

# PRESENTATION

**A BUSINESS MODEL FOR A BETTER  
WORLD: BUSINESS SOLUTIONS FOR  
CREATING ETHICAL AND SUSTAINABLE  
SUPPLY CHAINS”**

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# 1. Overview

1. Company profile
2. Business Model
3. Benefits
4. Replicability & Scale

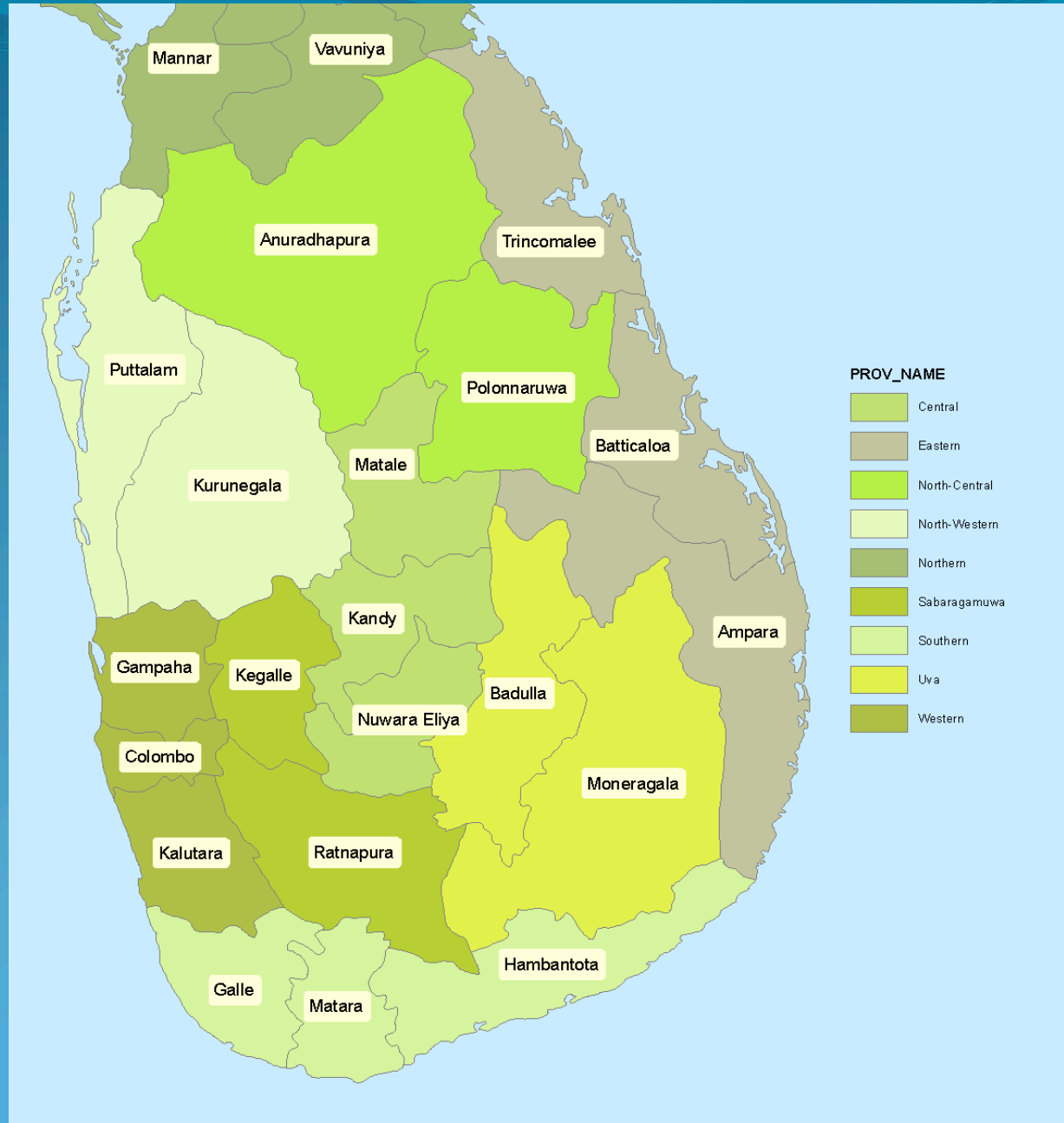
- Profile

### Company

- USD 1.8 mill. Turnover
- Over 700 employees
- 85% domestic, 15% export market
- Nutritious agri-foods

### Location

- North-Central
- Uva
- Southern
  - Hambantota
- Eastern



## 2. Business Model (Hambontata)

1. Contract farming
2. Working with government - land titling
3. Farmer's organise into producer organisations / enterprises
4. Accessing services - extension & banking
5. Secure market at guaranteed prices
6. Input provision, training, capacity building

# 3. Benefits for Company

## Main Benefit

1. Achievement of objectives
2. The image created
3. Secured supply / reliability of quantity & quality

# 4. Benefits for Farmers

## Assurance to Farmers

1. Training of farmers to cultivate crops.
2. Profitability of the 3 crops
3. CSR activities
4. Programmes worked out through Farmer Clubs
5. Credit facility to farmers
6. Crop Insurance
7. New agriculture practice through R & D

## 5. Replicability

1. *Multistakeholder forum for learning*
2. *Working with Producer Organisations*
3. *Involving government departments*
4. *Accessing financial services for farmers*