

IKEA & WHITE NILE COFFEE

SOCIAL BUSINESS

PARTNERSHIP

In October 2016 IKEA launched its new coffee range PÅTÅR – a selection of responsibly sourced coffee products, certified towards the EU standards for organic agriculture and the UTZ standards for sustainable coffee farming.

Now the IKEA PÅTÅR family welcomes its newest member – and a special one it is:

100% Arabica beans from the White Nile region in Uganda.

Through this new White Nile special edition coffee, IKEA contributes to economic empowerment of thousand of small scale coffee farmers in Uganda by committing long-term to a social business in the region.

Traditionally coffee farming in Uganda is a men's business, but around 50% of the work on farms is performed by women – women who often have limited access to financial resources or lack farming skills. The White Nile initiative addresses those gender gaps, encouraging a share of responsibilities in both business and household to improve family livelihoods.

The inclusion of women is an important but not the only aspect the White Nile initiative engages in:

A local project team is dedicated and always available for farmers to share knowledge and information. They are working together with the White Nile farmers to develop and maintain sustainable coffee sourcing practices, while uplifting the quality of the White Nile Arabica coffee crop. Training in financial management, and access to micro-loans helps ensuring financial security throughout the year and allows investments in both farm and family, enabling entrepreneurship and education.

Uganda coffee facts & figures¹

- Uganda is the biggest coffee exporting country in Africa
- Mainly cultivating Robusta coffee
- Around 1.7 million households grow coffee
- The average coffee farm is extremely small – around 0.20 hectares
- Only 2% of coffee exports from Uganda are verified or certified as sustainable coffee
- Farmers often have to work in unsafe conditions, exposed to chemical fertilizers and pesticides

1 Sources: UTZ; Global Coffee Platform; Uganda Coffee Development Authority

"We don't only talk about gender issues or coffee production – we also address education. Education is the only way to evolvement."

Fatia Atugonza,
Gender Officer,
White Nile initiative

IT'S A BUSINESS OPPORTUNITY

With the IKEA Social Entrepreneur and Social Business partnerships we want to offer business opportunities, not charity projects. The products fit to the IKEA business model and suppliers have to follow the requirements of the IKEA Code of Conduct IWAY.

With over 400 IKEA stores in 49 countries, we can offer access to a global market to support social business models and help them to grow. For the White Nile initiative that means that IKEA is the first global retailer to make a single-origin White Nile coffee broadly available.

Partnering with the White Nile initiative is part of the IKEA ambitions of having a positive social impact on local communities. IKEA contributes to livelihood opportunities and economic empowerment of women and minority groups through our partnerships with social entrepreneurs and social businesses.

For home furnishing products IKEA currently has partnerships with social entrepreneurs in several countries, e.g. in India, Thailand, Sweden, Jordan, Romania and the USA. The White Nile project is the first food related social business partnership. Through all those projects IKEA is today contributing to economic empowerment of more than 10.000 people.

PÅTÅR special edition

- Ground coffee, 250 g
- RSP: € 3,50
- Taste profile: fresh & fruity medium roast with subtle hints of vanilla & caramel
- Sold in IKEA stores in around 30 markets – with an increasing Arabica crop, we hope to extend sales in the future.
- It's the first single-origin coffee in the Swedish Food Market.
- IKEA PÅTÅR – a selection of ground coffee & whole beans available at IKEA globally.
- All PÅTÅR coffee is UTZ certified and organic according to EU standards
- Customers can easily check the origin of their IKEA PÅTÅR coffee online via www.utz.org/IKEA

