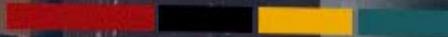




YOUR GATEWAY TO INVESTING IN VANUATU



SUCCESS STORIES

From Existing Investors

Mr. Terry Adlington, Owner of Tanna Coffee

Introduction

Established in 1984 by the British Government's Commonwealth Development Corporation (CDC), the Tanna Coffee Development Company Limited (TCDC) was founded to support Vanuatu's economic growth through agricultural development. Rooted in the fertile volcanic soils of Tanna Island, where Arabica coffee was first cultivated in 1852, it was envisioned that the Company would be a catalyst towards self-sustaining national development.



Though early operations were disrupted by Tropical Cyclone Uma (1986) and the devastating coffee leaf rust disease that followed several years later, the industry's spirit endured. In 1998, Australian coffee expert Mr. Terry Adlington arrived on a one week mission to assess how to revive Tanna's coffee industry, a visit that soon became a lifelong commitment to rebuilding it from the ground up.

Reviving a Legacy

Discovered by accident a hybrid Arabica variety that had proven itself to be naturally resistant to pests and diseases and had become quite well-suited to Tanna's unique climate. Through a decade-long replanting initiative, more than 750,000 new coffee trees were established, restoring the island's once dormant coffee industry.

By integrating modern agricultural practices with inclusive farmer community participation, over the years Tanna Coffee has steadily empowered hundreds of smallholder farmers into becoming agricultural entrepreneurs through practical training in cultivation, harvesting, processing and marketing of their annual coffee production. This inclusive and sustainable approach reignited local confidence and built a strong foundation for guaranteed growth.



Growth and Market Expansion

Today, Tanna Coffee supports over 1,000 smallholder farmers and manages the entire value chain, from growing and roasting to packaging marketing, sales and distribution of its 100% premium quality pure Arabica coffee.

With an 85% share of Vanuatu's domestic coffee market, contributing to the Vanuatu's government policy to reduce reliance on imported goods by promoting domestic production through strategies like import substitution. This involves encouraging local industries to produce goods that are currently imported, focusing particularly on the agricultural sector with the goal of boosting production, increasing quality, and creating jobs.



Looking forward, Tanna Coffee is planning to implement a Smallholder Development Program that will convert 200 hectares of the former Middle Bush Estate into individually owned agri-business farm blocks, empowering more local entrepreneurs and increasing export potential.

Challenges That Built Strength

Mr. Terry Adlington said: The journey was anything but easy. Over the past 29 years, the greatest challenges have not come from trying to establish markets or overseas competition, but from Mother Nature herself. Tropical cyclones, severe storms, and earthquakes have time and again tested the absolute limits of our endurance.

Each disaster brought heartbreaking losses, years of hard work erased in a matter of moments. Yet, our determination never changed. The unwavering spirit of our farmers, the dedication of our team, and the resilience of the land itself continually inspired me to persevere.

Among the most rewarding moments was identifying the unique hybrid coffee trees that had survived all of the earlier problems and witnessing the emergence of the newly planted seed-stock that grew and flourished in Tanna's rich volcanic soil. Also watching the first green fruits to reappear after a devastating cyclone remains one of the most powerful and emotional milestones of entire coffee journey.

Community Empowerment and Sustainability

At the heart of Tanna Coffee's success is a deep commitment to community empowerment and inclusive self-sustainable growth. Through its farmer-centered model, the company has created meaningful farming employment, improved livelihoods and advanced education and healthcare outcomes across rural communities.

Beyond coffee, Tanna Coffee has diversified into bee-keeping and vegetable production, including the establishment of the Tanna Island Honey brand, generating new income streams and promoting environmental sustainability.

Resilience and Lessons Learned

Over nearly three decades, Tanna Coffee has faced and overcome cyclones, earthquakes, and financial obstacles. From its early struggles to its current position as one of Vanuatu's flagship agribusinesses, the company exemplifies resilience, innovation, and the power of community partnership.

What began as a 300 employee estate model has evolved into a network of independent, self-reliant smallholder entrepreneurs, driving rural empowerment and long-term sustainability.

Ongoing Business Support and Future Outlook

As part of Vanuatu's Foreign Investment Strategy 2026–2030, the Vanuatu Foreign Investment Promotion Agency (VFIPA) continues to provide ongoing business support to investors and enterprises like Tanna Coffee, ensuring that their growth aligns with the country's sustainable and inclusive development goals. The Strategy places a strong emphasis on the manufacturing sector, promoting value addition, product diversification, and export competitiveness.

Through targeted investment facilitation, aftercare services, and partnerships with regional trade agencies such as Pacific Trade Invest (PTI) China, VFIPA aims to strengthen Vanuatu's position as an attractive destination for sustainable manufacturing and agri-processing investments. This forward-looking approach supports both foreign and domestic investors in scaling production, accessing new markets, and building resilient industries that create long-term employment and economic benefits for the nation.



Tanna Coffee at the Vanuatu Pavilion during the World Expo 2025 in Osaka, Japan

The rich aroma of Vanuatu’s finest coffee captivated thousands of international visitors. Speaking at the event, Mr. Adlington said, “Japan is a very good marketing opportunity for us, as they are now drinking much more coffee than previously and are becoming far more sophisticated in their appreciation of good coffee quality”. “This is the seventh World Expo I’ve attended, mostly as a representative of the agriculture and manufacturing sectors of Vanuatu”.



As part of Vanuatu’s broader strategy for the World Expo 2025, each exporter featured in the Vanuatu Made Pavilion will have the opportunity to travel to Osaka and promote their products through dedicated side events, including Business-to-Business (B2B) meetings with Japanese distributors and partners.

The National Expo Committee (NEC) remains focused on maximizing private sector engagement, using the Expo platform not only to showcase Vanuatu’s premium goods but also to foster new commercial partnerships and attract foreign investment.

The Vanuatu Foreign Investment Promotion Agency (VFIPA) continues to play a key role in supporting the promotion of Vanuatu Made products and strengthening investment linkages between local producers and international markets.

The success of Tanna Coffee’s tasting marks a strong beginning to what is expected to be a transformative journey for Vanuatu’s private sector. As one of Vanuatu’s long-standing investors and an iconic local brand, Tanna Coffee’s participation underscores the nation’s agricultural excellence and entrepreneurial spirit, shining a spotlight on Vanuatu’s growing presence on the global stage.

Future Initiative

From hardship to global recognition, Tanna Coffee stands as a testament to Vanuatu’s entrepreneurial spirit, resilience, and commitment to sustainable development. Its success story demonstrates how far partnership, innovation, and community empowerment can transform a local industry into a national symbol of pride, and a promising platform for future development and investment.

With an impressive 85% share of the domestic market, Tanna Coffee has grown into one of Vanuatu’s most recognised and trusted brands. Its premium coffee is now enjoyed in Fiji, Australia, New Zealand, Samoa, the Solomon Islands, and emerging Asian markets, where its clean flavour and aromatic quality have earned widespread praise.



Right in the heart of Port Vila City, the Tanna Coffee Café invites visitors to experience the true taste of Vanuatu, freshly roasted, locally crafted coffee that captures the spirit and warmth of the islands.



**Interested in learning more about
Tanna Coffee's journey?**

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