

Welcome to
International Day against Drug
Abuse and Illicit Trafficking

26 June 2009

Café'
DOI TUNG Sibunruang



มูลนิธิแม่ฟ้าหลวง
MAE FAH LUANG FOUNDATION

Our story

The Mae Fah Luang Foundation founded by Her Royal Highness the Princess Mother, is a non-profit organization dedicated to social, economic and environment development.

Doi Tung Development Project is one of the flagship projects of the Foundation.

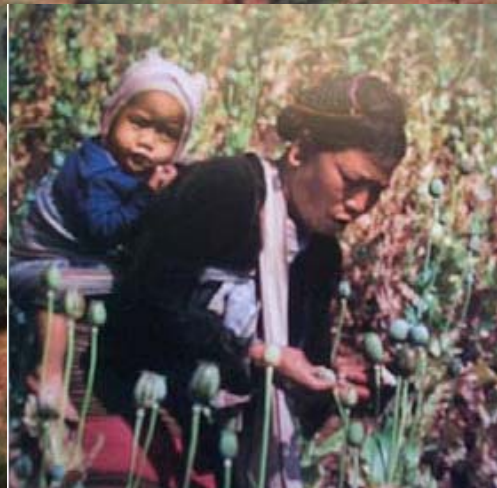


Doi Tung Development Project

- Located in Chiang Rai
- Total area of 150 Sq.km.
sharing 24 km. border with
Myanmar
- Population 11,000 / 6
Ethnic Minorities



Doi Tung Before 1988





People-centric approach

Drug and social problems are only
SYMPTOM!



The root cause is
POVERTY and
LACK of OPPORTUNITY



**“No one wants to be bad but
they do not have opportunity to do good.”**



Sustainable **A**lternative Livelihood **D**evelopment (**SALD**)

focuses on development of

- social,
- economic,
- environment

We help them to help themselves.

“The Journey”

To a Cup of DoiTung Coffee



Old wounds that have healed



People empowered



The lives we have touched



The learning process that continues



The family ties strengthened



The pride that money cannot buy



A new world full of opportunities



From a Single Bean



Living with hope

The tradition that lives on

Shade-grown Coffee







Ex-Addicts who
now own coffee fields
and live comfortable lives.

Value-added



Cherry beans \$0.50/kg.



Green beans

\$2.00/kg.



Roasted beans

\$10.00/kg.



Income from
Café Doi
Tung
\$241/kg.

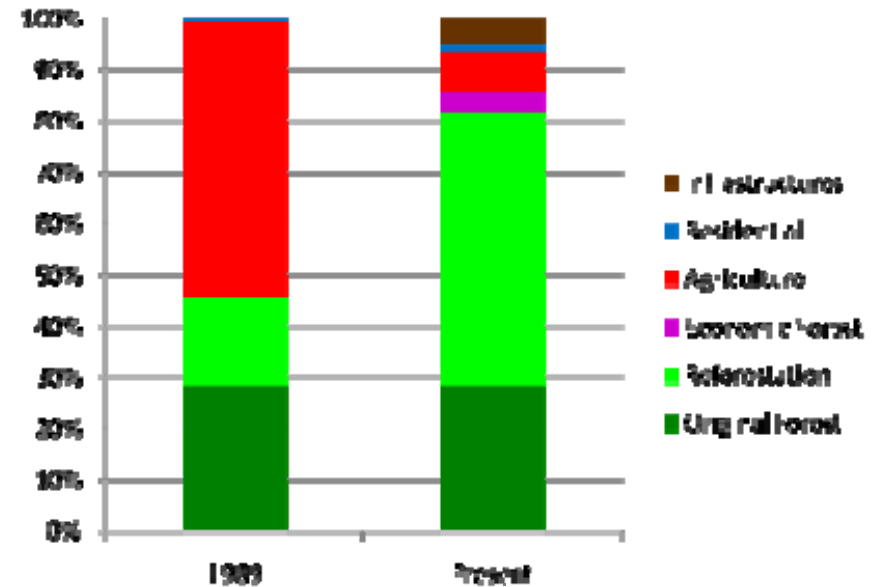
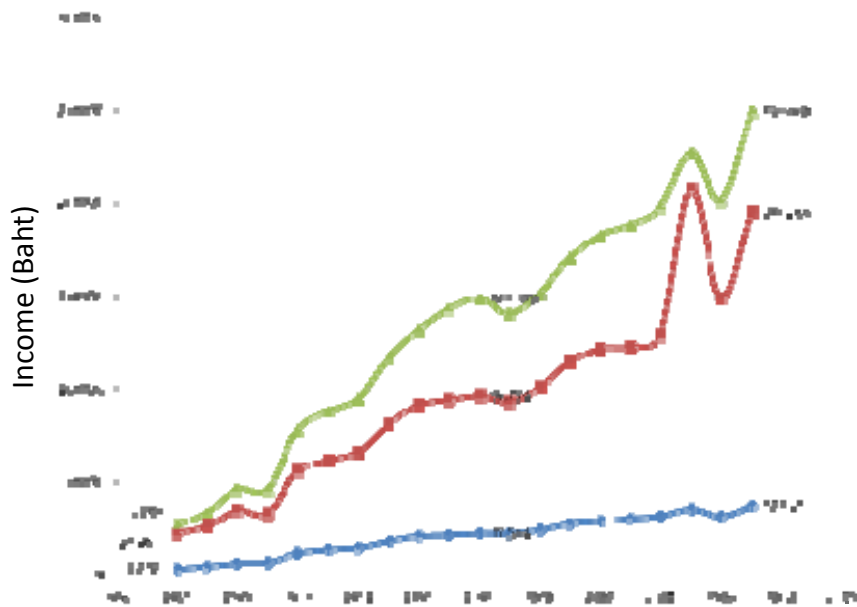


Branded roasted coffee
\$20.00/kg.

Benchmark

What will the people get?

Measurable results: average income / person / year

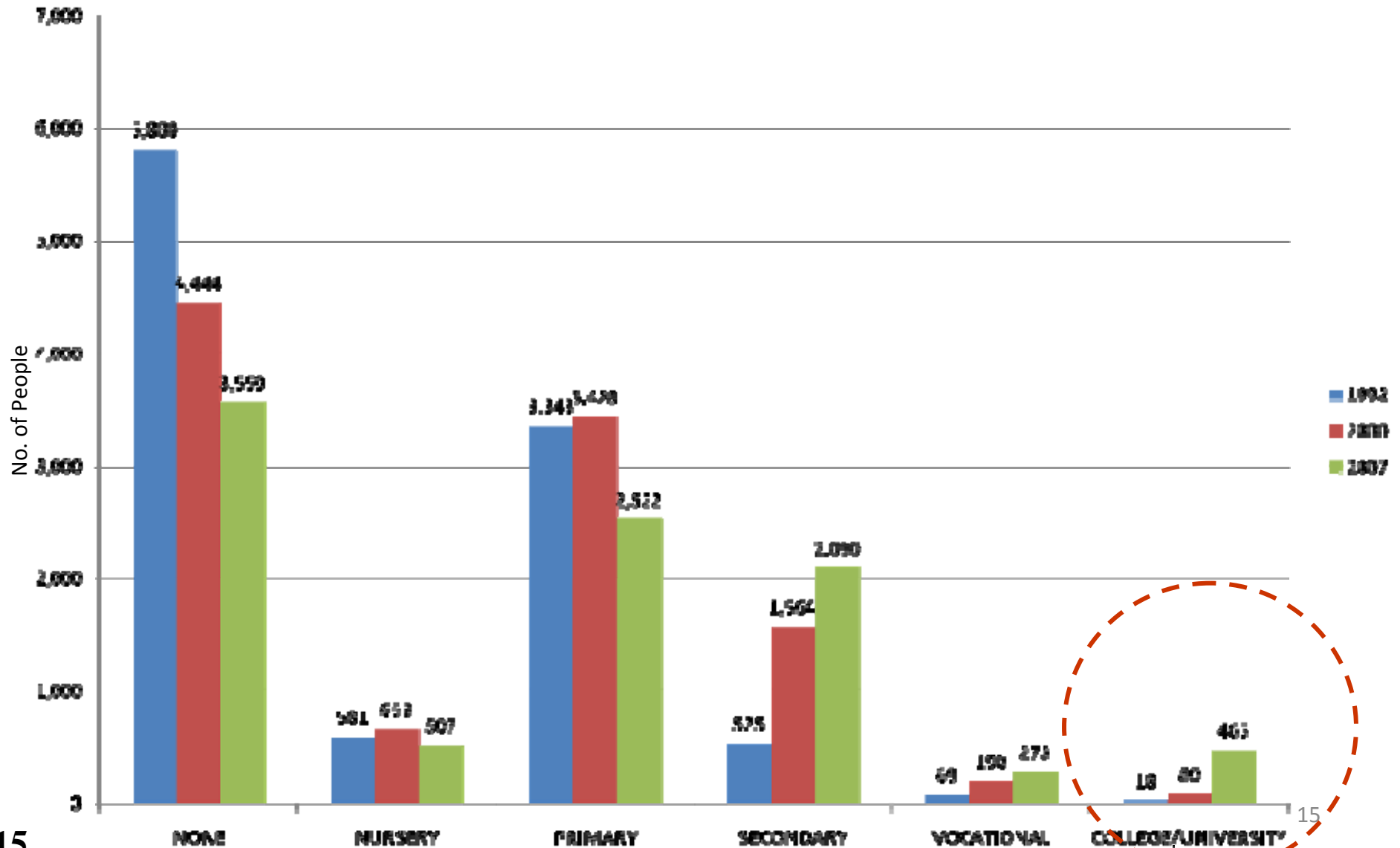


1989
USD104
With Opium
54% agricultural area



2007
USD1,043
Without Opium
12% agricultural area
(economic forest)

Education levels



Beyond crop substitution

Food



UNITED NATIONS
Office on Drugs and Crime

The sale of this product contributes to the achievement of drug free world. Through alternative sustainable development, villagers who once depended on opium production and use can now earn secure legitimate incomes by making these products.



Horticulture



Tourism

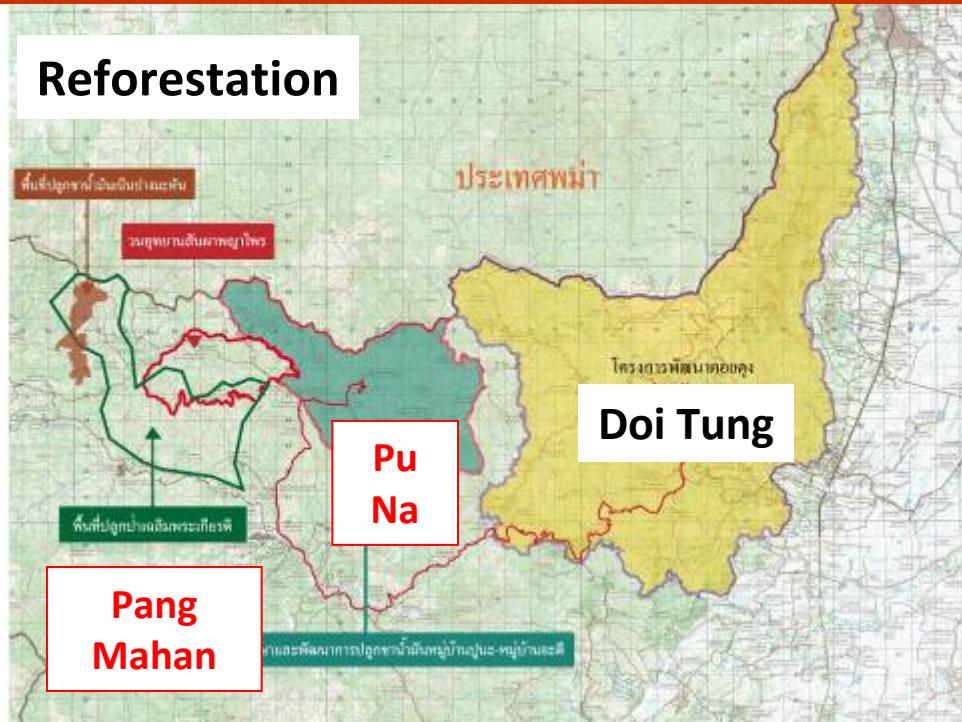


Handicrafts



MFLF International Outreach Program Sustainable Alternative Livelihood Development

Reforestation



'Doi Tung 2', Shan State, Myanmar



'Doi Tung 3', Balkh Province, Afghanistan



'Doi Tung 4', Aceh Province, Indonesia

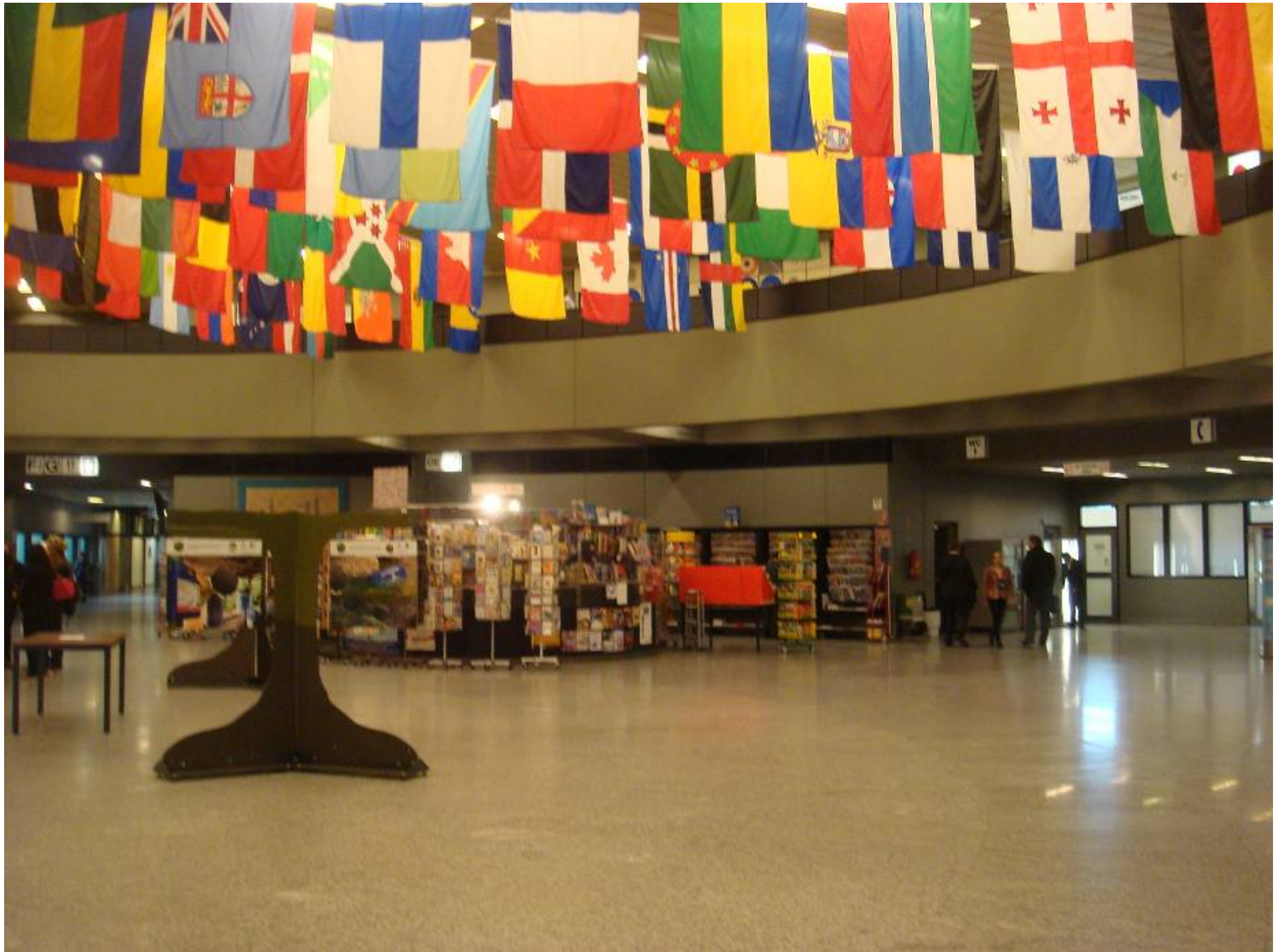
20-23 July 2006

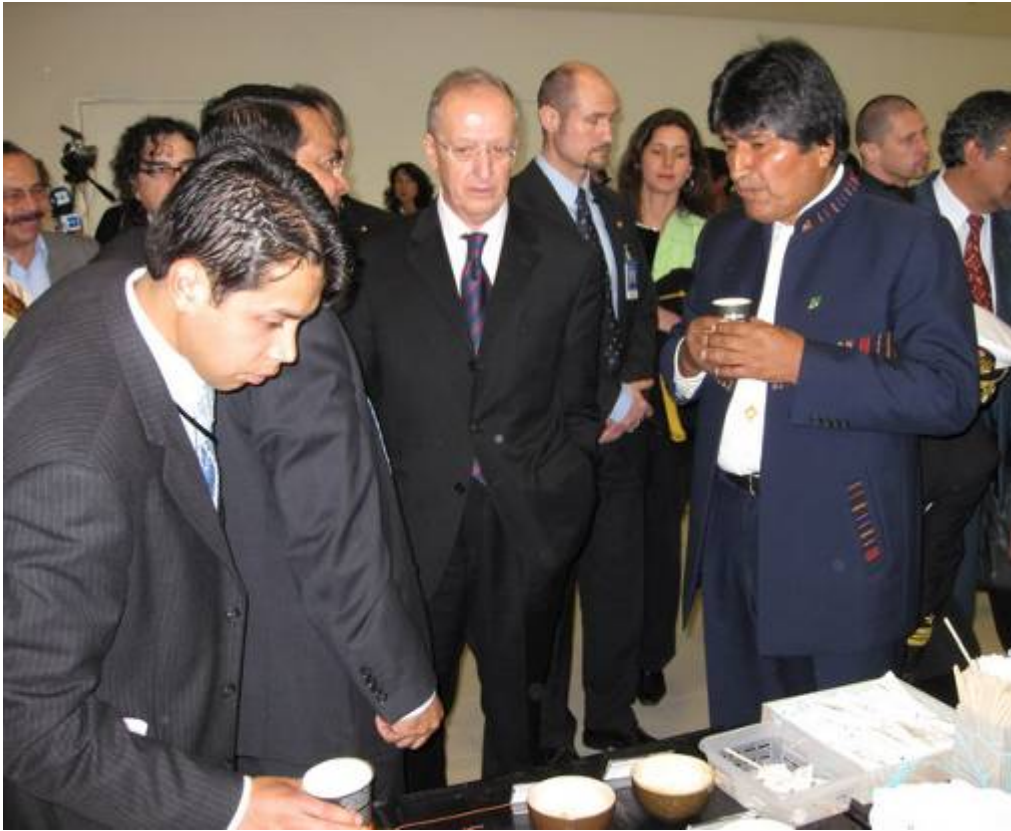
‘National Workshop on Countering the Illicit Cultivation of Cannabis in Aceh through Alternative Development’,
Banda Aceh, and Site Visits



Living University







Doi Tung Coffee at CND





**Take a little less
Give a little more!**

