Welcome to
International Day against Drug Abuse and Illicit Trafficking
26 June 2009
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
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 Alternative Livelihood Development (SALD) focuses on development of:
- social,
- economic,
- environment

We help them to help themselves.
"The Journey"

From a Single Bean

Old wounds that have healed

The family ties strengthened

The lives we have touched

The pride that money cannot buy

The learning process that continues

A new world full of opportunities

Living with hope

People empowered

The tradition that lives on

To a Cup of DoiTung Coffee
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)
Beyond crop substitution

**Food**

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**
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!