

The Coca-Cola Foundation

Project Catalyst Partner

Michelle Allen, Public Affairs & Communication Manager

Why are you interested in innovation in agriculture & how important do you believe innovation is for the future of this sector?

At Coca-Cola, agricultural products are ingredients in almost all of our beverages, so the health of our business depends on a healthy agricultural supply chain. While we don't have direct control over agricultural practices, we do have an opportunity to encourage and promote innovation to develop more sustainable practices throughout our supply chain. This opportunity includes working with many valued partners around the globe. In Australia we are proud to partner with and support the Project Catalyst growers, WWF, Reef Catchments, NQ Dry Tropics and Terrain.

Agriculture is at the heart of the sustainability challenge. In an era marked by scarce resources, greater demand, and price volatility, water, food and energy demands increasingly intersect with business, communities and farmers. A healthy agricultural supply chain is essential to the future well-being of the communities in which we operate and is critical to the future success of our business.

Sustainability and social responsibility are not public relations initiatives, or compliance check-offs, or nice-to-dos.

**"In a world ...
where populations are growing,
where natural resources are stressed,
where communities are forced to do more
with less, and
where consumers' expectations are expanding,
innovation in agriculture is key."**

Why have you chosen to be involved in Project Catalyst and what benefits do you perceive?

Climate change and land-based pollution are significant threats to the Great Barrier Reef. While Project Catalyst cannot directly influence the risk posed by climate change, it can assist in minimising



Rob Cairns WWF, Catalyst grower David Morselli (Ingham) and Michelle Allen, Coca-Cola.

land-based pollution by reducing water quality stressors, helping to ensure the Reef has the greatest possible resilience to adapt to increased temperatures from Climate change. At Coca-Cola we saw a clear opportunity to work with like-minded local growers to support them in addressing the issue of poor water quality emanating from farming in the GBR catchments.

With an initial grant from The Coca-Cola Foundation, Reef Catchments, and WWF launched the pioneering partnership which became known as Project Catalyst. The overall aim of Project Catalyst was to foster farmer innovation to create sustainable solutions for the community of Australian sugarcane farmers and the Great Barrier Reef.

Importantly, the innovation is grower led, so growers are instrumental in developing sustainable techniques that will form the best practice of tomorrow and help improve profitability and productivity. The precision agriculture methods being used under Project Catalyst are tested, scalable and paving the way for the best practice of tomorrow.

We look forward to continuing this groundbreaking partnership for the good of the sugar cane industry and sugar cane communities in Australia and the preservation of one of our nation's greatest natural treasures, the Great Barrier Reef.



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