



Danish Alliance for Responsible Coffee

Aug 30, 2023

YellowBeard action plan

Vision Danish Alliance for Responsible Coffee:

"Behind every cup of coffee, we drink in Denmark, lie committed partnerships to regenerate nature, improve living conditions, and enhance resilience to climate changes."

YellowBeard - Regeneration & Climate action:

2023: 20% of all our coffee sold by YellowBeard will be a "direct positive impact on nature" coffee, where YellowBeard through its partners ensures reforestation of degraded land, restabilizing soil, reinstating windbreaks, returning biodiversity, restoring boundaries and natural balance. It will be documented and we call this **YellowBeard Impact Standards**.

All conventional coffee are taken off the shelves by end of August 2023 and replaced with certified coffee (RFA, FT and Organic) or YellowBeard Impact coffee standards.

2024: 30% of all YellowBeard sold coffee will live up to YellowBeard Impact coffee standards (and of course no conventional coffee)

2025: 40% of all YellowBeard sold coffee will live up to YellowBeard Impact coffee standards (and of course no conventional coffee).

Living Income and better livelihoods:

Removing all conventional coffee and replacing all coffee with either Fairtrade, Rainforest Alliance and YellowBeard impact standards improves livelihoods of the coffee farmer.

Rainforest Alliance and Fairtrade are both good initiatives that YellowBeard support, but YellowBeard Impact Standards are even higher and is the coffee where we know we make a direct difference on livelihood. We improve farmers lives by ensuring better terms, creating nurseries, offering better payment terms and paying premium removing all middlemen allowing YellowBeard's customer to buy the most sustainable high-quality coffee.

Accountability in the value chain:

The coffee value chain consists of 1) Cultivation and Harvesting, 2) Processing (wet or dry), 3) Milling, 4) Export, 5) Import and Roasting, 6) Manufacturing and Packaging, 7) Distribution, 8) Retail and Consumption, 9) Brewing and Preparation, 10) Consumption, 11) Waste Management and Sustainability, 12) Research & Development.



In YellowBeard we are via partners involved with 5, 6, 7, 8 and directly involved with “9) Brewing and Preparation”.

With our growth and thereby increasing Purchasing Power, we demand high sustainable standards from our partners as already explained in previous section of this action plan.

Initiatives we have started in the Brewing and Preparation is specializing in high quality equipment to the OCS segment that last for many years, but making it available to most.

We believe the key to sustainable operation is through advanced tech. In YellowBeard we have the last 4 years heavily invested in developing what we believe is the industry’s most advanced software system to ensure most efficient service. Our software monitor all our online machine, lime scale filters, track all actions we make with any customers, as well as get instant customer feedback. In that way we can maintain machines in the field for many many years, reduce technicians driving, reduce use of spare parts, reduce unnecessary use of electricity and water all for the good of the environment within our direct part of the value chain.

- In 2023 we have 30% of all machines online with two way communication.
- By 2024 we expect this number to grow to 50% and in 2025 75%.

However, the biggest impact we make is we have reduced the needed gram of coffee per cup with 30% in 2023 and in 2025 we will have increased this number to 45% (7 gram instead of 12-14 gram per cup). This is possible because of our tech. We know our equipment very well, because we online monitor water flow and in that way we can ensure grinding is always perfect. This is a “small” detail that makes a huge impact. This removes excuses of customers saying sustainable coffee is expensive, since we ensure that per cup, it actually cost less than conventional coffee. However, it also requires that the roasting profile is designed by us and quality of beans are high.

Communication & Public Affairs:

By end of 2023 early 2024:

- Initiate online/SoMe campaigns that explains the consumers the importance of buying sustainable coffee
- Explain the impact the consumer can do by paying a fraction more for coffee.
- Communicate how sustainability and tech goes hand in hand.

By Peter Randow

YellowBeard sustainability officer