

Corrie MacColl and APIFED Partner to Engage Local Communities

Singapore – 3 December 2019 – Corrie MacColl, management arm of Halcyon Agri’s plantations, has announced a collaboration with APIFED to launch a community engagement programme in Cameroon.

The partnership will target the area surrounding Corrie MacColl’s Sudcam plantation and will directly engage with all Baka and Bantu communities.

The engagement is the result of collaboration between Corrie MacColl and APIFED, an NGO working with local and indigenous communities in the Djoum region, agreed at a meeting on the 10th of November this year.

Over 30 local communities will be consulted in a programme intended to allow effective and transparent communications between the plantation and local communities, amplifying local voices and developing a framework that incorporates local concerns.

The programme will run until February 2020, leading to a preliminary report and analysis, which in turn will form the group’s action plan to address any communal grievances moving forward.

The engagement mechanism comes as the latest advancement in Corrie MacColl’s development of a truly sustainable source of natural rubber from their Cameroon operations - a solution hoped to be mirrored across an industry in dire need of positive change.

In November 2018, Corrie MacColl ceased all further development and land clearing in Cameroon, as well as establishing a 25,000-hectare Community Forest within Sudcam’s central concession, permanently protecting the land and giving land rights and benefits to the local communities.

Robert Meyer, CEO of Halcyon Agri, commented: *“Partners like APIFED are vital in helping us to navigate the local sensitivities in areas like Sudcam. Our collaboration with them will encourage local communities to work alongside us to create opportunities for current and future generations.”*

“Over the last 18 months, we have effected significant positive change in Cameroon. I’m proud that through our efforts, we have built these kind of community-focused relationships, with local groups dedicated to creating sustainable ecosystems in a fast-developing country.”

About Corrie MacColl

At Corrie MacColl, we take a modern approach to fair and sustainable value creation in the origination and distribution of the vital material that is natural rubber. As a sustainable model corporate citizen, we are extensively invested in ecological conservation, economic and social development. Our rubber is grown, sourced and produced to the highest quality, matching supply and demand with as little impact as possible.

We are consciously positioned to serve today's rubber consumer through our customer centric merchandising model. Demand for made-to-measure rubber for use in diverse, premium and specialty applications is fulfilled by our entrenched position in key distribution markets and custom-made delivery programmes to customers.

Our products are delivered to over 1,000 customers in 350 cities through our second-to-none logistical assets, flanked by our dedicated technical advisory and support unit. Corrie MacColl is a member of the Halcyon Agri Group.

About APIFED

APIFED (Appui à l'autopromotion et l'insertion des femmes, des jeunes et des désœuvrés) are a NGO located in Djoum, Cameroon. APIFED aims to contribute to improving the socio-economic position of vulnerable groups, working with local and indigenous communities mostly in the region of Djoum.

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