

NESCAFÉ PLAN 2030

Regenerative agriculture is at the heart of the Nescafé Plan. We believe that farmers adopting regenerative agriculture practices can better adapt to the effects of climate change, increase household incomes and reduce coffee's carbon footprint.



Watch our video on the goals, actions and impact of the *Nescafé Plan 2030*

[YOUTU.BE/OFPQ97EF1PM](https://youtu.be/OFPQ97EF1PM)

93%

OF COFFEE SUPPLIES RESPONSIBLY SOURCED
(excluding Nespresso)

32%

OF OUR GREEN COFFEE CAME FROM FARMERS IMPLEMENTING REGENERATIVE AGRICULTURE PRACTICES
(up from 25% in 2023)

20-40+%

LOWER GREENHOUSE GAS (GHG) EMISSIONS PER KILOGRAM OF GREEN COFFEE

assessed for most origins in which primary data of GHG farming emissions was monitored (representing more than 30% of our green coffee supplies)

IMPLEMENTING REGENERATIVE AGRICULTURE

200,000+

COFFEE FARMERS IN 16 COUNTRIES TRAINED IN REGENERATIVE AGRICULTURE IN 2024

We are supporting farmers in improving the climate resiliency of their farms with techniques such as cover crops and integrated fertilizer management.

SUPPORTING FARMERS' TRANSITION TO REGENERATIVE AGRICULTURE

1,400+

FIELD STAFF (INCLUDING AGRONOMISTS) WORKING WITH COFFEE FARMERS IN NESCAFÉ PLAN FIELD PROGRAMS

From providing knowledge and resources, to offering cash-incentive programs, we are making it easier for farmers to transition to regenerative agriculture practices.

PROMOTING FARM RENOVATION

21 MILLION

COFFEE PLANTLETS DISTRIBUTED IN 2024 (AND WITH A CUMULATIVE TOTAL OF ABOUT 315 MILLION SINCE 2010) TO SUPPORT BETTER YIELDS AND CLIMATE ADAPTATION


Through increased yields and income diversification, we're helping farmers improve household incomes.

"[As a farmer supported by GIZ through the *Nescafé Plan*] I've learned so much, especially about record-keeping, which I now do regularly. I saw real changes in my farming practices. With the knowledge I gained, I started a coffee nursery to meet the demand from other farmers, producing 1,000 plantlets each year and increasing my income. I've also begun making organic compost from coffee husks—proof that regenerative agriculture works."

AHMAD ZAMZURI

Tanggamus, Lampung, Indonesia
Participant in the GIZ-Nestlé Coffee++ Project

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