



Status rapport 2024



Dansk Alliance for
Ansvarlig Kaffe

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DENMARK

Danish Alliance for Responsible Coffee Status Report 2024

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Summary of progress achieved in 2024

The Danish Alliance for Responsible Coffee was launched to realize three core missions towards sustainable coffee: ensuring coffee supply chains are **climate resilient and deforestation-free**, supporting **farmers' livelihoods**, and upholding **accountability** throughout the supply chain.

Within the multi-stakeholder group, **company members of the Alliance represent the majority of coffee consumed in Denmark**, with the ten members reporting on their volumes in 2024 representing approximately **60% of 2024 import volumes**.

Annual **reporting by alliance members is crucial** to measure progress, promote transparency, and share learnings with the broader public. However, this year's **reporting has been challenged** by lack of data on volumes and other indicators, particularly on deforestation and on enabling a living income. For 2024, we observed the following indications of progress:

- For 2024, more than two thirds of the reporting members knew what proportion of their coffee is produced in monoculture agriculture – whereas this was previously unknown for many alliance members. The data from these ten members show **an emerging trend of decreasing their volumes of coffee sourced from monoculture systems**.
- In line with this, the **import of 'agroforestry coffee' has increased**: in 2024, half of the ten members reported the percentage of their imported coffee grown in a type of agroforestry system with multiple other species/crops (varying between 4% to 100%). The other half continue to lack insights or data on this.
- The increase in volumes of **organic coffee** sourced by Alliance members also continues. **Of the ten members who reported on volumes in 2024, half reported an increase in purchases of certified organic coffee** compared to 2023 with **14% of their combined volumes** now being certified organic.
- **Over 40% of the reported Alliance volume is supported by members' programs and projects**. 15 out of 24 company members indicated that they have programs that support producers in converting to more **regenerative coffee production** practices. 15 members also indicated that they have programs and projects in place to support farmers in **improving income and livelihood diversification**, and a further 12 members reported that they have implemented programs which aim to improve accountability and transparency in the value chain.
- There has also been an **increase in proportions of volumes for which reporting members have calculated relevant Scope 3 emissions for their imported coffee**. Six reporting members in 2024 indicated that they have calculated Scope 3 emissions for 100% of their imported coffee volume, four of whom indicated an increase in this percentage from 2023.
- In terms of traceability, in 2024 55% of the combined volume of the ten members reporting on volumes is traceable to farm level, consistent with 2023 Alliance data, **with six members able to report traceability to farm level for at least 95% of their coffee**.
- Since 2022, there has been a steady increase in the proportion of coffee reported by Alliance members to be **third-party certified**. This trend has continued in 2024, with four members reporting an increase in this volume.

1. Introduction

1.1 Responsible coffee: challenges and opportunities

There is a growing global pressure for forest-risk commodities such as coffee, to transition towards more sustainable and responsible methods of production. The production of coffee can often cause environmental degradation, with data suggesting that over 130,000 hectares of forest has been lost each year over the last 20 years for clearance and conversion into coffee plantations.¹

The impacts of climate change brought about in part by global deforestation is already having an impact on coffee production, with existing growing areas becoming unsuitable for production and being expected to decrease by up to 50% by 2050.² 2024 saw a significant increase in tropical primary forest loss compared to 2023, largely driven by wildfires from droughts.³ The increase in extreme weather events is having negative impacts on production and yields, resulting in socioeconomic impacts for farmers in producer countries such as loss of income. Whilst coffee growing areas might be reducing, there is an increase in demand, driving further forest clearance and cultivation in other areas, and ultimately causing coffee price inflation.

Uneven distribution of coffee value throughout the supply chain additionally means that producers and farmers may not receive sufficient income to cover their costs of production.⁴ Consequently, coffee plantations often exacerbate social vulnerability, with poverty and exploitative practices such as slavery and child labour.⁵

To address these concerns, companies, international organisations and NGOs across the sector have been taking action and supporting responsible coffee production and consumption practices. This includes through projects that directly target the socioeconomic and environmental 'root causes', focusing on diversification, resilience and mitigation, for example through agroforestry practices or securing a Living Income for coffee farmers.

Furthermore, regenerative agriculture is emerging as a mitigating solution to low productivity and climate change within the global coffee industry.⁶ In these systems, coffee is grown under shaded trees regenerating soil health, biodiversity, and water resources and thereby strengthen supply chain resilience.⁷

1.2 International context

Coffee is cultivated in the tropics, often at high altitudes (800-2200m), with the main coffee production regions of northern South America, Central America, East Africa and Southeast Asia. The specific growing conditions required make the coffee crop susceptible to climate changes and extreme weather events. Despite there being over one hundred different species of coffee crop, 99% of global consumption volumes rely on just two: Arabica and Robusta.

Global production for the 2023/24 coffee year is estimated at 178.0 million bags, with 102.2 million bags of Arabica coffee and 75.8 million bags of Robusta coffee.⁸ Brazil is the largest producer country, followed by Vietnam, Colombia, Indonesia and Ethiopia. The top 5 producing countries remain the same as the previous year, with Colombia overtaking Indonesia as third largest. Figure 1 combines global Arabica and Robusta coffee production data from the 2024/25 year.

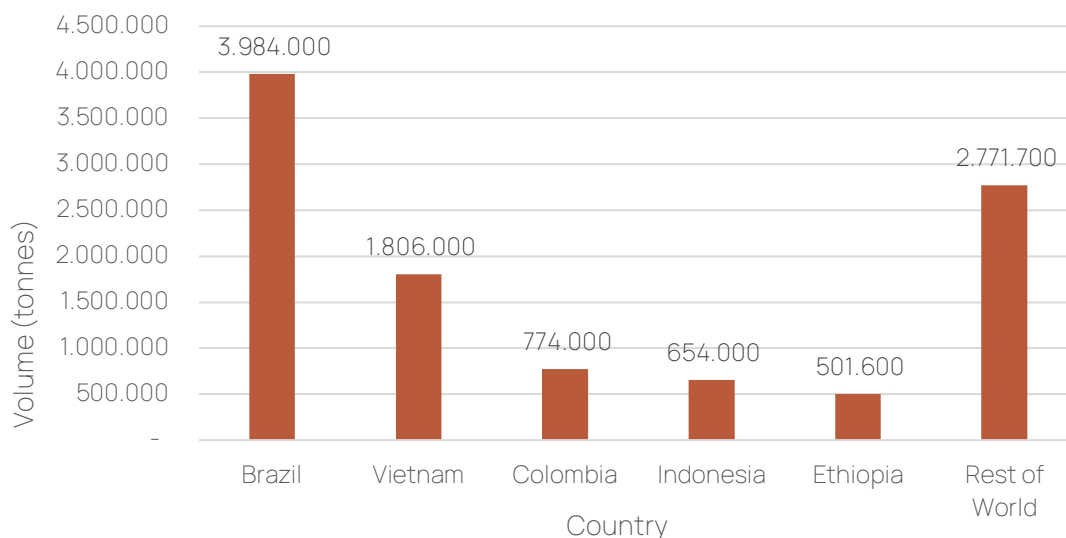


Figure 1: Global coffee production volumes 2024/25⁹

2024 has highlighted a rise in popularity of alternative preparations of coffee such as canned and chilled coffee, especially amongst younger generations. Simultaneously, there has been an increasing popularity of premium coffee, including organic or single origin,¹⁰ demonstrating a consumer demand for provenance and quality propositions, a similar trend that is being recognised across consumer purchasing practices.¹¹ However, with an uncertain economic forecast in 2025, it remains to be seen whether this consumer demand trend and consumption choices will be maintained.

Rising coffee prices, driven by factors including climate impacts and regulatory uncertainty have resulted in market instability. The ICO Composite Indicator Price increased 21.9% in 2023/24 compared to the previous year, remaining 43.6% higher than the 10-year average. Robusta coffee has seen the highest recorded prices since the coffee year 1976/77, increasing by 46.8%.¹² Higher global prices may also have contributed to the increase in global green bean exports.

Trade barriers have also become a major influencing factor within the coffee market, in particular US tariffs on coffee imports from Brazil, which risk disrupting the market. Politicians are continuing to exert strong lobbying pressure on the US government to exempt Brazilian coffee from 50% tariffs.¹³ If these tariffs persist, Brazilian coffee exports may turn towards trade routes in China, creating a transition in the global coffee trade flow.

During the 2023/24 coffee year, a Task Force under the International Coffee Organisation (ICO) published a 'Living and Prosperous Income Benchmark Studies' for Honduras, Togo, and Angola, alongside research on income benchmarks for Vietnam, Indonesia, and Ethiopia¹³ highlighting the transition towards improved social and environmental standards in coffee producing countries. Organisations such as Coffee Watch support this shift and are pushing for greater reform within the coffee industry.

The **Global Coffee Platform** is a key multi-stakeholder platform supporting the development of a more sustainable coffee sector. In 2023, the share of sustainable coffee purchases reported by GCP Members represented 20.95% of global green coffee bean exports and 13.40% of world coffee consumption¹⁴, highlighting a global progress towards sustainable coffee practices.

1.3 European context

The European coffee market accounts for around one-third of global consumption¹⁵, driven by a social coffee culture that is increasingly demanding speciality blends and because of the way it is often drunk, (black, strong and filtered), also demanding higher quality.¹⁶

Europe has the largest market for certified coffee globally, including certifications such as Fairtrade, Organic and Rainforest Alliance coffee. Europe is also the largest market for green coffee globally, hosting an extensive coffee processing and roasting industry. As seen in Figure 2, coffee imported into Europe is sourced from all the coffee growing regions. In 2024, 83.2% of total EU imports of green coffee were to Germany, Italy, Belgium, Spain, and the Netherlands.¹⁷

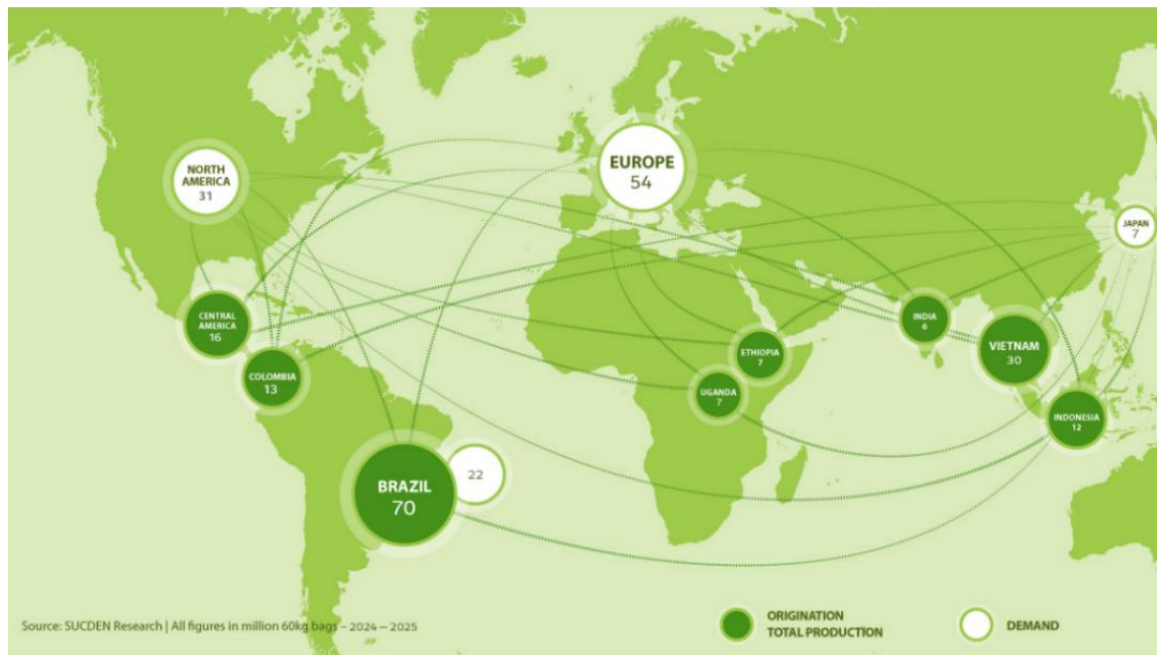


Figure 2: Sources of coffee imports into Europe in million 60kg bags, 2024/25¹⁸

In 2023, the top importing coffee countries in Europe were Germany (33%), Italy (23%), and Belgium (10%).¹⁹ In recent years, coffee consumption in Europe has decreased, reducing 3.7% between 2022 and 2023, a likely market response to higher living costs and inflation.²⁰

1.3.1 EU Deforestation Regulation

The EU Deforestation Regulation (EUDR) entered into force on 29th June 2023 and is due to take effect for medium and large companies from 30th December 2025 and for micro and small enterprises from 30th June 2026. On 23rd September and 22 October 2025, however, the European Commission proposed revisions to the implementation and scope. At the time of writing this report, further details on the process and timing with the Parliament and Council are awaited, and no official changes have been confirmed.

Coffee is in scope of the EUDR under HS code 0901 which includes: coffee, whether or not roasted or decaffeinated; coffee husks and skins; and coffee substitutes containing coffee in any proportion). It will require companies placing products on the EU market (or exporting them from the EU) to conduct due diligence through data collection (back to product geolocation at farm level), risk assessment and mitigation, to ensure that their products are deforestation-free and have been produced in accordance with the relevant legislation of the country of production.

This Regulation represents a significant challenge for the coffee industry due to the geolocation and traceability requirements that may be challenging for importers to obtain from supplying smallholders²¹.

2. Danish coffee market

Denmark is amongst the highest global consumers of coffee per capita. Ranking 6th place in 2024 according to International Coffee Organisation data, Danes consume an annual average of 7.9kg of coffee per capita which is equivalent to approximately 2.5 cups per day.²² In 2024 Denmark also had the highest average price for a cup of coffee at \$5.40,²² however plans under the Finance Act to remove taxation on coffee by 2027 are likely to alter these rising prices.²³ Denmark is therefore a market where coffee is important, both culturally and economically.

Table 1: Sources of Danish coffee imports, 2024²⁴

Sources of import	Volume (tonnes)
Italy	9,258
Sweden	7,958
Brazil	7,194
Germany	3,749
Colombia	1,589
Vietnam	1,355
Netherlands	1,327
Belgium	1,211
Peru	1,045
Kenya	964
Rest of World	5,887
Total	41,537



In 2024, Denmark had the global highest average coffee price at \$5.40



Denmark plans to completely remove taxation on coffee by 2027



57,947 tonnes of coffee was imported into Denmark in 2024. Of this, 16,349 was exported again



7,194 tonnes were imported from Brazil in 2024 – the largest volume directly from a producing country

The Danish Coffee Association's members collectively sourced around 36,000 tons of coffee to Denmark in 2024.²⁵ The difference with the 41,537 tons in the figure is likely a result of updated conversion factors by the ICO (from coffee to green beans) used in the international trade data.

The majority of coffee imported into Denmark comes from other European countries functioning as re-exporter hubs, therefore not directly from the country of origin (see Table 1). Italy was the largest source of Danish coffee imports in 2024, followed by Sweden, Germany and the Netherlands.

Alliance sourcing regions largely mirror national trends shown in Table 1 above, with Latin America continuing to represent a key sourcing region for Alliance members. Eight out of ten reporting members indicated that they source their coffee from Brazil, Colombia, Honduras and Peru, with slightly fewer sourcing from Mexico, Costa Rica and Guatemala.

Central and East Africa also remain key sourcing regions for Alliance members, notably Uganda, Tanzania and Ethiopia. Around half of the reporting members also indicate that they source coffee from South Asia: Vietnam and India.

Roasted coffee accounted for approximately half of these imports. The remaining half includes raw coffee with caffeine, extracts and concentrations of coffee, and a small amount of other coffee products (e.g. hulled and ground coffee). The total volume of coffee imports into Denmark in 2024 is 10,000 tonnes lower than in 2022, although, as above, this may reflect the updated conversion factors rather than a reduced consumption pattern in Denmark (IFRO 2025).

Table 2: Danish import data divided by coffee type, European Coffee Federation 2024²⁶

Green Coffee (including Decaf)		Roasted Coffee (including Decaf)		Instant Coffee	
Brazil	7,193.7	Italy	9,253.3	Netherlands	1,434.1
Germany	1,622.6	Sweden	7,821.9	Sweden	623.7
Colombia	1,587.9	Germany	1,978.9	Czechia	303.8
Vietnam	1,354.2	Netherlands	1,116.4	Italy	254.5
Peru	1,045.2	Belgium	894.3	Spain	251.7
Honduras	468.6	Poland	852.7	United Kingdom	250.2
Others	3,883.0	Others	2,346.7	Others	680.5
TOTAL	17,155.2	TOTAL	24,264.2	TOTAL	3,798.5

3. Alliance progress

This year, **24 of the 29** company members submitted responses to the annual progress survey. Of these, ten company members were categorised as 'service providers and retailers' in the survey and consequently did not receive any questions related to their total 2024 coffee volumes – to reduce double counting. Of the 14 remaining members who were able to report on their sourcing, only ten were able to do so. This progress is summarised below.

Among company members, Kaffe Bueno did not report due to their different business model with focus on upcycling coffee by-products. The four other company members unable to report in 2024 informed us about this in due time and shared their decision to exit the alliance by the end of 2025 (Just Coffee, Nordic Roasting, LIDL and Ricco's).

Members of the Alliance believe that there is continued value in gathering data and reporting against aligned KPIs. They remain committed to the principle of collective reporting to assess and measure progress, promote transparency, and share learnings that support all members to meet the missions of the Alliance. However, a number of

members face challenges in providing data on volumes and on a number of indicators, particularly on deforestation and on enabling a living income. The root causes for this and potential solutions going forward will be reviewed by the Alliance and Secretariat as a matter of priority, to understand how the group can continue to assess progress whilst keeping administrative burdens to a minimum.

Below is a summary of progress for 2024 focusing primarily on the ten Alliance members who provided volume data, identifying broader conclusions where possible.

In 2022 and 2023, Alliance members were asked to report in ranges, e.g. 0-25%, 25-50%, 50-75%, 75-100%, to aid and simplify reporting requirements. In 2024, members were asked to report more accurate, known breakdowns of their volumes. Although this provides a challenge with drawing comparisons with previous years, this will allow for better tracking of progress in the future.

3.1 Imported coffee volumes and speciality coffee

The ten members who reported coffee volumes for 2024, represent approximately 60% of Denmark's total coffee consumption in 2024. When considering that a remaining few members were unable to report their volumes, it is likely that the Alliance as a whole represents the majority of Denmark's total coffee consumption, with Alliance members including the majority of the major players in the Danish supply chain.

Members are working in varying ways across the missions (outlined in greater detail below) and beyond, through the establishment of projects and programs which aim to support the production of more responsible coffee. In 2024, five of the reporting members indicated that the proportion of their imported coffee supported by their programs and projects had increased.

3.2 Mission 1: Regeneration and climate action

As outlined in the Alliance agreement paper, in 2022, the first mission focuses on regeneration and climate action. This includes the protection and regeneration of nature and the prevention of deforestation and degradation. It also includes collaborating with farmers to support the adoption of regenerative practices in support of strengthened climate resilience.

In order to track progress on this mission, the Alliance agreed on a number of indicators including deforestation-free production, the volume of coffee grown in monoculture systems versus agroforestry, and the volume of coffee for which CO2 emissions at farm level (scope 3) have been calculated.

3.2.1 Supporting regenerative practices

- For 2024, more than two thirds of the reporting members knew what proportion of their coffee is produced in monoculture agriculture – whereas this was previously unknown for many alliance members. The proportion of members' coffee sourced from monoculture systems varies from 0% to 75%.

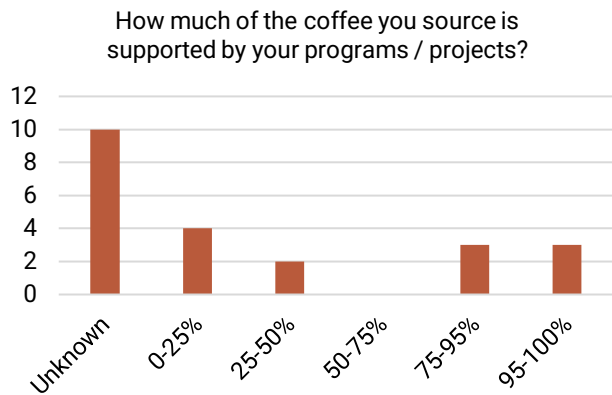


Figure 3: Proportions of members' imported coffee volumes supported by their programs/projects.

- Members reporting in both 2023 and 2024 show an emerging trend of decreasing their volumes of coffee sourced from monoculture systems, with three out of four members reporting in both years indicating decreases from 2023.
- In line with this, the import of coffee from agroforestry systems has increased: in 2024, half of the reporting members informed us of the percentage imported coffee that is grown in a type of agroforestry system with multiple other species/crops (varying between 4% to 100%). The other half continue to lack insights or data on this.
- Last years' progress report established that up to 36% of reported volumes were produced in agroforestry systems. Although the data for 2024 shows that 29% of the Alliance volumes are represented by agroforestry, this decrease is largely a result of data gaps for coffee volumes, with large companies among the ten unable to provide a response to this indicator. Individual volumes reflect an increased uptake of coffee produced in agroforestry systems.

Over 40% of the reported Alliance volume is supported by members' programs and projects. Through their projects and programs, it is evident that Alliance members are working towards achieving the goal of this mission in a number of ways. **15 out of 24 members indicated that they have programs that support producers in converting to more regenerative coffee production practices.** These may include investments in more climate-resilient plants and carbon capturing ways of coffee growing, such as the planting of shade trees to support the increase in agroforestry coffee production. Other members elaborated, indicating that they implement circular waste management systems, which not only results in a good use of resource, but also contributes positively to nature.

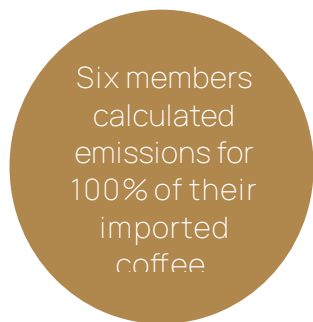


Over 40% of the reported Alliance volume is supported by members' programs and projects

Seven members have programs supporting producers with converting to more organic production. Of the ten members who reported on their volumes in 2024, all reported on their volume of coffee which is certified organic according to EU standards, which is an improvement from 2023, when not all of these members were able to report on this indicator. Five reported an **increased percentage of certified organic coffee in 2024** compared to 2023. In total, 14% of the volume reported by these ten companies was certified organic. This appears to continue the trend of a steady increase in the volumes of organic coffee sourced by reporting Alliance members 2022 – 2024, despite minor fluctuations for individual members.

The coffee industry is also working to strengthen climate resilience through increased agroforestry practices: a production system in which coffee is grown alongside trees and other species and crops. In 2024, three members reported potentially significant increases in **coffee volumes sourced from agroforestry systems**, a further three indicated that their volumes had remained largely unchanged.

3.2.2 Deforestation and Scope 3 emissions



Six members calculated emissions for 100% of their imported coffee

Alliance members are also working to improve the climate impacts of their supply chains by preventing associated deforestation, and assessing and reducing scope 3 emissions.

There has been an increase in proportions of volumes for which reporting members have calculated relevant Scope 3 emissions for their imported coffee. Just under half of the 14 company members in 2024 indicated that they have

calculated Scope 3 emissions for their imported coffee volume, representing an increase from 2023.

Ten Alliance members (42% of reporting company Alliance members) reported that they have monitoring systems in place which allow them to detect whether the coffee they source has contributed to deforestation, highlighting this area as a key focus of the coffee sector, particularly in light of incoming regulation such as the EUDR.

Only four members were able to provide a figure for the **proportion of their coffee which is deforestation-free** according to certification schemes in 2024, which is a decrease from 2023, when seven of these members were able to report against this indicator. Of these four, three reported **significant increases in their volumes which are certified to schemes with deforestation-free criteria**, with all three indicating figures greater than 75% of their total volume.

Members were also asked to indicate to what extent they felt their **suppliers were ready for the implementation of the EUDR**. As seen in Figure 4, eight members felt that their suppliers were in a strong position ahead of the implementation of the regulation (to a 'very high' or 'high' degree). Seven members were able to provide the volume of their coffee which is deforestation-free in compliance with the EUDR in 2024, an increase from 2023 where only two of these members responded to this indicator.

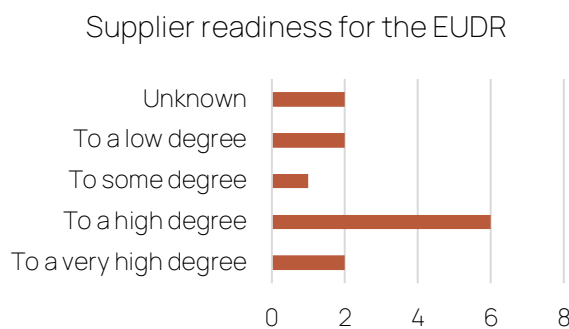


Figure 4: Members' perceived supplier preparedness for the EUDR

3.3 Mission 2: Living income and better livelihoods

As outlined in the agreement paper, the second mission of the Alliance focuses on improving livelihoods, including enabling a living income for suppliers in their supply chain. Under this mission, members work to increase transparency on the prices paid to farmers, and ensuring equal opportunities throughout the supply chain, supporting the diversification of income.

Indicators developed under this mission in order to monitor progress, include the volume of third-party certified coffee, price risk management strategies, and methods of supplier engagement.

As mentioned in Section 3.1, a key approach for members working towards supporting a transition to more responsible coffee production and trade, is by engaging with and establishing projects and programs which aim to tackle particular challenges. 15 out of 24 Alliance members reported in 2024 that they have projects supporting producers in improving income and livelihood diversification.

Ways companies work towards enabling a living income

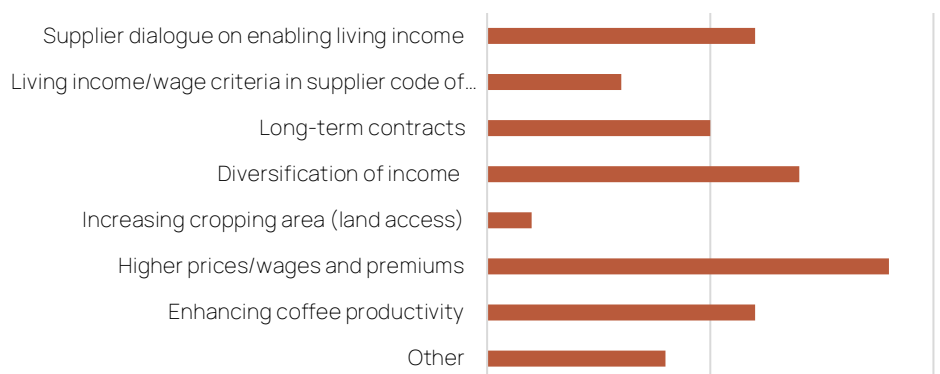


Figure 5

10

Alliance members reported that they work to create better livelihoods **by engaging suppliers in dialogue on living income, including living income within their supplier code of conducts, and paying higher prices, for example.** Three members also indicated that they implement price risk management practices to mitigate risks faced by producers (for example, this may include long-term contracts). Additional methods of improving livelihoods are being explored individually by Alliance members through their programs and projects, with direct trade a key area of focus, and actively working with cooperatives.

Of the ten members reporting volumes in 2024, six were able to indicate the volume of their coffee which is third-party certified in both 2023 and 2024. **Since 2022, there has been a steady increase in the proportion of coffee reported by Alliance members to be third-party certified.** This trend has continued in 2024, with four members reporting an increase in this volume, although one member reported a significant decrease. Only two members were able to indicate the volume of their coffee in 2024 for which they enable a living income (a reduction since 2023 when five of these members reported against this indicator) and both reported relatively minor changes. This could be a key challenge in reporting this year which is worth further exploration with the Alliance and Secretariat.

3.4 Mission 3: Accountability in the value chain

For the Alliance, the mission of accountability is key to ensure transparency throughout the supply chain, with 12 out of 24 Alliance members reporting that they have implemented programs which aim to improve accountability and transparency in the value chain. In order to track progress on this mission, progress indicators include traceability to farm, price transparency and investments and programs in the supply chain. This is a key focus area of members given the environmental and social challenges facing the global coffee sector. Companies can have a significant impact on the market, building relationships with stakeholders built on trust and transparency.

12 members implemented programs aiming to improve accountability and transparency in the value chain.

In order to enable transparency on the price paid to farmers, traceability of their coffee is vital. Alliance members are therefore working to trace their coffee back to farm level. **Of the 13 company members who indicated how they enable traceability, eight reported that they engage in direct trade with suppliers, either sourcing their coffee directly from farms or cooperatives.** Members elaborated on these responses, with some indicating that they undertake regular visits to their supply base. Others indicated that they have established or use trading platforms and third-party systems which provide origin assurance of the coffee they buy, and the price being paid to farmers.

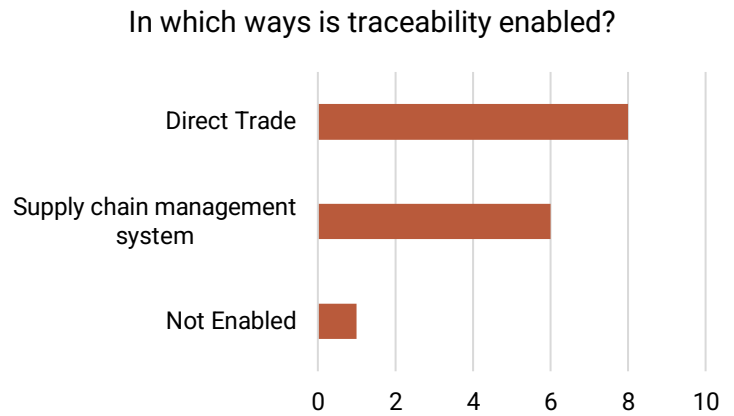


Figure 6: Ways companies enable traceability

Of the ten members reporting their volumes in 2024, eight were able to indicate the percentage of their coffee imports which can be traced back to farm level. **Five members indicated that 100% of their coffee was traceable to farm level,** and a further one reported that 95% of their coffee was. Overall, 55% of the combined volume of the ten members reporting in 2024 can be traced to farm level, consistent with data reported by the Alliance in 2023.

In 2024, only five members were able to report on the volume of their imported coffee for which there was transparency on the price paid to the mill or farmer. Despite this clear reporting challenge for 2024, two of these members reported an increase from 2023, and the volumes of the remaining three were largely the same. It is worth noting that five of the ten reporting members in 2024 were unable to respond to this indicator, despite three of them reporting against this in 2023.

4. Areas for future focus

Alliance members still agree on the value of the Alliance in bringing companies together to share inspiration and knowledge, and to collaborate on sector challenges. Members indicate that the Alliance allows them to discuss and understand other members' positions and perspectives, and that it supports them in preparing for EUDR and other legislation.

However, some members also indicate that the competitive nature of this industry is a barrier to close cooperation and that it has been disappointing that the Alliance has not yet materialised in a form of joint action. Sustainability is mentioned as a strong competitive parameter and this limits the openness of the joint discussions and hampers agreements on joint definitions, approaches or actions.

Moving forwards, members have highlighted that the Alliance is in a strong position to support members with:

- **EUDR compliance with impact on the ground.** With uncertainty remaining over requirements for compliance and the implications for the coffee sector globally, the Alliance provides a forum for companies from the coffee and other sectors to share insights and practices.

- **Creating a shared understanding and supporting climate action.** In a rapidly evolving regulatory arena, coupled with other emerging areas of focus such as on carbon /scope 3 emissions, nature and biodiversity and the role of regenerative practices such as agroforestry, the Alliance provides a space for knowledge sharing and establishing a common understanding. Several members have expressed an interest in joint programs or action in producer countries.
- **Deep dives into specific topics using inter-Alliance learning.** The Danish Alliances for Responsible Palm Oil and Soy are tackling similar issues that cut across commodities, including traceability, deforestation-free assurance and regulatory compliance. Further experiences can be shared and applied between the national Alliances, and with platforms representing other demand-side markets. The Swiss Sustainable Coffee Platform, for example, was launched in 2024, and the UK Sustainable Commodities Initiative hosts an industry network focusing on commodities including coffee, palm oil and soy.
- **Awareness-raising through communication and joint messaging.** Alliance members share concerns about consumer or public / private buyers' understanding of coffee supply chains and the need to move away from conventionally produced coffee. Several members have mentioned a joint effort to educate consumers, and guidelines to avoid greenwashing can be beneficial.

Annex 1: Membership, monitoring and reporting

The Danish Alliance for Responsible Coffee currently has 40 members. This membership can be broken down into company members and supporting members, as below. In 2024 the Alliance had 39 members, of which 29 were companies eligible for reporting.



29 company members

10 supporting members

18 Company sourcing/selling coffee beans and roasters

10 service providers and 1 upcycling company



Includes NGOs, ministries, business associations, trade unions, think tanks, certification bodies, municipalities, and researchers. Supporting members have a key role in mobilising and supporting their members or constituencies and thus support with their knowledge and knowhow within coffee and in the countries where the production of coffee takes place.

The Alliance works with the following joint vision: *Behind every cup of coffee consumed in Denmark lie committed partnerships to regenerate nature, improve livelihoods and build climate change resilience.* To do so, the Alliance takes action in four key focus areas or 'missions' (see below). All members work actively in each of these areas, monitoring and reporting on their progress. As members of the Alliance, companies commit to alerting other members to the issues affecting or opportunities arising within the coffee sector, and to working in close collaboration with other members to transform the sector or specific coffee value chain.



Company members are committed to publishing a timebound action plan to ensure positive progress in alignment with the Alliance objectives and missions. They are also obliged to report on an annual basis to the Alliance Secretariat through a questionnaire, which is based on the mission indicators that have been developed collaboratively between members and the Secretariat. The reporting is confidential, with questionnaire responses anonymised and aggregated.

Annex 2: Endnotes

- ¹ <https://www.solidaridadnetwork.org/news/coffee-barometer-2023-reveals-worrying-impact-on-smallholders-livelihoods-and-deforestation/>
- ² <https://www.iadb.org/en/story/most-unexpected-effect-climate-change#:~:text=But%20this%20is%20likely%20to.become%20hospital%20to%20the%20crop>
- ³ https://gfr.wri.org/latest-analysis-deforestation-trends?apcid=00681c930e29fc74acb39902&utm_campaign=wridigest&utm_medium=email&utm_source=wridigest-2025-05-21
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