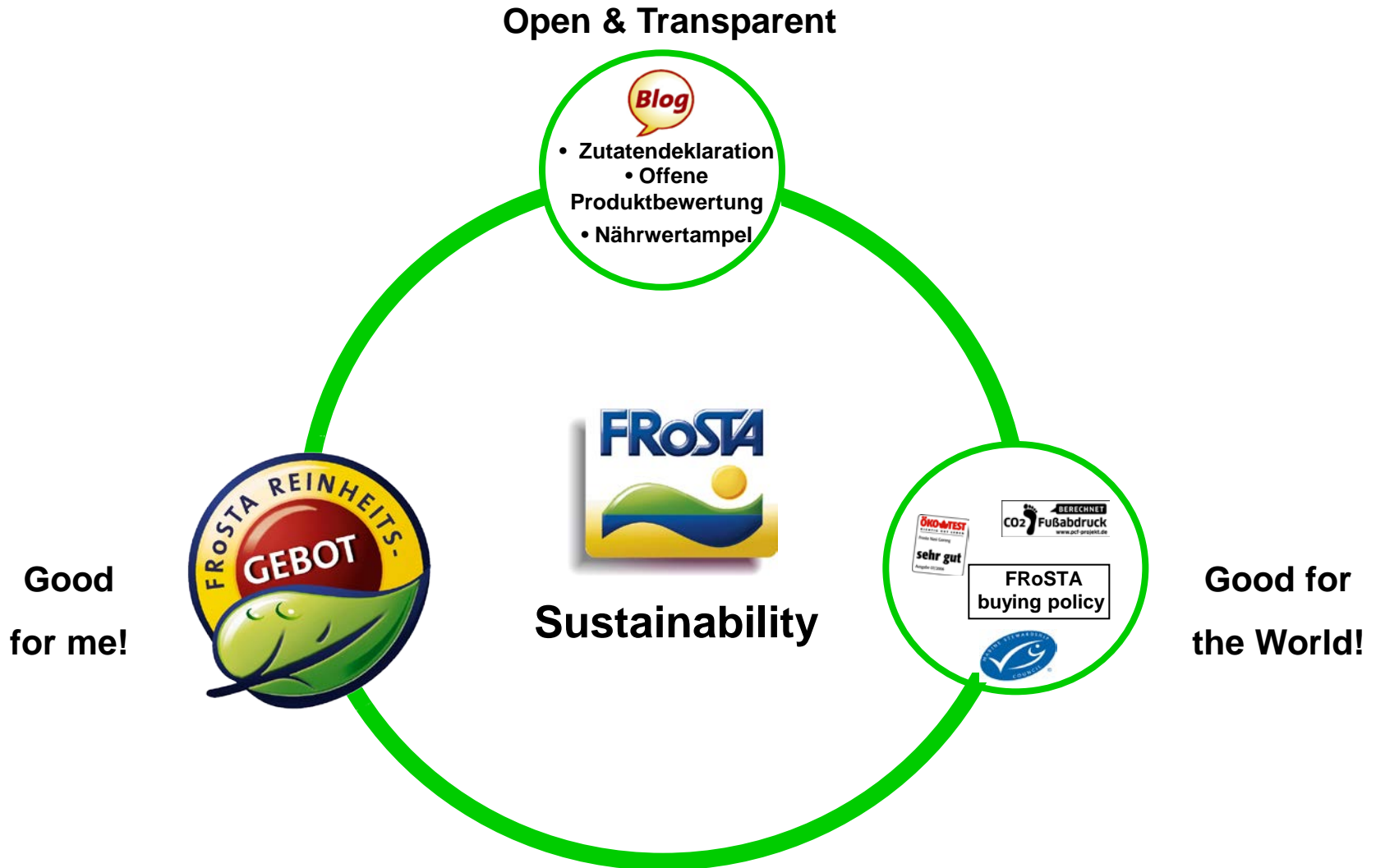




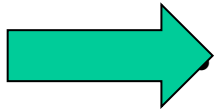
IFAMA Frankfurt June 2011 – FRoSTA sustainability activity

FRoSTA: Dimensions of Sustainability



Sustainable welfare for developing countries?


- Developing countries usually only export food raw materials.
- Usually 90% of the population in developing countries depend on agriculture.
- Industrial countries charge 30% duty tax on value added products from developing countries (0% duty since 2008 for ACP-countries).



**But, development needs:
higher education, qualified jobs, better salaries
= more value addition**

Example of coffee in Ethiopia

- Green coffee traded in Ethiopia: 4,90 – 5,50 Euro / KG.
- Roasted & packed coffee exported from Ethiopia 8,70 – 9,70 Euro / KG.
- Around 70% more value created for Ethiopia.



Living standards can only rise in developing countries with more value addition. Only then qualified better paid jobs can be created. Countries become less dependent from agriculture.

Solino coffee: 100% made in Ethiopia



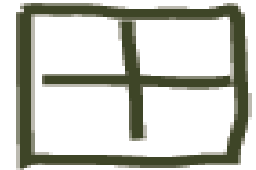
grow



harvest



roast

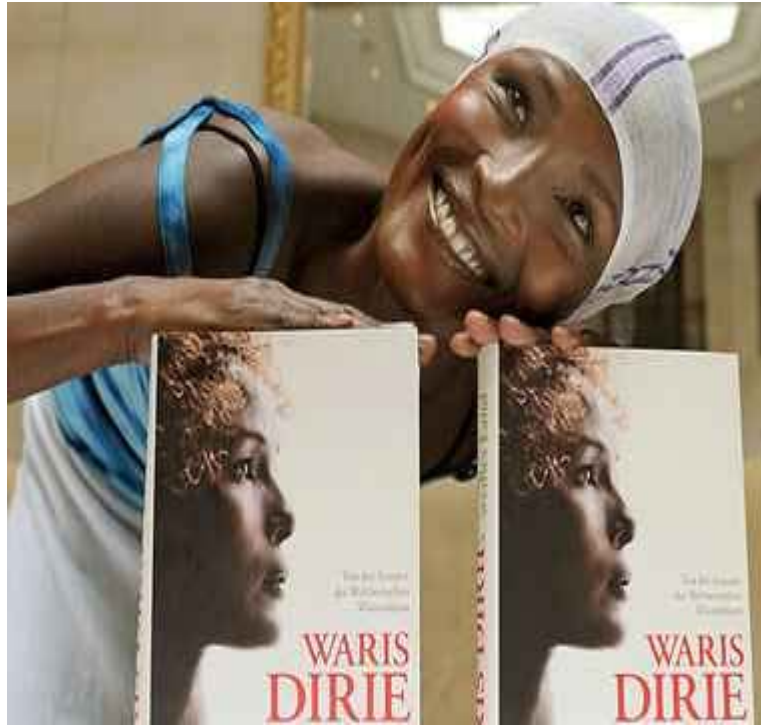


pack





- Ethiopian Highland Arabica Coffee from: Harar, Yirgacheffe, Sidamo.
- Traditional roasting process at low temperature (18min. – 220 degrees C).
- 100% made in Ethiopia – the first coffee entirely made at the origin.



- Waris Dirie (Desert flower) supports the Solino coffee project:
„ This project really gives more to Africa and allows the Ethiopians to get better paid jobs!“

Advantages of Solino project:

- Solino guarantees that the whole process of value addition stays in Ethiopia. Qualified jobs are created: coffee roasters, designers, printers. Salaries are 3 x higher than average salaries for coffee farmers.
- Ethiopia is not only famous for growing the world best highland arabica coffee but the country has also a long tradition of coffee roasting.
- Solino is a blend of world class coffees from the areas of Harar, Yirgacheffee and Sidamo. The traditional drum roasting process is longer and at much lower temperatures than the usual industrial roasting.
- The profit of the project is entirely reinvested in the country in better technology and education.

More info: www.solino-coffee.com

Newspapers about Solino

DIE WELT

“Practical development help for more value addition“

Brigitte

„A coffee project for the people at the origin“

**greenpeace
magazin.**

„Fair-trade plus Coffee“

**essen &
trinken**

„Excellent highland coffee: intensive aroma and best taste“

Bild.de

„Increasing value addition in Ethiopia“



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