

Phu Chee Duen Coffee Project

The coffee consumption among Thai consumers is constantly growing. The Company is committed to providing quality coffee beans to customers by promoting the community-based enterprise of Phu Chee Duan organic coffee group in Chiang Rai. The project encourages farmers in Phu Chee Duan area to change their cultivation methods from monoculture and using chemicals to growing authentic Arabica coffee varieties in a natural forest area on a high mountain, under the shade of various big trees in the forest. This is an organic and natural way of growing coffee. Organic agriculture has helped restore forests and watersheds, reduce the amount of greenhouse gas emissions by storing carbon to the soil and trees, and reduce the use of chemicals in cultivation. In addition, the Company fully supports production factors such as coffee processing houses, warehouses, machinery and equipment for the production of coffee, etc., as well as providing training to educate workers on environmental management and marketing.

The Company develops these coffee beans under the Good Goods brand that has been certified by FDA and GMP (Good Manufacturing Practice) standards, as well as creates channels of distribution at Good Goods stores and Tops Supermarket.

47 farmers participating in the program in 2020

~3,000 kilograms of coffee beans

produced and sold to Central Group stores in 2020

Generate **3.3** million THB income to the community in 2020

Restoration of more than **500** rai of forest areas



Organic Vegetables from The Pun Boon Garden, Kalasin

The Company has worked with the Skill Development Foundation to support and co-develop organic agriculture with the Pun Boon Community Enterprise Group, Khongchai District, Kalasin Province, in growing organic vegetables for distribution. Since the end of 2020, the Company has supported the project in terms of packing and sorting plant, standardized greenhouses, and production equipment. The Company has also increased distribution channels through Tops supermarkets and helped build knowledge and understanding of environmental management. Health and environmental-conscious consumers are also another important group of customers whose needs have to be met. The Company sees that the organic vegetables from the Pun Boon garden are completely integrated organic agricultural products that terminate the use of chemical fertilizers and pesticides altogether. This reduces the risk of illness among farmers in the community and also provides confidence for consumers who want to eat fresh vegetables that come from a sustainable cultivation process. Plus, it is friendly to the environment and the community as well.

50 households are members of the project

Generate **2.4** million THB of income for the community per year

