

Promoting trade between Canada and Nepal

**Export of PŭrPod100™**  
**Canadian Compostable Coffee Pods**

Elaine Jeffs



# Fun fact! Trade Commissioner of Canada dealing with Agriculture and Processed Foods in relation with Nepal is Mr. Ryan Kuffner ☺

<http://tradecommissioner.gc.ca/trade-commissioner-delegue-commercial/contact.aspx?tcid=603837&lang=eng>



# Nepal's Diversity



- The Earth's highest mountain Mount Everest is located in Nepal
- Nepal Is The Birthplace Of Lord Gautam Buddha
- Earthquakes occur frequently in Nepal
- Nepal is the only country with a non-rectangular flag







Rank	Country	Number
1	 China	66,984
2	 Sri Lanka	44,367
3	 United States	42,687
4	 Thailand	30,953
5	 United Kingdom	29,730
6	 Australia	18,619
7	 South Korea	18,112
8	 Japan	17,613
9	 France	16,405
10	 Germany	16,405

# Tourism!



Hotel Manaslu, Lazimpat Nepal



# Coffee!















# Did you know?

- **8880 million kg** of coffee was produced globally in 2015
- Two thirds of adult Canadians enjoy at least one cup of coffee a day with the average at 3.2 cups/day
- 38% of Canadians own a single cup system vs. 27% Americans



# Single Cup?







# Out with the Old & in with the New



# But are they really?

## Best Specialty Blend



## Best Brewer



## Best Accessories





Keurig® K-Cups® are made with four different layers of specialized plastic and topped with plastic foil, making them virtually un-recyclable



The amount of K-Cups that have been trashed in landfills could wrap around the planet 13 times!








What is the Solution?



.....  
CERTIFIED 100% COMPOSTABLE PODS\*  
.....

PürPod ™







Certified 100% Compostable is the  
answer PURPOD100™ is the  
**#rightsolution**



Those services create compost that returns  
valuable nutrients to the soil



Simple & convenient

Put your used pods directly into your municipal  
food waste or composting container if your  
area has that service





Compostable materials



Certified



20%+ coffee bean chaff

Soft bio-based mesh



**BPI**®  
**Compostable**  
Cert # 10528537

PŭrPod100™ has its own patent and is a trademark of Club Coffee Company, Inc. located Etobicoke, ON used under license





Single serve coffee uses an exact serving of fresh coffee in a controlled process leading to minimal coffee wastage.

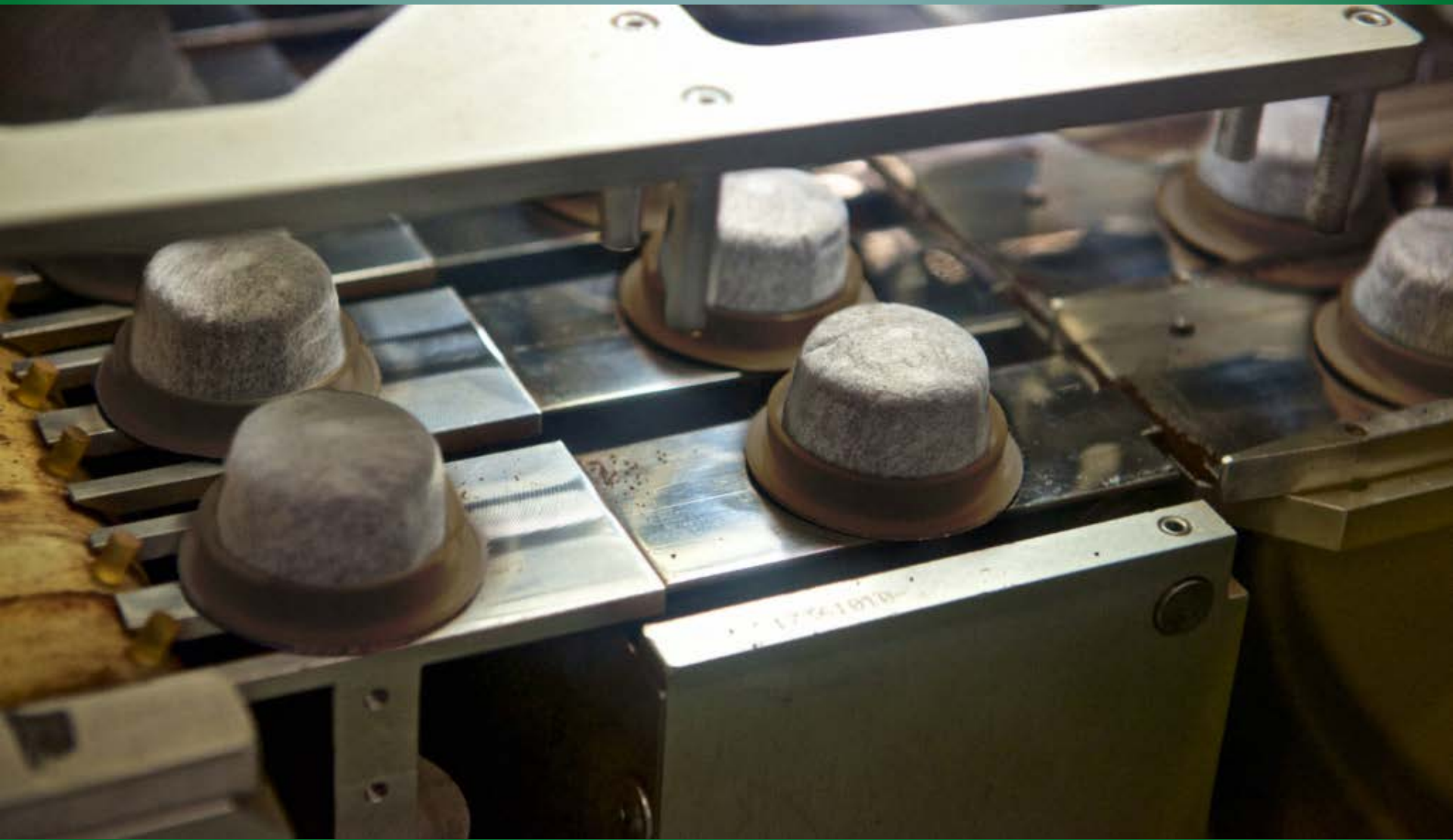


Consumers are more likely to prepare more drip brewed coffee than they need. Whatever we pour down the drain wastes all of the energy, water and resources it took to produce that coffee.



Bulk brewing systems typically use a hot plate to keep the coffee warm and use more energy than single serve systems.











# Why is this important for Nepal?



# The future!

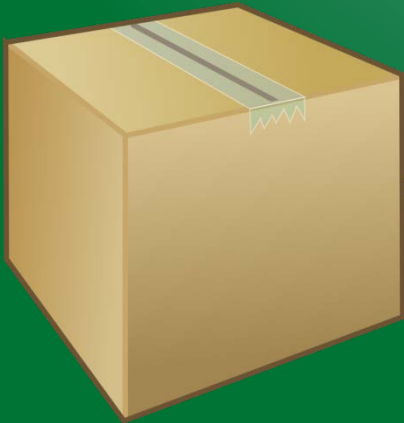


- Single serve juice, soup oatmeal
- Pave the way for sustainable thinking and create other compostable packaging.
- Replace disposable cutlery, shopping bags maybe even diapers with compostable counterparts.



# Logistics

- 800 000 annual tourists, 83% of adults drink coffee = 664 000 pods to ship
- 664 000 pods, 0.015kg
- 66pods = ~1kg







**A1 Freight Forwarding Inc.**

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Fax: (905) 581-0180

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## AIR FREIGHT

General cargo shipments

From	To	Chargeable Weight	Total	
Toronto	Kathmandu (Nepal)	1.00 KG	229.62 CAD	<a href="#">Proceed to booking</a>



## INTERNATIONAL COURIER

Door to door services available for business to business shipments only

From	To	Weight	Total	
Toronto	Nepal	1 KG	127.76 CAD	<a href="#">Proceed to booking</a>



\$127.76/ 66 pods = \$1.90 in shipping, PürPod100™ costs \$0.015 to produce + price of coffee



Peace  
Convenience  
Environment  
Farming  
Trade





# Conclusion



- The PürPod100™ is the same price to produce as conventional K-Cups®. It is non-perishable allowing for shipment around the world to places that consume a lot of coffee.
- Not only would exporting to Nepal create jobs for Canadians, but it could improve the Nepal economy by solving waste management issues, creating better living conditions and farm land for locals while promoting a product that can be grown locally. It could generate additional income when selling this product to tourists and consumers in a less wasteful fashion.
- The PürPod100™ is an exceptional product that will greatly improve the future of the planet, create jobs and reduce waste across the world!



# Looking for More information?



- <http://purpod100.com/>
- <http://club-coffee.myshopify.com/pages/compostable>
- <https://www.youtube.com/watch?v=boOWIGX6FPc&feature=youtu.be>
- <http://www.pac.ca/assets/pac0680-full-lca.pdf>
- <http://saknepal.org/sak-resources/>

## Resources used include:

[http://www.visitnepal.com/hotels/hotel\\_association\\_nepal.php](http://www.visitnepal.com/hotels/hotel_association_nepal.php)

<http://www.hotelassociationnepal.org.np/>

<http://www.coffeedetective.com/is-the-plastic-used-in-keurig-kcups-safe.html>

<https://u.osu.edu/geogproject/step-five-consumption/>

<http://www.himalayanjava.com/nepali-coffee-industry/>

<http://nepalitimes.com/news.php?id=16753#.WCIIQC0rLIU>

<http://www.worldcoffeepress.com/coffee-consumption-rising-nepal/>

<http://purpod100.com/blog/2016/11/10/club-coffee-honoured-2016-csr-supplier-year-loblaw/>

<http://purpod100.com/research-who-supports/#>

[http://www.teacoffee.gov.np/en/detail.php?section=coffee&nav\\_id=13&nav\\_name=history-of-coffee-in-nepal](http://www.teacoffee.gov.np/en/detail.php?section=coffee&nav_id=13&nav_name=history-of-coffee-in-nepal)

<http://tradecommissioner.gc.ca/trade-commissioner-delegate-commercial/contact.aspx?tcid=603837&lang=eng>

[https://en.wikipedia.org/wiki/Tourism\\_in\\_Nepal](https://en.wikipedia.org/wiki/Tourism_in_Nepal)

[http://www.ico.org/monthly\\_coffee\\_trade\\_stats.asp](http://www.ico.org/monthly_coffee_trade_stats.asp)

<http://www.coffeeassoc.com/wp-content/uploads/2016/07/Coffee-in-Canada-Fact-Sheet.pdf>

<http://environment.org.np/2013/05/16/garbage-disposal-dispute-is-back/#more-388>