chain exercise

- Matching volumes
- Enabling prices
- Working capital

Rather sales programmes than spot market

- Contracts with both suppliers & customers

It's crucial to use the right incentives

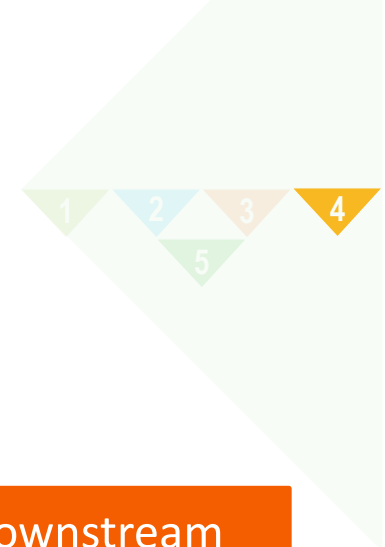
- Certification
- Timing
- Quality

It takes time to build a viable supply base

- Trust
- Performance
- Logistics

Make sure to have a sponsor

- Either consumer, customer donor, or shareholder



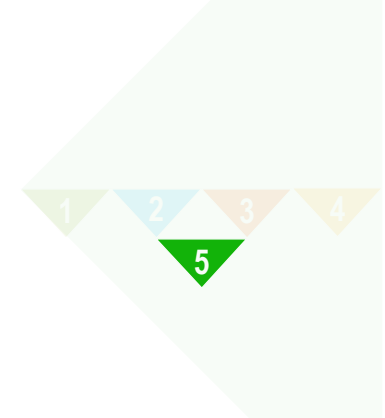
Challenges

How to measure the impact of inclusiveness

- Number of farmers?
- Farmer income? Profit? ROI?
- Improved yield? Quality?
- Farmer satisfaction?
- Household parameters?
- Soil health?
- Farmer interviews? → high expectations from SENSEMAKER
- ...

How to engage the downstream chain actors?

- Price vs. impact business case



Thank you!