

JOMA BAKERY CAFÉ

Fairtrade coffee and social enterprise

Founded in 1996, **Joma Bakery Café** now owns 12 branches in Laos, Vietnam and Cambodia. Joma sources Fairtrade coffee from Laos, employs disadvantaged staff and donates a portion of profits to local charitable organizations.

THE OPPORTUNITY

Laos has ideal volcanic soil and shade for growing Arabica coffee. However, farmers in prime coffee-growing areas cannot easily engage with global markets. *Joma* seized the opportunity to develop a farmer cooperative, including disadvantaged ethnic minorities, and to connect them to a wider coffee value chain.

Inclusive businesses address the 4.5 billion people in the world living at the base of the economic pyramid (BOP) by providing much-needed services and viewing them as a key element of the value chain. Companies like *Joma* provide livelihoods for those at the BOP through their unique business approach.

THE INCLUSIVE BUSINESS APPROACH

Joma developed a unique inclusive business model by investing in the disenfranchised. The café's fairtrade Arabica coffee is grown in southern Laos on the Bolaven Plateau by a community cooperative of farmers and then shipped to the cities where the cafes are located to be roasted and ground. The cooperative includes ethnic minorities such as the Mon-Khmer who rely on this harvest for their livelihoods. In 2005, *Joma* received a certification recognizing their efforts to achieve a higher sales price for the farmers. In addition to providing livelihoods for farmers, the organization also provides training and employment in their cafes for the disadvantaged, including abuse victims or those with disabilities, who often do not receive an education in Laos. *Joma* also donates 10 per cent of profits to local charitable organizations, such as Pencils of Promise, which aims to increase literacy rates in Laos.

RESULTS & IMPACT

10% of profits donated to local charitable organizations

Certification for efforts to achieve higher coffee sales price for farmers in Laos

Learn More:



PARTNERING FOR GOOD

In 2009 *Joma* established a social partnership with *Hagar International*, a Swiss organization that aims to provide skills training to people, particularly women, to enable them to find employment. *Joma* works with *Hagar* and a number of NGOs to provide job training and employment to abuse victims and disadvantaged persons, in many cases creating a “bridging” job which is the first step to further opportunities.

PROVIDING EMPLOYMENT AND EDUCATION FOR WOMEN

Joma provides employment opportunities in their cafes to at-risk women and victims of abuse and human trafficking. The company also supports the *Laos Girls Teen Project* in Luang Prabang, educating girls about puberty, since many girls drop out of school as teenagers.

RELATED SUSTAINABLE DEVELOPMENT GOALS (SDGS)



Bank the unbanked through micro-credits and financial services (leveraging local distribution and mobile technology)

Micro-insurance products to increase resilience of low-income populations



Train and employ local communities

Source materials from small-scale producers, sell and deliver products and services through retailers and workforce



Distribute your products through local, female entrepreneurs, thereby empowering their role in society and economy

Strengthen access to sexual & reproductive health care products, services and medicine



Reduce post-harvest losses through improved value chain management in rural areas



“Joma currently has 54 employees that our competitors won’t even interview. This alone is success in my mind.”

Michael Harder, Chief Operating Officer, Joma Bakery Café