

Danish Coffee Alliance Missions	Just Coffee's Action Plan	Timeline
Mission 1: Regeneration and Climate action	Establish definition of regenerative agriculture.	30/Jun/24
	Together with partners and producers we will work to establish common definitions of regenerative agriculture. Use these definitions to establish regenerative agricultural practices where they don't already exist. Provide an overview of the regenerative agriculture practices of at least one of the cooperatives we source coffee from.	01/Jan/25
	Be in compliance with the EU Deforestation Regulation	30/Dec/24
Mission 2: Living incomes and better livelihoods	Recognizing that price alone will not solve the problems faced by farmers, we can support projects that improve the situation of the farmers and their cooperatives. Publish an overview of the projects at origin Just Coffee supports.	30/Jun/24
	Continue to have a dialogue with our cooperative partners and farmer/suppliers about FOB price and their local situation. We achieve this by visiting our partners in person on the ground and/or online meetings. Try to visit at least one of partner cooperatives each year to meet in person and discuss the relationship between coffee price and their local situation.	01/Oct/23
	Provide prefinancing at harvest time to help cover liquidity needs of the cooperatives we buy from (if they request this).	01/Oct/23
Mission 3: Accountability in the value chain	Publish breakdown of costs in the supply chain to achieve more transparency. Example of at least one cooperative we source coffee from.	30/Jun/24
	Present examples of the work cooperatives do to support their members- this illustrates how the cooperatives provide more value to their members than just the payment of the coffee alone. And explains the overhead the cooperative charges its members for the various services it provides. Example of at least one cooperative we source coffee from.	30/Jun/24
Mission 4: Communication	Publish this action plan on our website.	30/Dec/23
	Publish the data referred to above on our website.	see the relevant dates above
	Use social media to highlight the above 3 missions.	01/Jan/24