



GLOBAL COFFEE PLATFORM

# SUSTAINABLE COFFEE PURCHASES

SNAPSHOT 2018



2018 Sustainable Coffee Purchases  
by GCP Roaster & Retailer Members



# August 2020

## Acknowledgements

Thanks to the participating GCP Roaster & Retailer Members - **Nestlé, JDE, Melitta, Supracafé and Strauss Coffee** - for their transparency and commitment to creating a thriving and sustainable coffee sector.

## Contents

GCP Call to Action	3 - 4
Snapshot Context	5
Outlook	6
Participants	7
Sustainable Purchases	8
Total Sustainable Purchases	9
Sustainability Approaches	10
GCP Members in their own words	12 - 14
Diversity of Coffee Origins	16
Sustainability Schemes	17 - 19
What's Next?	20
Imprint	21





## The Global Coffee Platform's Call to Action to Collectively Address the Coffee Price Crisis

As an inclusive multi-stakeholder membership organization, the Global Coffee Platform's (GCP) vision is a thriving and sustainable coffee sector for generations to come. With a mission to promote farmers' prosperity, improve livelihoods and help conserve nature, GCP and its Members believe sustainability is a shared responsibility.

Over the past four years, GCP Members, Country Platforms and partners have steadily been advancing vitally collaborative work based on GCP's foundation premise **Local Action for Global Results**.

However, low and volatile international coffee prices have caused damage to the viability of sustainable coffee production and continue to negatively impact coffee farming families around the world.

In response to this crisis, GCP issued a seminal **Call to Action to Collectively Address the Coffee Price Crisis** in June 2019 urging GCP Members and coffee sector stakeholders to a unified, comprehensive response to overcome the coffee price crisis and underlying systemic issues, which threaten millions of smallholder coffee farmers, the environment and the coffee industry itself.

Since the GCP Call to Action was issued, the COVID-19 pandemic has compounded the challenges being faced by coffee producing communities and has further negatively impacted many parts of the coffee sector.

GCP's mission is to promote farmers' prosperity, improve livelihoods and help conserve nature.

In this newly demanding context, GCP's Call for Urgent Global Collective Action remains absolutely essential.

**GCP Members and partners are continuing to respond with clear, impactful actions pushing critical progress in all four Action Areas of the 2019 Call to Action:**

- Engage with the international coffee exchanges;
- Encourage roasters and retailers to action;
- Activate stakeholders in producing countries; and
- Mobilize governmental agencies, the private sector, and civil society.

**Focusing on Action Area two, the primary recommendations for coffee roasters and retailers to act were:**

1. Make forward-looking and increasing commitments to sourcing sustainable coffee with remunerative prices that allow for investments into sustainable coffee production.
2. Transparently report volumes of sustainable coffee purchased by origin on an annual basis to encourage diversity of sourcing.





Although annual information about sustainable coffee purchases by roasters and retailers has not yet been available to the coffee sector, "Sustainable Purchase" is one of the **15 common indicators** of the Sustainability Framework and the Coffee Data Standard developed to measure sustainability progress sector wide.

## FROM THEORY TO ACTION

GCP has conceived and launched a reporting system that supports Roaster & Retailer Members to annually report their sustainable coffee purchases.

This key leadership action concretely delivers on GCP's Call to Action and boldly contributes to the coffee sector's commitment to conduct increasingly open and transparent discussions on sustainable sourcing.

Coffee roasters and retailers can now apply a reporting system that supports them to collectively show their progress and achievements towards increasing their commitments to sustainable purchases.

**GCP Members have now taken an impressive first step to demonstrate sustainability progress through participating to create this first report on 2018 sustainable coffee purchases.**

The reporting is also notable by allowing a glimpse into the diversity of coffee origins from which sustainable sourcing occurred.

**All GCP Roaster & Retailer Members are invited to participate in GCP's emerging Roaster & Retailer Sustainable Purchase Reporting Program. It provides a bold way to celebrate your commitment to continually expand purchases of sustainable coffees, and to work with fellow GCP Members and partners to bring increasingly transparent data to the sector that can be used for more informed decisions to make a difference through smart, sustainable purchasing.**







# GCP Snapshot of 2018 Sustainable Purchases

This first summary, capturing 2018 figures, presents insights into sustainable purchase figures by five GCP Roaster & Retailer Members who have shown exemplary leadership and commitment to kick-start the reporting. Aggregated information is summarized in the following pages.

Scope of recognized sustainability schemes:

"Sustainable coffee" is understood to include every scheme that has been recognized for this first version of GCP Reporting:

4C, Certifica Minas, Fairtrade, Rainforest/UTZ, C.A.F.E Practices and Nespresso AAA.

"Conventional coffees" refers to other coffees.

Additional sustainability schemes are foreseen to be recognized in the future, using the Baseline Coffee Code (BCC) as reference.

Inclusion of countries of origin in the reporting on sustainable purchases:

It was agreed that reporting on sustainable purchases, i.e. the figures that GCP Members provide, would not only include information about volumes according to recognized sustainability schemes, but also according to countries of coffee origin.

## Analysis highlights:

- **Coffee was sourced from a total of 36 countries of origin in 2018, of which sustainable purchases have been received from 25 countries.**
- **Vietnam, Brazil, Colombia, Honduras and Mexico were the major origins of reported sustainable purchases.**
- **Altogether a total of 1,79 million metric tons (29,8 million 60 kg bags) of green coffee was received, out of which 639,710 metric tons (10,7 million 60kg bags, more than a third) were purchased in line with GCP-recognized sustainability schemes.**
- **The largest reported share is 4C Certified coffee.**

In the following pages, the total volumes of green coffee and thereof sustainable purchased coffee per reporting GCP Member are visualized. Furthermore, this Snapshot sheds light on coffee purchases per sustainability scheme in the 10 major coffee countries reporting GCP Members have been receiving coffee from.

The majority of reported sustainable purchases is 4C Certified coffee. Additionally, a high percentage of coffee is reported as sustainably sourced with two or more sustainability schemes, notably, double certification with 4C-Rainforest Alliance representing 12 % of the reported sustainable purchases.

For contextual information, the report also includes available overall 2018 sales and production figures of several of the recognized sustainability schemes i.e. 4C, Rainforest Alliance, UTZ and Fairtrade International.

All volumes are indicated in metric tons unless specified differently.

## Outlook



More GCP Roaster & Retailer Members are invited, along with signatories of ICO's London Declaration to contribute to the next round of reporting on 2019 figures and beyond. Reporting on 2019 figures is planned to start at the end of Q4, 2020.

This will further increase transparency about sustainable sourcing developments in the coffee sector. Roasters and retailers are encouraged to commit to targets to increase sustainably purchased coffee and report on their specific progress on sustainable purchases by using aligned metrics in GCP's Roaster & Retailer Reporting.

As more roasters and retailers will report over time, GCP expects to be able to share more in-depth information in the aggregated Snapshot report.



Importantly, additional sustainability schemes are foreseen to be recognized by GCP for future reporting rounds, building on the Baseline Coffee Code (BCC) as reference. The BCC is a guidance document embracing basic sustainability principles and practices on economic, social and environmental aspects of coffee production. This global guidance for baseline sustainability provides an instrument to formulate National Coffee Sustainability Plans and Curricula, company-owned sustainable sourcing programs and sustainability standards and schemes. The Baseline Coffee Code will shortly be revised through open, broad consultation with a new version expected in 2021.

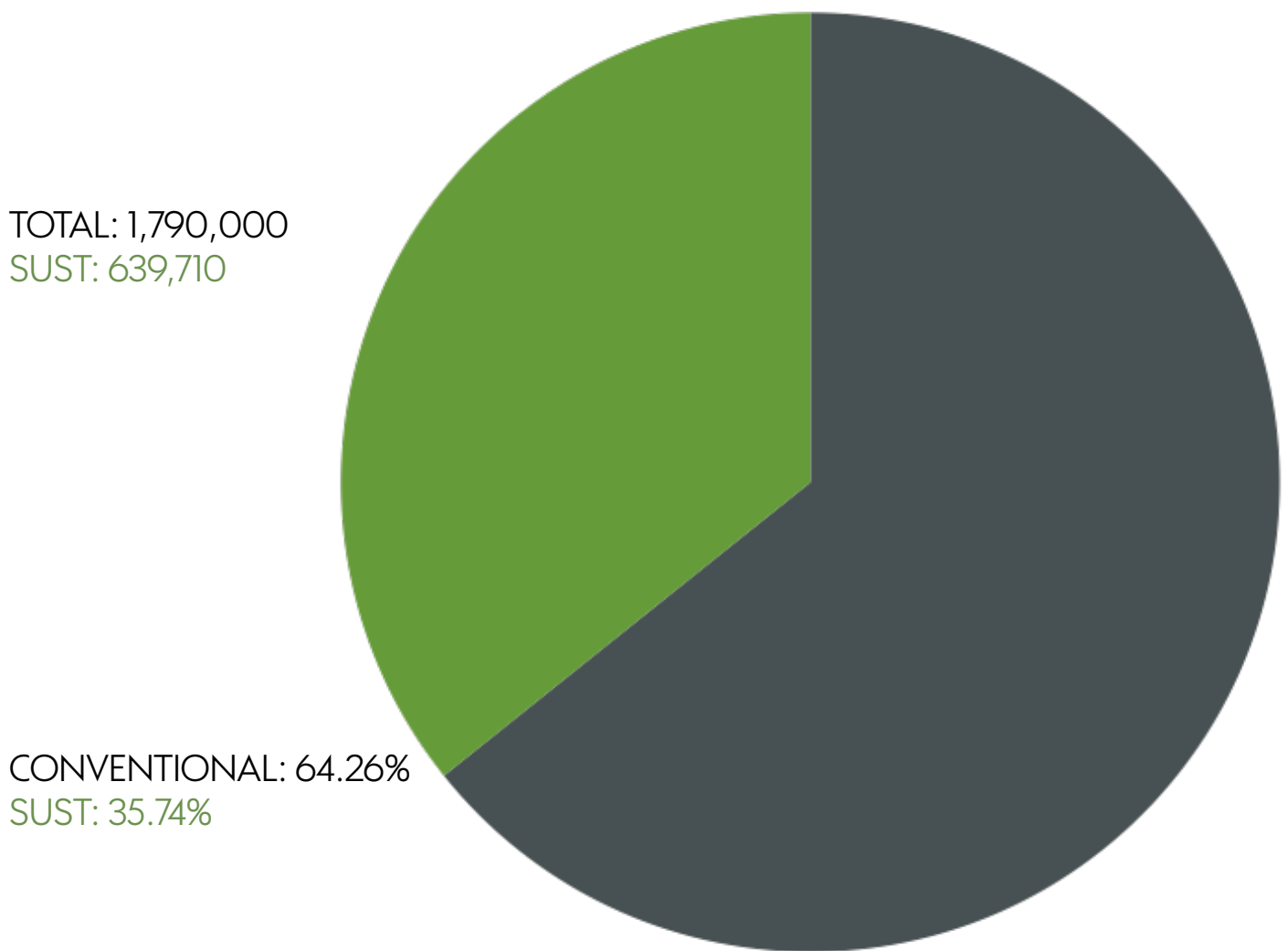


To advance transparency and increase sustainable purchases from various coffee origins, GCP offers recognition of sustainability standards and schemes building on the Baseline Coffee Code. Any recognized sustainability standard or scheme can then be included in further rounds of GCP Reporting on Sustainable Purchases.

## PARTICIPATING ROASTERS AND RETAILERS



## GCP SNAPSHOT OF 2018 SUSTAINABLE PURCHASES MEASURED IN METRIC TONS



This graph shows that reporting GCP Members have altogether received a total of 1,79 million metric tons of green coffee, out of which 639,710 metric tons were purchased in line with sustainability schemes recognized by GCP.

The amount of green coffee purchases reported by five GCP Members in this first reporting round represents a share of 23.6% of world coffee exports, and 18.7% of world coffee consumption in coffee year 2017/2018 according to ICO statistics. The share of sustainable coffee purchases as reported by GCP Members for 2018 represents 8.4% of world coffee exports, and 6.7% of world coffee consumption in the same period<sup>1</sup>.

<sup>1</sup>  
★

ICO statistics on coffee year 2017/2018: [ICO Consumption Table](#) and [ICO News](#).  
Conventional according to GCP Baseline recognition





# TOTAL GREEN COFFEE VOLUMES AND THEREOF SUSTAINABLE PURCHASES VOLUMES PER GCP MEMBER

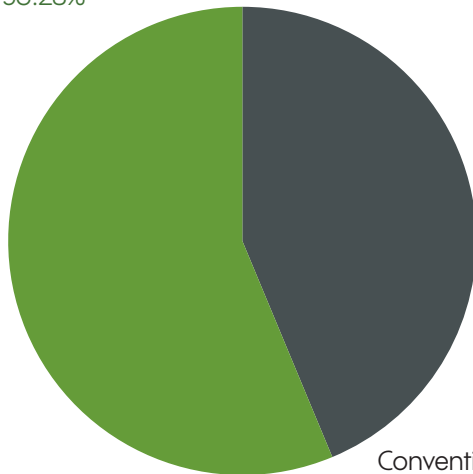
MEASURED IN METRIC TONS



## Nestlé

TOTAL: 845,490

Share of sust:  
475,880  
56.28%

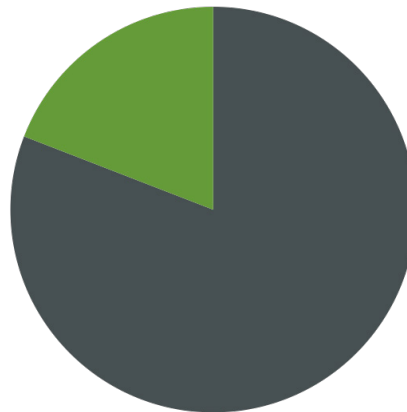


Conventional:  
43.72%

## JDE

TOTAL: 694,000

Share of sust:  
132,670  
19.12%

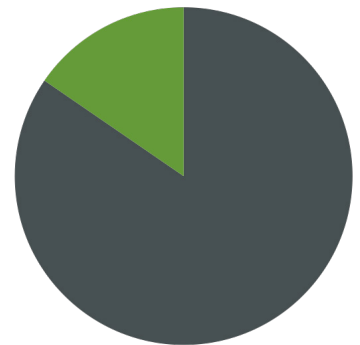


Conventional:  
80.88%

## Melitta

TOTAL: 184,000

Share of sust:  
28,379  
15.42%

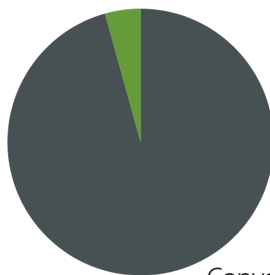


Conventional:  
84.58%

## Strauss Coffee

TOTAL: 64,300\*

Share of sust:  
2,770  
4.33%

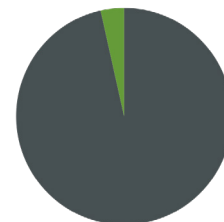


Conventional: 95.67%

## Supracafé

TOTAL: 2,044

Share of sust:  
17,42  
3.50%



Conventional: 96.50%

\* Reported volumes shows Strauss international business and excludes the Brazil business.

This visual shows the shares of sustainable coffee purchases per participating GCP Member.

It is important to note that GCP Members follow their individual, company-specific sustainability strategies and approaches, which may include sourcing coffees in line with additional sustainability standards, schemes and programs currently not (yet) recognized by GCP for aligned reporting on Sustainable Purchases.

# Sustainability Approaches of Participating GCP Roaster & Retailer Members

Sustainable purchasing represents one important way to contribute to sustainability improvements at farm, supply chain and sector level. Next to sustainable sourcing and reporting on it in line with GCP recognized sustainability schemes, GCP values additional sustainability approaches and actions. In line with the Call To Action, GCP encourages roasters and retailers to make forward looking and increasing commitments about:

- **Source sustainable coffee with remunerative prices that allow for investments into sustainable coffee production,**
- **Promote consumption of sustainable coffee both in coffee importing markets and coffee producing countries, and**
- **Enlarge the scope of sustainable coffee, enabling greater participation of smallholder farmers to manage their farms as businesses.**

GCP recognizes the important contribution to transparency on sustainability commitments through the periodical publication of the Coffee Barometer, as well as the Sustainable Coffee Challenge Commitment Hub Report and encourages its membership to provide input to these complementary publications.

Beside purchasing sustainable coffees, reporting GCP Members have broader coffee sustainability strategies and approaches in place. These companies strategies are summarized below to complement the 2018 GCP Snapshot.

**Join today and help  
leverage essential  
knowledge, innovation  
and resources focussing  
on Local Action for  
Global Results to  
achieve a thriving,  
sustainable coffee  
sector for generations  
to come!**









## GCP MEMBERS IN THEIR OWN WORDS



JDE Common Grounds is a supplier engagement program developed in partnership with Rainforest Alliance and designed to continuously improve the social and environmental conditions in origins where coffee and tea is grown. By working together with key stakeholders – motivated farmers, co-operatives, exporters, traders, civil society and governments – the Common Grounds initiative aims to advance coffee sustainability, improve transparency throughout the supply chain and establish long-term engagement with suppliers in a continuous cycle of improvement.

Common Grounds focuses on strengthening the sustainability of the JDE coffee and tea supply chains and improving the livelihoods of smallholder farmers through improvements in Sustainability of land, Equality of people, Prosperity of farmers. The target is to reach 500,000 smallholder farmers by 2025 through the implementation of improvement projects.

JDE is committed to working towards 100% responsibly sourced coffee and tea by 2025 and is investing 10 million Euros (approx. US\$ 11,901,000) over five years to improve smallholder farmers' access to finance.

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As per the Coffee Barometer report 2018, Nestlé's program to responsibly source coffee and improve farmer livelihoods and coffee landscapes is the largest in the world. Our Nescafé Plan and Nespresso AAA Sustainable Quality Program represented a CHF 78.2 million (approx. US\$ 79,733,500) investment in 2019.

In 2019, 65% of our total coffee supplies – more than nine million bags – was responsibly sourced, with some major markets such as Brazil, Japan and Thailand making significant advances. In 2019 we also passed the milestone of 200 million improved coffee plantlets distributed to growers.

The share of coffee in Nespresso's permanent range sourced through the Nespresso AAA Program reached 95% in 2019. We are well positioned to meet our target of planting five million trees in AAA coffee farms and landscapes to combat climate change.

We remain on track to meet our 2020 coffee targets and welcome you to read more about them online: [Nestlé Creating Shared Value Progress Report](#).





## GCP MEMBERS IN THEIR OWN WORDS



The Melitta coffee strategy defines a target of “100% Coffee of the Future in 2030”. Coffee of the Future is grown in a way which enables growers’ communities to live comfortably long-term and ecological systems to be preserved or regenerated. It is processed, transported and roasted climate-friendly whilst using water sustainably. Packaging is recyclable or – wherever possible – made from recycled materials. Coffee of the Future is prepared in an energy-saving fashion and, insofar as corresponding structures exist, the coffee grounds are recovered due to circular economy principles.



Melitta is convinced only a combination of measures along the value chain, like collaboration with Voluntary Sustainability Standards (e.g. Rainforest Alliance, 4C and Fairtrade), systemic approaches for sustainable regions, qualification and community projects in key coffee growing regions as well as sector engagement, e.g. in GCP, will lead to sustainable success for coffee.

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Strauss Coffee operates under its Group-wide “Ethics Charter”, which regards sustainability as a vital element of their corporate spirit and guides their entire procurement process.

Back in 2016, Strauss Coffee established the “More than a Cup” program, which by now supports thousands of women coffee growers in eight different coffee producing countries, spread over three continents. The program is designed to support women-led farms and / or co-operatives with the aim to create maximum tangible and measurable benefits for the most marginalized coffee producers.



All the projects operate through direct partnerships and invest in individual long-term projects, which consider the very specific needs of each group of producers. Furthermore, Strauss Coffee is an active member of the Global Coffee Platform, the largest multi-stakeholder initiative, which facilitates collective actions, aligns and scales investments of its Members. Since 2006, Strauss Coffee has been supporting the “Common Code for the Coffee Community” (4C) by procuring 4C compliant and certified coffees.

At Strauss we focus on our in-house “More than a Cup” program to support specific themes in gender equality and women empowerment in their communities, while continuing to use 4C as our reliable mainstream certification service.

## GCP MEMBERS IN THEIR OWN WORDS

The process of obtaining an excellent cup of coffee starts with the efforts of hundreds of coffee growers on their farms. Without them, it would be impossible to obtain such a high-quality product.

For more than 20 years, Supracafé has worked directly at establishing a strong relationship with both the farmers themselves and the cooperatives of producers that they belong to.

We are recognized by Business Call to Action – UNDP for developing inclusive business with Colombian women coffee farmers focused on producing high-quality arabica coffees but also on innovation to develop the way in which coffee is processed and in implementing new technologies to support farmers and quality.

As a producer, our commitment is to social and environmental sustainability, innovation and recovery of shady coffee plantations in the region of Cauca in Colombia, to produce an exclusive and limited production of coffee collection of the most noble varieties of coffee.

# SUPRACAFÉ®

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## GCP SNAPSHOT 2018 - DIVERSITY OF COFFEE ORIGINS

**In 2018, reporting GCP Members have received coffees from 36 coffee origins:**

Brazil, Burundi, Cameroon, China, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Ethiopia, Guatemala, Honduras, India, Indonesia, Côte d'Ivoire, Jamaica, Kenya, Laos, Mexico, Nepal, Nicaragua, Panama, Papua New Guinea, Peru, Philippines, Rwanda, Tanzania, Thailand, Timor, Uganda, USA - Puerto Rico, Vietnam, Yemen, Zambia, Zimbabwe.

**Sustainable purchases were received in 2018 from the following 25 coffee origins:**

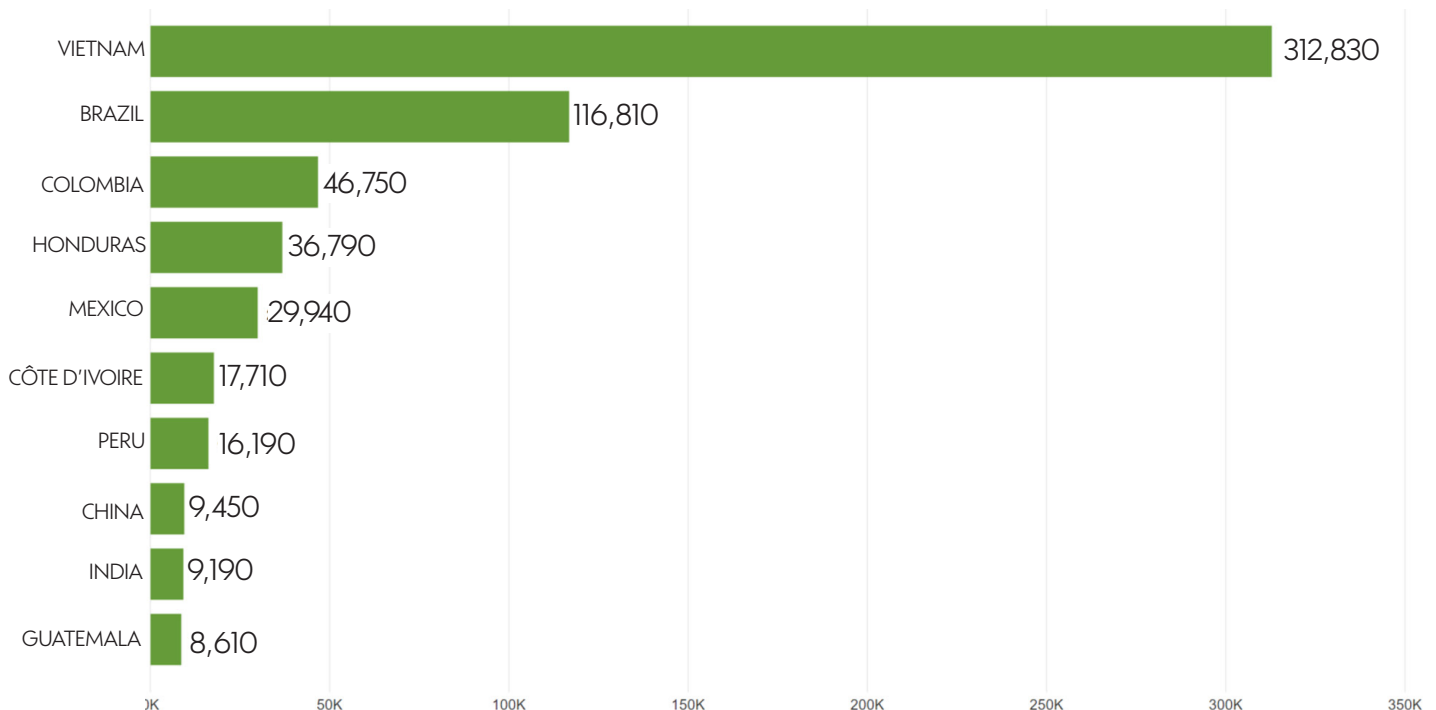
Brazil, Burundi, Cameroon, China, Colombia, Costa Rica, El Salvador, Ethiopia, Guatemala, Honduras, India, Indonesia, Côte d'Ivoire, Kenya, Mexico, Nicaragua, Papua New Guinea, Peru, Philippines, Rwanda, Tanzania, Thailand, Uganda, Vietnam, Zambia.

Notwithstanding, according to the ICO, since 1990, the share of the top-five producing countries in global output has increased from 57% to over 70%. Increasing concentration of coffee production could result in higher supply risks and less consumer choices in terms of diverse coffee origins.<sup>1</sup>

1

ICO Flagship Report

### TOP 10 COUNTRIES OF SUSTAINABLE COFFEE PURCHASES MEASURED IN METRIC TONS

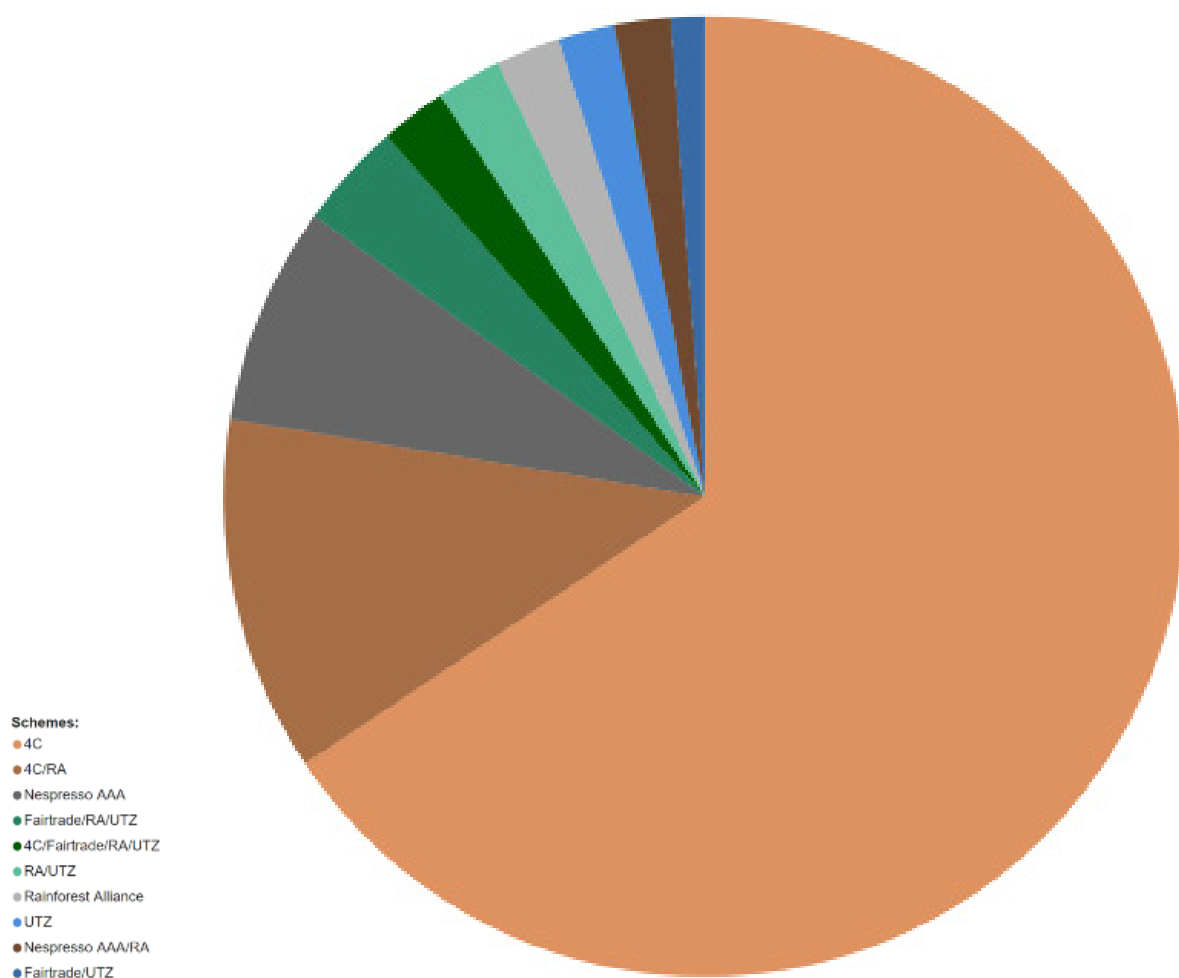


This graph shows that Vietnam is the origin country with highest amount of sustainably purchased coffee among reporting GCP Members, followed by Brazil, Colombia and Honduras. With additional roasters and retailers participating in future rounds of reporting, the overall amount of sustainable purchase figures is expected to significantly increase, especially for some countries. For a sustainable, thriving coffee sector it will be key to substantially increase sustainable purchasing from a broad range of coffee origins beyond Vietnam and Brazil. As a driver for origin diversity, this will also unleash coffee's potential to contribute to sustainable socio-economic development and maintain and restore natural resources to address climate change in rural landscapes.



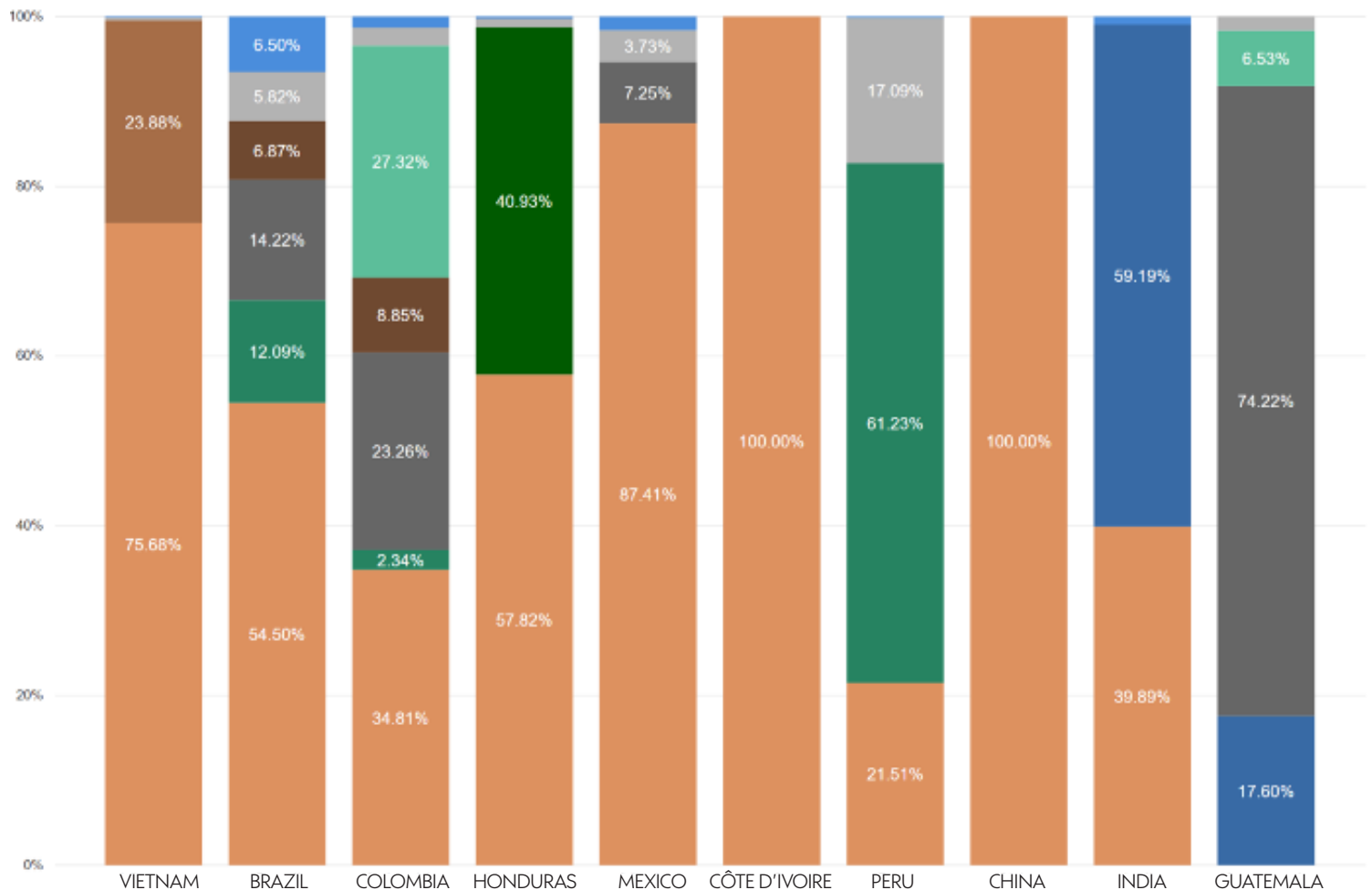


## TOP 10 REPORTED SUSTAINABLE PURCHASE VOLUMES PER SUSTAINABILITY SCHEME MEASURED IN METRIC TONS



This graph shows the shares of the top 10 sustainability schemes and multi-certification combinations among the total volume of sustainable purchase reported by GCP Members 2018. The biggest share of reported sustainable purchase volumes is 4C Certified coffee with 65.6%, followed by 12% purchased as 4C-Rainforest Alliance double certified.

## DISTRIBUTION OF SUSTAINABLE PURCHASES PER SUSTAINABILITY SCHEME AND PER TOP 10 COUNTRIES



**Schemes:**

- 4C
- 4C/RA
- Nespresso AAA
- Fairtrade/RA/UTZ
- 4C/Fairtrade/RA/UTZ
- RA/UTZ
- Rainforest Alliance
- UTZ
- Nespresso AAA/RA
- Fairtrade/UTZ

This graph shows the 10 most frequent sustainability schemes and multi-certification combinations reported for the top 10 origins. It shows a huge variation of sustainability scheme combinations and notably a high percentage of multi-certification combinations – especially in Brazil, Colombia, Peru and Guatemala as reflected in this first round of reporting.

In contrast, for other countries like Vietnam, Côte d'Ivoire, China and Mexico, the reported figures clearly indicate 4C Certified coffee as the prevailing sustainability scheme reflected in sustainable purchase from GCP Members who participated in the 2018 reporting.

Further analysis will be important going forward, based on more data available from additional roasters and retailers, but ideally also taking into consideration more granular country and sustainability scheme-specific information in more depth over the coming years.



# At a glance: 2018 data of Sustainability Schemes

For context, an overview of 2018 sales and production figures (below) provided by several of the sustainability schemes which were included in the scope of the first reporting round.

	MARKET UPTAKE GLOBAL SALES (MT)	ESTIMATED PRODUCTION (MT)	AREA (HECTARES)	FARMERS	WORKERS
4C	532,305 Top 3 countries: Vietnam, Brazil, Honduras	2,139,989 Top 3 countries: Brazil, Vietnam, Colombia	1,328,505	437,456 Top 3 countries - certified farmers: Colombia, Vietnam, Kenya	1,397,892
FAIRTRADE INTERNATIONAL	207,648 Top 3 purchases from Peru, Honduras, Colombia	745,516 Top 3 producing countries: Colombia, Brazil, Peru	961,774	758,474 Top 3 countries - certified farmers: Kenya, Ethiopia, Tanzania	
RAINFOREST ALLIANCE	261,607 Top 3 purchases from Brazil, Colombia, Guatemala	655,280 Top 3 producing countries Brazil, Colombia, Ethiopia	470,817	231,581 Top 3 countries with most certified farmers: Kenya, Ethiopia, Rwanda	369,087
UTZ	518,807 Top 3 purchases: Brazil, Vietnam, Honduras	1,102,826 Top 3 producing countries: Brazil, Vietnam, Colombia	770,423	289,305	193,158

With 639,710 MT reported as “Sustainable Purchase” by the five participating GCP Members in the first reporting round, more than 40% of the cumulative global sales by 4C, FT, RA, UTZ (factoring in for multi-certifications) have been taken up by the five reporting GCP Members in 2018, with 4C Certified coffees representing the largest share.



## What's Next?

With current work underway to expand the scope of sustainability schemes recognized for reporting, **GCP invites more Roaster & Retailer Members and signatories of the ICO London Declaration to step up and join the collective reporting effort.**

Providing annual summary reports on sustainable coffee purchase in the future, GCP's Roasters & Retailers reporting becomes an important contribution to increase both transparency in the coffee market as well as the expansion of sustainable sourcing from diverse origins.

Going forward, it is key to advance sustainable, profitable coffee production especially for small-holder farming communities from diverse coffee origins with efficient and resilient farming systems, and further drive market uptake through increasing sustainable purchases globally.

Importantly, supporting interventions at farm, landscape, supply chain, national and global sector levels will be necessary to achieve economic viability of sustainable coffee farming and a living income for producers and workers (who rely on coffee for their livelihood) while preserving nature and addressing climate change.

**While a lot of good work is underway, a vast range of measures and interventions is needed. It is clear that stronger public-private collaboration, smart investments and innovative, practical solutions are required.**

**GCP provides its Members and partners an unique multi-stakeholder organization for focussed collective action to address key coffee sector challenges:**

- Step up and contribute to the annual GCP Reporting on Sustainable Purchases, and advance your sustainable sourcing approach.
- Contribute to the upcoming revision of the Base-line Coffee Code as global reference for baseline sustainability.
- Use aligned indicators and metrics of the Coffee Data Standard to measure your sustainability progress.
- Support GCP's important work in coffee producing countries to help improve the enabling environment for efficient, sustainable and profitable coffee production through public-private Country Sustainability Platforms, Coffee Sustainability Curricula and GCP Collective Action Initiatives on sustainability gaps.
- Through GCP and its Call to Action to Collectively Address the Coffee Price Crisis, engage with the International Coffee Organization and its Public-Private Task Force on implementation of the London Declaration.



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