

Action Plan for Coffee Collective to Etisk Handels Kaffealliance 2023

Mission 1 – Regenerative and climate

“Together with partners and producers we will support a shift from full sun monoculture coffee production to more regenerative production systems that contribute to conservation of soil biodiversity, improved water and carbon storage and quality of coffee. “

A guiding principle for us when pursuing Mission 1 is **Climate Justice**, recognizing that the human push to the climate, comes from hundreds of years wood and oilbased development in “the coffee consuming part of the world”, that at the same time has build the global coffee industry in the same pattern with the coffee consuming countries being the colonizers enforcing coffee growing on most of the places where coffee is grown today.

We firmly believe that whatever we do to taggle regeneration and climate changes needs to be seen in this light. And there fore our approach to the issues will build on deep respect for the coffee farmers and supporting them in making the best choices for their production. Basically making sure that we, in the consuming countries, are the ones who carries the heaviest burden in solving the crisis equivalent to our historic contribution to creating them.

With our long-term coffee farm partners in Brazil and Guatemala we are currently working on test plots where they test how they can produce specialty coffee of good quality in more regenerative ways within their context and possibilities.

1. We will in the coming year develop a plan to increase knowledge-sharing between our coffee farm partners in different countries and continents on ways to increase biodiversity, with less CO2e emissions and at the same time develop higher quality coffee, inducing a higher price per lb to them.
2. We will in the coming year finalize the analysis our scope 1,2 and 3 CO2e emissions to set company specific reduction targets for ourselves.
3. We have acquired 21 Ha of land in Denmark and are planting trees this fall in order to grow a forest in Denmark in a way that promotes high biodiversity and binds CO2. That will make us climate neutral in scope 1+2 and cover a significant amount of the emissions that is embedded in the green coffee we buy.

Mission 2- Improving livelihoods at farm level

“Focusing on respect for human rights and living wages at farm level

Exploring opportunities for diversification of income and local income generation

- *-eg transforming waste into new products and alternative energy options, thereby increasing and diversifying incomes*
- *- agroforestry and intercropping ”*

1. We fundamentally believe that the low prices paid for coffee is a primary reason for exploitation of both workers at farm level as well as the environment. Work to improve livelihoods at farm level needs to start by paying higher prices to the producers. We therefore commit to relief this negative pressure on the producers by from 2023 pledging never to pay less than 3 USD/lb FOB for our coffee and on average to pay more than 4,5 USD/lb. Thereby giving the producers a fair chance to conduct business in a responsible manner.
2. Last year we implemented our new Supplier Code of Conduct, that amongst other things follows UN's guiding principles for Business and Human rights as well as supports the 8 fundamental conventions of ILO and emphasis the need to follow national legislation.
3. We will continue to work from our Code of Conduct and this year add preparations with the producers towards EUDR to promote improved livelihoods at countryside coffee production.

Mission 3: Increasing accountability in the value chain

- *"Build trust with stakeholders to ensure strong relationships, so that coffee production contributes to responsible development locally*
 - *Increasing transparency and equal opportunities in the value chain / more equally distributed value chain*
 - *Better farm gate prices*
 - *More direct trade*
 - *Promoting ethical business behaviour*
 - *Implement processes for due diligence, based on input from relevant stakeholders "*
1. We do publicly state all relevant information including prices paid at FOB level and producer level for all the coffee we have bought in 2023 no later than April 2024. And have done so for 6 years in a row
 2. We do state transparency info on each bag of coffee we sell, sharing information about the producer and what has been paid on top of the market price for the coffee to reward the quality of the product (Quality bonus).
 3. At least 98% of our coffee purchases in 2023 are bought from producers we have visited and can document what they are paid.
 4. We have been in operation for 16 years, and have built long-term relations with all our coffee producing partners. We are still working with the first two producers we bought from in 2007. Due to growth of our company we target new partners as well, and the

average length of relationship with the coffee producers for all the coffee we buy is more than 6,5 years in 2023.

Mission 4: Communication and Public affairs

We will work towards increase communication about solutions to environmental challenges as described under mission 1, point 1.

Under mission 3 point 1 & 2 we will publicly share information to create more accountability in the value chain.