



Press Release

Haiti Hope Project Honored for Creating Economic Opportunities

Corporate Citizen of the Americas Award Presented to Coca-Cola for Innovative Public-Private Partnership Involving USAID

May 24, 2012 – The Haiti Hope Project, a partnership that aims to create opportunities for Haitian mango farmers and their families, has been honored for developing innovative solutions to overcome poverty in Latin America and the Caribbean.

The Haiti Hope Project is a coalition comprised of The Coca-Cola Company; the Multilateral Investment Fund (MIF); the U.S. Agency for International Development (USAID); and TechnoServe. Additional support comes from the Clinton Bush Haiti Fund, the Soros Economic Development Fund and other international and local organizations.

The Coca-Cola Company's Latin Center Business Unit received the Corporate Citizen of the Americas Award on Wednesday in Quito, Ecuador. Representatives from Coca-Cola and two other honorees were presented with awards during CSRAmericas, a conference on corporate social responsibility organized by the Multilateral Investment Fund, a member of the Inter-American Development Bank Group (IDB).

The award, given by the Trust for the Americas in partnership with the Organization of American States, honors innovative companies and programs that benefit the communities in which they operate and serve as a model for socially responsible practices by other corporations. Coca-Cola and Haiti Hope were recognized in the category of economic opportunities.

The goal of Haiti Hope is to double the incomes of 25,000 Haitian mango farmers over five years. Achieving this goal will help raise their standard of living and contribute to the long-term development and revitalization of the agricultural sector. To support this goal, Haiti Hope brings together exporters and smallholder farmers, and promotes training opportunities for local producers to help improve Haiti's mango industry.

Nearly 13,000 farmers – more than 40 percent of whom are women -- have enrolled in Haiti Hope. Trainers have conducted more than 900 sessions to help farmers improve their production. The project is partnering with Sogesol, a local microfinance institution, to offer loans to farmers. So far, more than 1,400 farmers have taken out loans totaling more than \$118,000.

Haiti Hope also makes it possible for consumers to support the development of the Haitian mango industry. Ten cents from every bottle of Odwalla Haiti Hope Mango Tango purchased is donated to Haiti Hope, up to \$500,000 per year for the project's duration.

[Read more about the Haiti Hope Project](#)

[Read more about CSRAmericas](#)



ABOUT COCA-COLA

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

ABOUT MIF

The Multilateral Investment Fund supports private sector-led development benefitting the poor and low-income populations - their businesses, their farms, and their households. The aim is to give them the tools to boost their incomes: access to markets and the skills to compete in those markets, access to finance, and access to basic services, including green technology. More information at www.fomin.org

ABOUT USAID

Through the U.S. Agency for International Development, the American people have provided economic and humanitarian assistance worldwide for nearly 50 years. For more information about USAID's programs, please visit: www.usaid.gov/. For more information on USAID's program's in Haiti, visit: www.haiti.usaid.gov

ABOUT TECHNOSERVE

TechnoServe empowers people in the developing world to build businesses that break the cycle of poverty. A growing enterprise generates jobs and creates other income opportunities for poor people, enabling them to improve their lives and secure a better future for their families. Since its founding in 1968, the U.S.-based nonprofit has helped to create or expand thousands of businesses, benefiting millions of people in more than 40 countries. The Financial Times has rated TechnoServe one of the top five NGOs for corporate partnerships. TechnoServe's corporate partners include Cargill, The Coca-Cola Company, General Mills, J.P. Morgan, Nestlé-Nespresso, Olam International, Peet's Coffee & Tea and Unilever, among others. Charity Navigator has awarded its highest Four Star ranking to TechnoServe for five straight years. For more information on TechnoServe, visit: <http://www.technoserve.org/>

