

# FRANKLIN BAKER COMPANY

OF THE PHILIPPINES







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For over one hundred twenty-five years ago, the company started from the ingenuity of Mr. Franklin Baker Sr, turning a great multitude of coconuts, which was used as a payment in kind, into a multi-billion-peso business that it is today.

Mr. Baker transformed the fruit into its full potential, making Franklin Baker the leading manufacturer of desiccated, processed and value-added coconut products present throughout the world.

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# Company Overview and History



Franklin Baker Snr first establishes the company in Philadelphia, USA after buying coconut from Cuba

**1894**



The Bakers establish the Philippine Food Company and set up its first factory in Sta Mesa, Manila

**1922**

The factory moves to San Pablo, Laguna, becoming Franklin Baker Company of the Philippines

**1926**



Franklin Baker purchased by the Postum Cereal Co, later to become General Foods Corporation

**1927**

**1968**

Franklin Baker opens its second coconut facility, located at Sta Cruz, Davao del Sur, Mindanao

**1988**

Philip Morris acquires Kraft Foods and folds the Franklin Baker coconut business into Kraft Foods



**1994**

The San Pablo facility becomes the first ISO 9001:2000 certified coconut plant in the world

**2006**

Kraft sells Franklin Baker to Andorra Ventures Corporation



# Company Overview and History



First Franklin Baker coconut water processing plant started in San Pablo , Laguna

**2011**



Franklin Baker Company of the Philippines celebrated its 90<sup>th</sup> anniversary in the Philippines.

**2012**



Second Franklin Baker coconut water processing plant started in Sta. Cruz, Davao del Sur

**2013**

New PEZA registered plant is acquired in Darong, Davao del Sur

**2014**



**2015**

Ground-breaking of the 3<sup>rd</sup> Franklin Baker plant



**2016**

The new PEZA registered plant in Darong, Davao del Sur started its commercial operation.

**2018**

Third Franklin Baker coconut water processing plant started in Darong, Davao del Sur

**2022**

Franklin Baker Company of the Philippines celebrated its 100<sup>th</sup> anniversary in the Philippines.





# Desiccated Coconut



Flakes



Shred



Chip



Granulated



## Specialty Products



Toasted Granulated



Toasted Flakes



Sweetened Coconut



Creamed Coconut





# Superior Quality Products



## Coconut Water



Coconut Water  
Concentrate



Aseptic Coconut  
Water - Retail



Aseptic Coconut  
Water - Bulk

## Virgin Coconut Oil



VCO in Bulk



VCO Retail  
(glass jars)

## Coconut Flour



Coconut Flour Bulk







# Quality and Reliability

Trusted Partner for customers around the world







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Trusted Partner for customers around the world

Associated  
British Foods  
plc



MARKS &  
SPENCER



MARS WRIGLEY



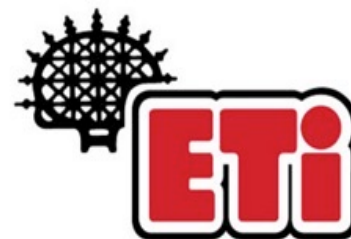


# Quality and Reliability

Trusted Partner for customers around the world

**ÜLKER**

**Bifa**



**Sölen**

**Haco** swiss

**Tipco**

**Siam  
Food**

ココナッツオイル  
**Coconut Japan**

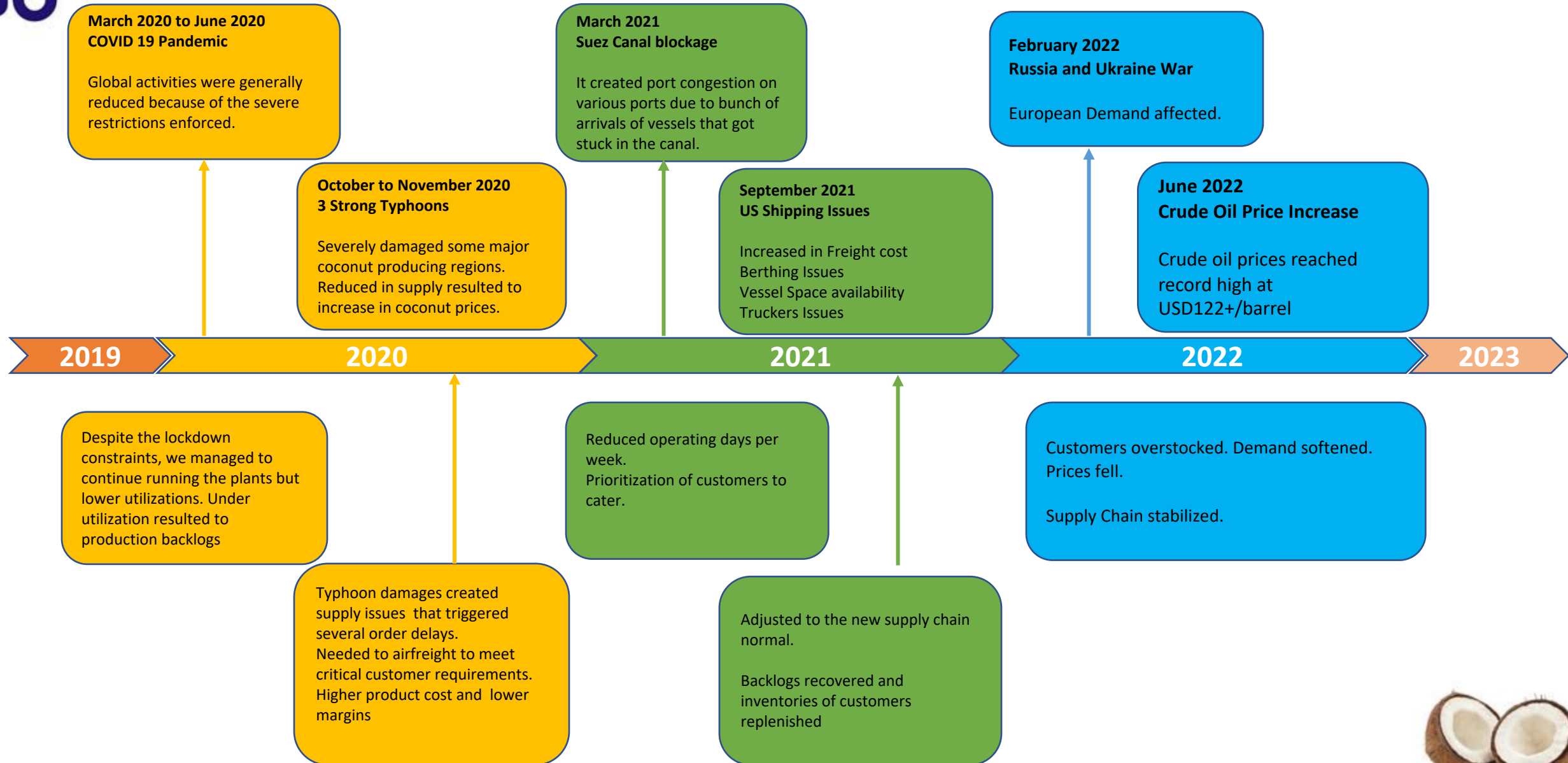
**Whittaker's**  
SINCE 1896®

**Malee**

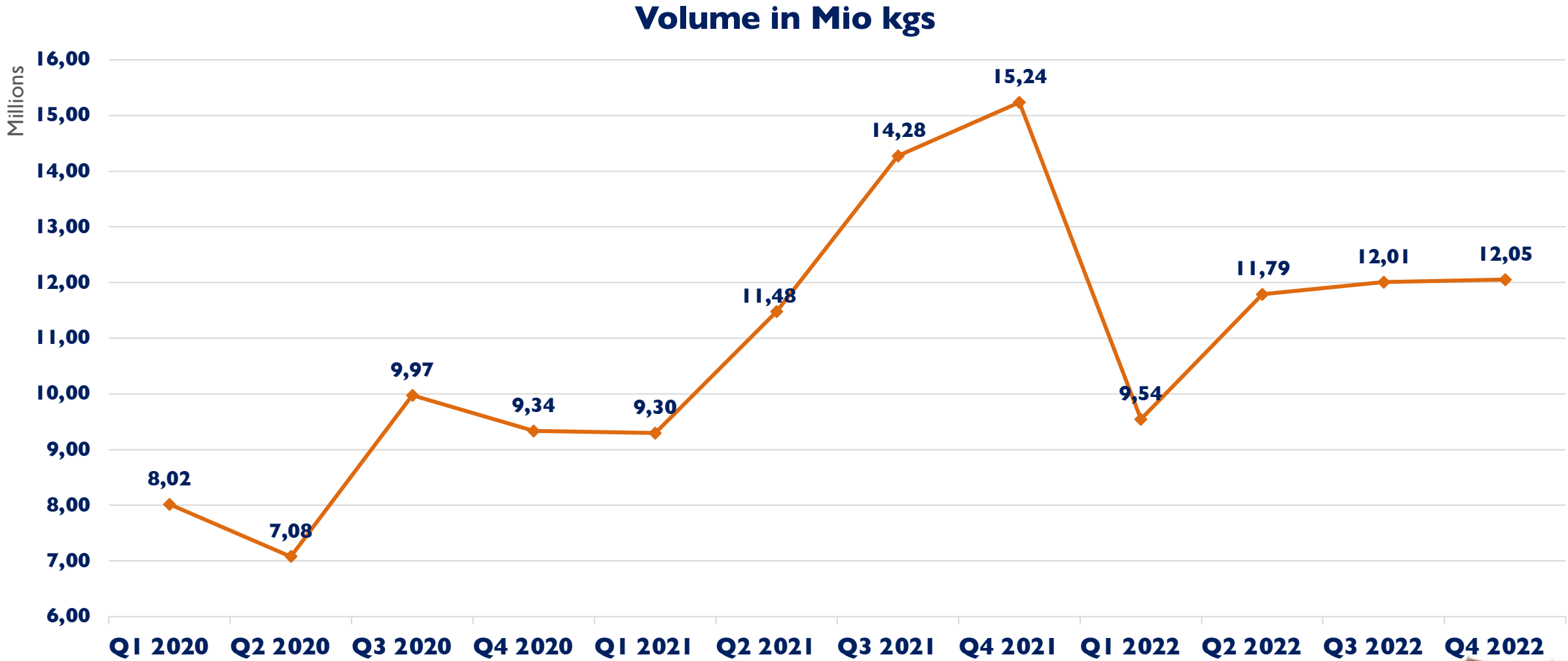
**SINGHA**

**ARNOTT'S**  
THERE IS NO SUBSTITUTE FOR QUALITY®

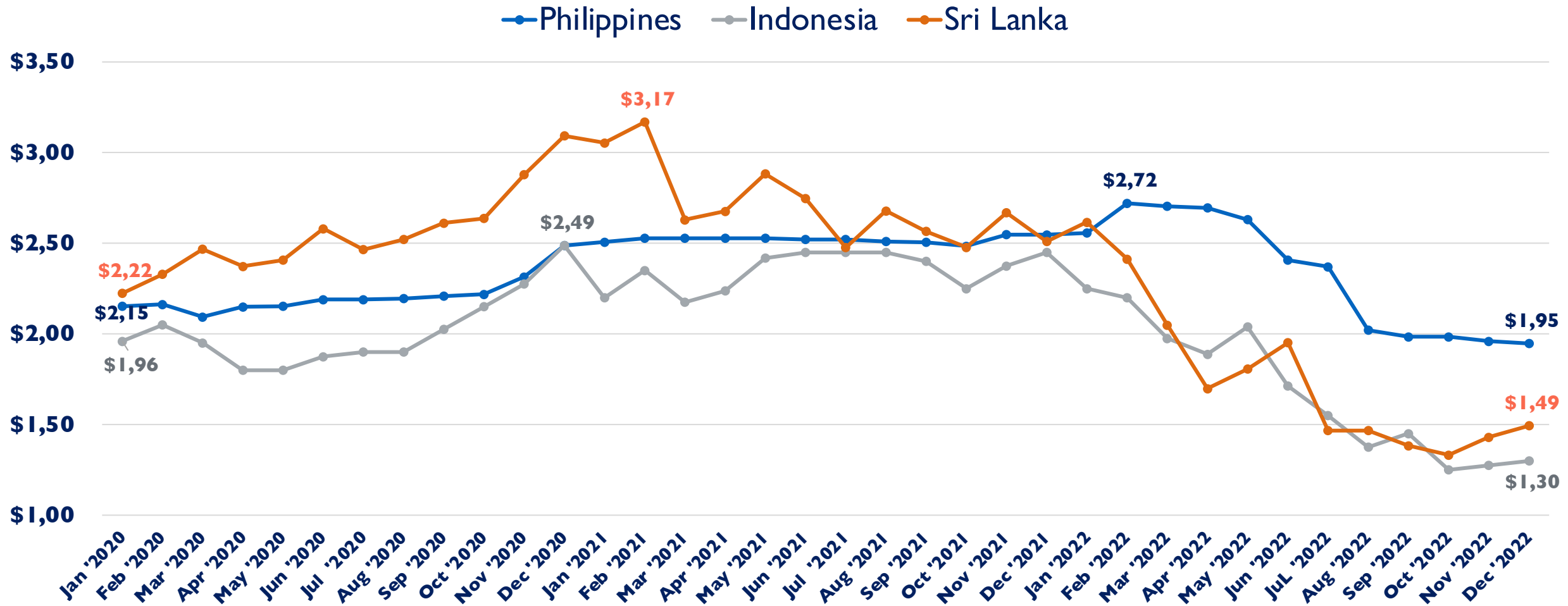


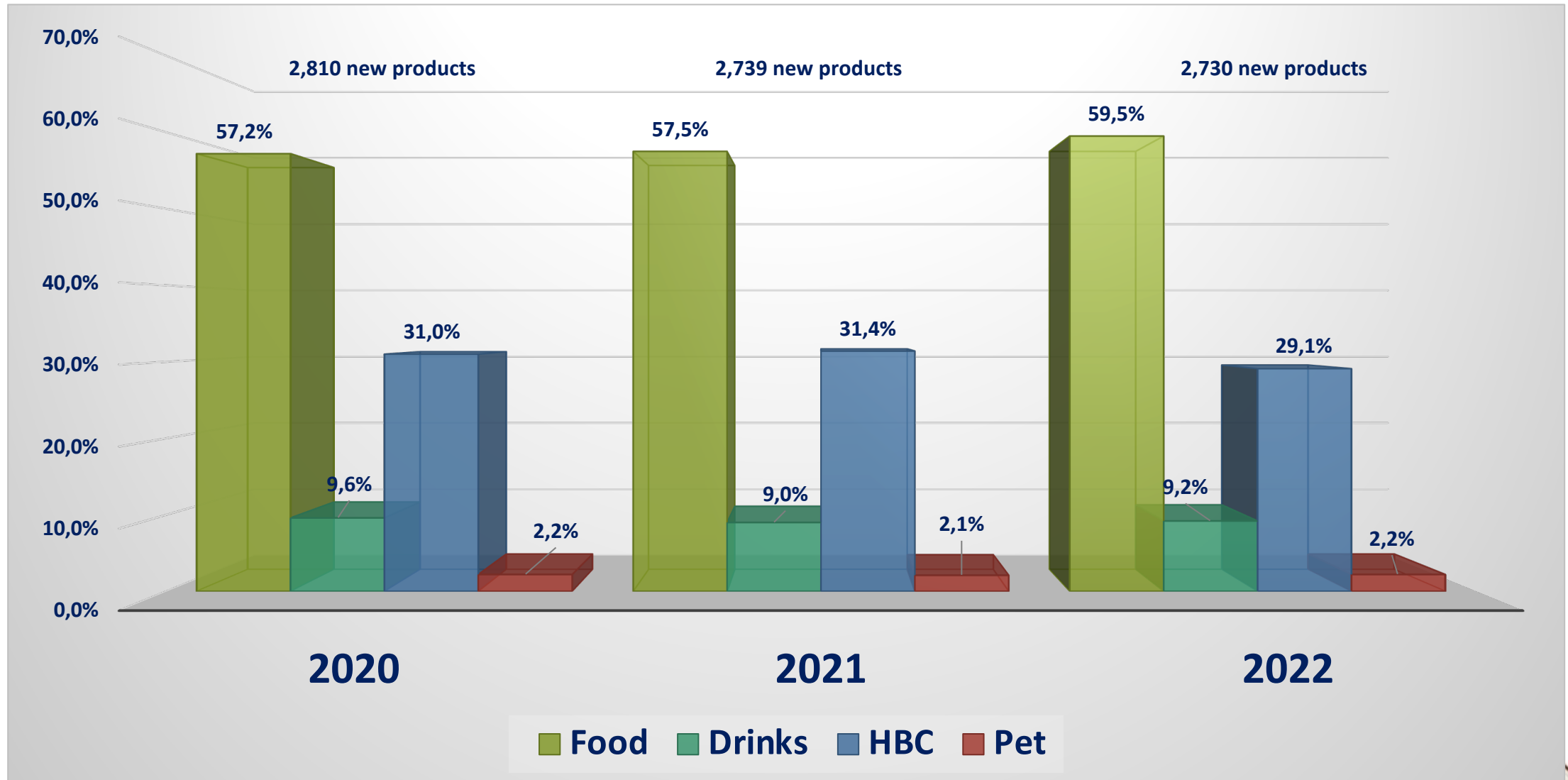






SOURCE: Panjiva





SOURCE: Mintel, Trend Monitor, BevNet, Food Navigator





## Wellbeing

Seeking physical and mental wellness.

## Surroundings

Feeling connected to the external environment.

## Technology

Finding solutions through technology in the physical and digital worlds.

## Rights

Feeling respected, protected, and supported.

## Value

Finding tangible, measurable benefits from investments.

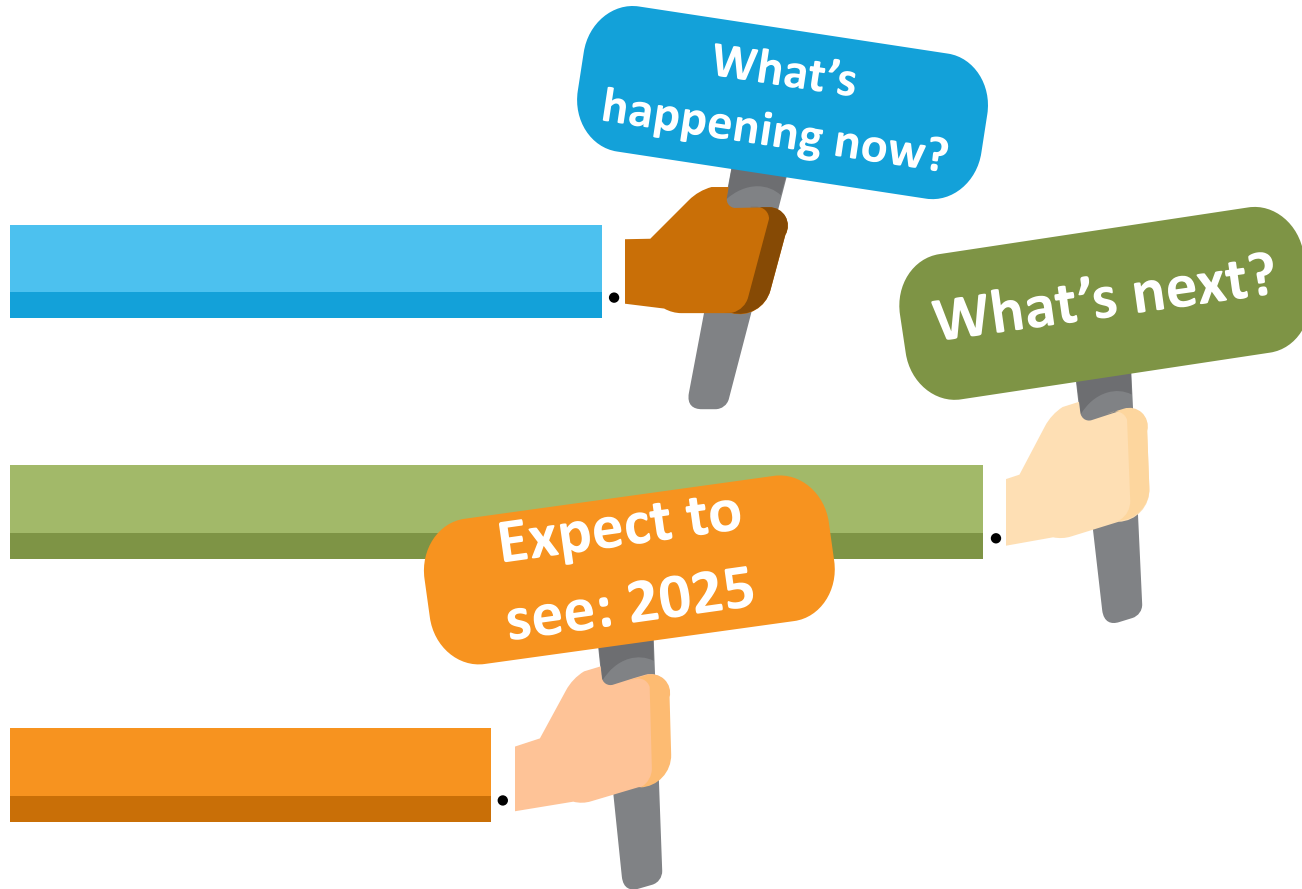
## Identity

Understanding and expressing oneself and one's place in society.

## Experiences

Seeking and discovering stimulation.





## What's happening Now?

Consumer are seeking holistic solutions that move away from instant results.

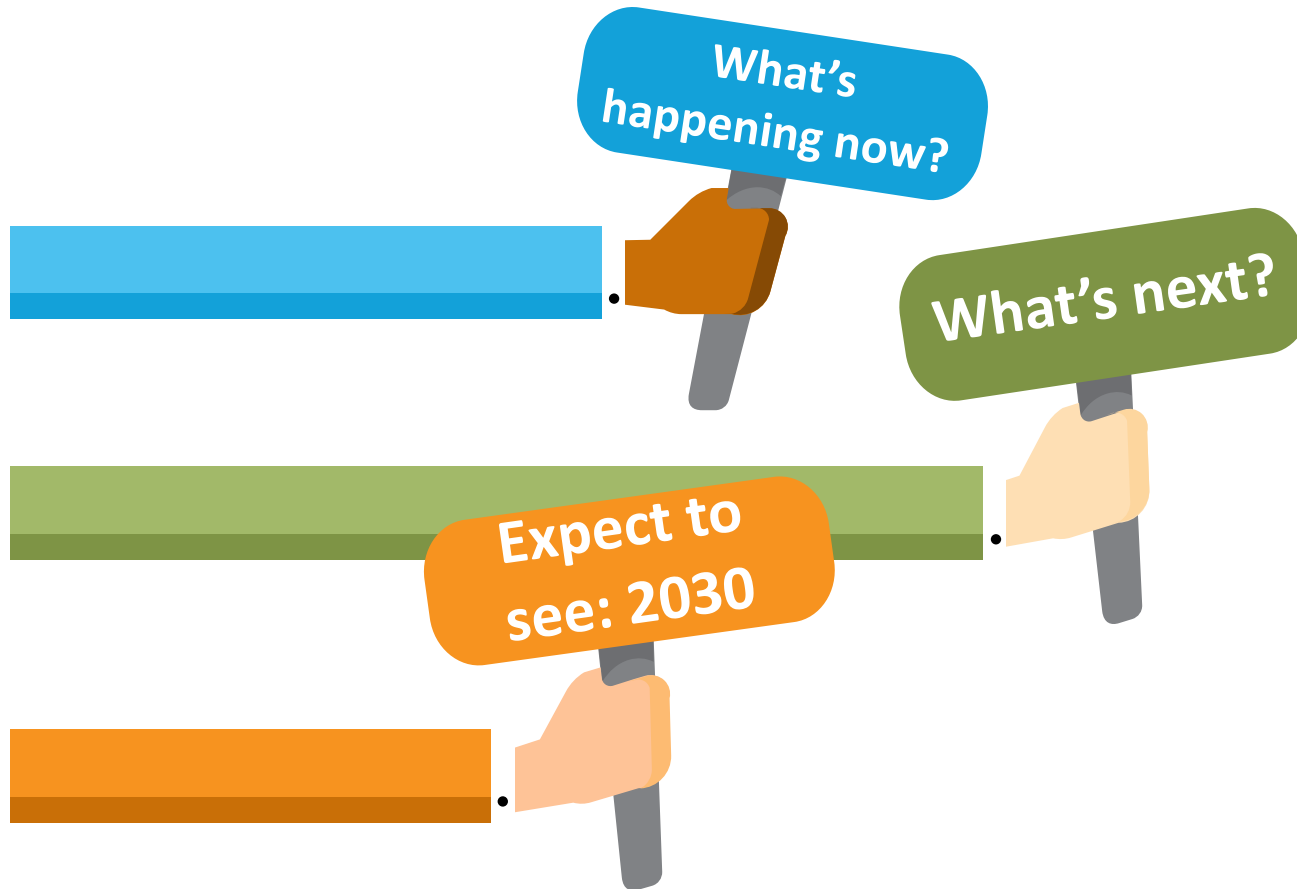
## What's next?

Longevity and convenience will converge, with consumers looking for wellbeing across everything they do.

## Expect to see: 2025

Red meat consumption move from mainstream to luxury to taboo.





## What's happening Now?

The increased global population and climate crisis are forcing people to reduce their consumption, waste, and energy use.

## What's next?

If we don't reduce our consumption, waste, and energy use, urban areas will become increasingly polluted, choked with waste, and gridlocked with traffic.

## Expect to see: 2030

The 'rewilding' of both rural and urban spaces continue to expand.

Political, social, scientific and economic ethics drive the direction of innovation, while people learn to deal with a new climate reality.





A blue hand holding a blue sign with white text.

What's  
happening now?

An orange hand holding an orange sign with white text.

Expect to  
see: 2025

## What's happening Now?

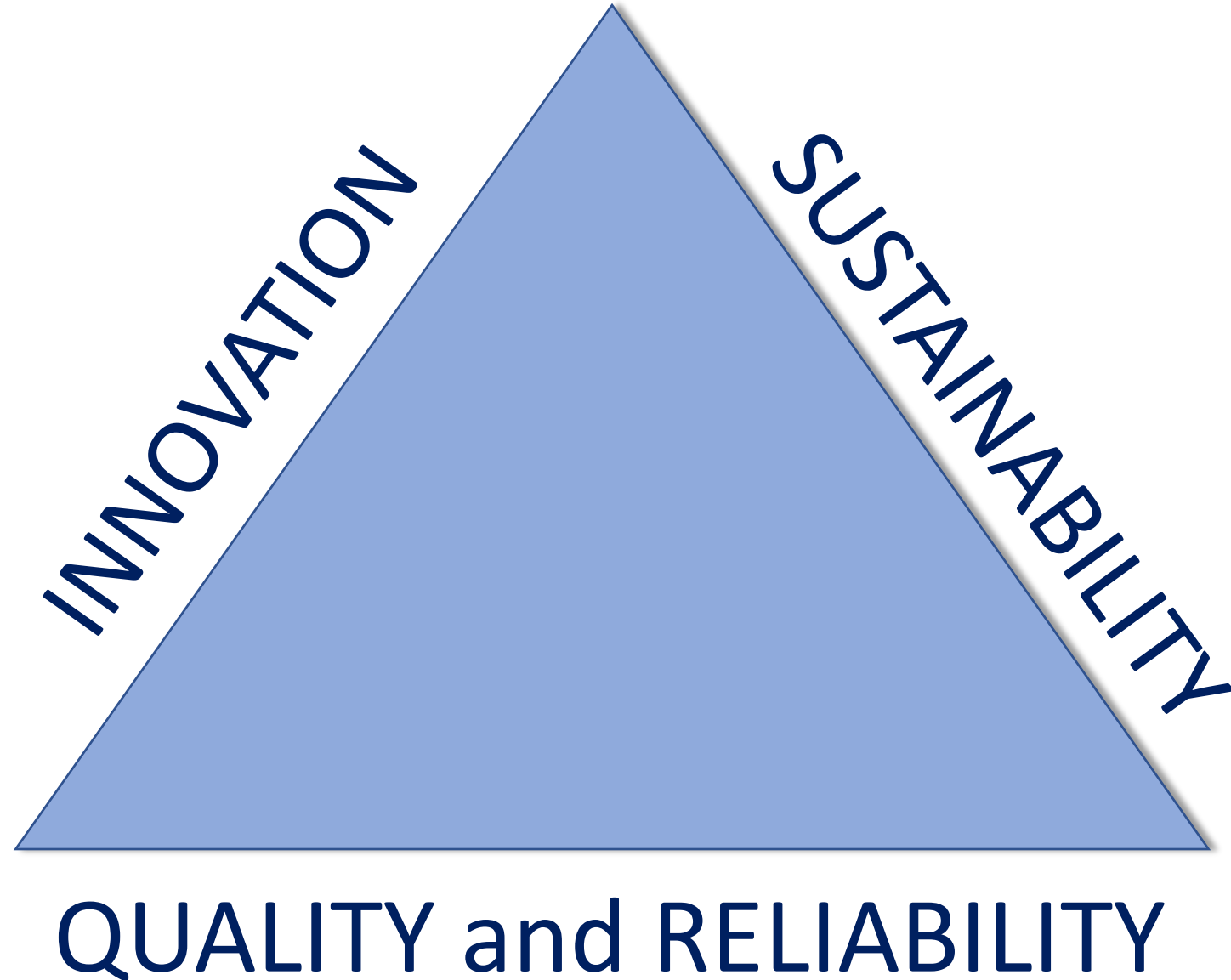
'Cancel culture' is growing as consumers feel increasingly empowered to call out companies, brands and people they disagree with, greatly shifting influence into the hands of the collective consumer.

## Expect to see: 2025

Consumers demand stronger ethics and greater equality from each other and brands.

Corporate responsibility as the norm and key measure of performance.











# FRANKLIN BAKER INNOVATION Kitchen



*Innovation Kitchen*



# Franklin Baker Sustainability Programs and Partnerships



## Project Location: DAVAO REGIONS

### Coco1

#### “Restoring Livelihoods and Building the Resilience of Coconut Farmers in the Philippines”

##### Project Objectives:

- Long-term direct sourcing between Franklin Baker and coconut farming communities, sharing the current trader’s margin
- Improve coconut farmers income through adoption of sustainable diversified agricultural systems and inter cropping programs.
- Support generation transition between young coconut farmers and their parents
- Improve safety on coconut fields

**5000**  
Farmers

Beneficiaries

**\$2.5**  
MILLION

Funding

**10**  
years

Project Duration

### Coco2

#### “Thriving Coconut Platform in the Philippines”

##### Project Objectives:

- Creation of direct sourcing scheme for Organic whole coconuts
- Enhance organic coconut production and livelihoods of coconut farmers in Franklin Baker’s sourcing area
- Traceable, long-term sustainable coconut production (simple & robust digital solution)
- Empowering young and female coconut farmers

**1000**  
Farmers

Beneficiaries

**\$837K**

Funding

**6**  
years

Project Duration



## “Sustainable Development and Good Agricultural Practices in the Philippine Coconut Supply Chain”



**Project Location: PROVINCES OF CAMARINES NORTE, QUEZON, LAGUNA**

### Project Objectives:

- Improve overall farm productivity and income through GAP and intercropping techniques
- Compliance with the SAI-FSA standards
- At least two enhanced delivery of support services to farmers (e.g. demo sites, market linkage)

**Beneficiaries**

**500**  
**Farmers**

**Funding**

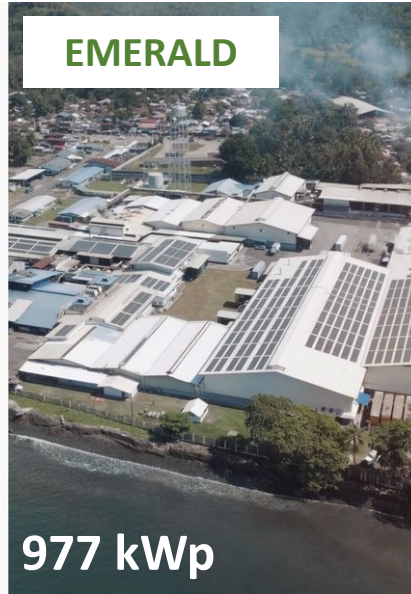
**€1.89 M**

**Project Duration**

**4**  
*years*






**SAPPHIRE**
**228 kWp**

**EMERALD**
**977 kWp**

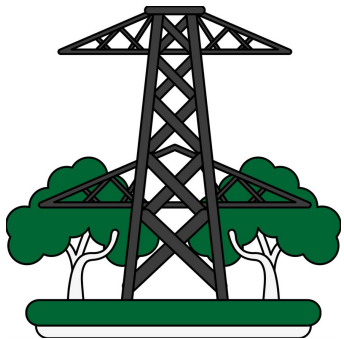
**DIAMOND**
**970 kWp**

## Project Objectives:

- Generate power using renewable solar energy intended to provide daytime power to support Plant Operation.
- Energy savings using renewable energy source.

**24,902 kWh**
**122,725 kWh**
**120,290 kWh**
**Expected Monthly Energy Production**

## Project Impact as of August 2022 (3 Plants Combined)

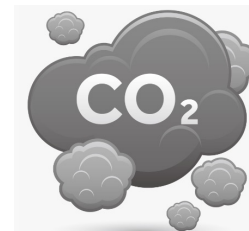


**Power Generated**  
**2,294,940 kWh**



**Coal Saved**  
**1,084 Tons**

**CO<sub>2</sub> Avoided**  
**1,289 Tons**



**Equivalent Trees Planted**  
**1,762 Carbon Credits**





QUALITY and RELIABILITY



In Summary,

- The past 3 years have experienced many challenges affecting the volume and price of coconut products
- While volumes have been affected, product innovation has not slowed down
- Moving forward, the world, communities and consumers are changing and brands need to respond accordingly
- On top of quality and reliability, innovation and sustainability will increase in relevance and importance
- The market will reward brands that respond well to the changing market
- Franklin Baker is working with our customers and business partners in responding to the new market realities

