GLOBAL COFFEE PLATFORM

Sustainable Coffee Purchases

SNAPSHOT 2019 & 2020

2019 & 2020 Sustainable Coffee Purchases by GCP Roaster & Retailer Members

GCP Snapshot 2019 & 2020

Contents

We gratefully acknowledge GCP Roaster & Retailer Members **JDE Peet's, Melitta Group, Nestlé, Strauss Coffee, SUPRACAFÉ** and **Tesco** for their cooperation, transparency and commitment to create a thriving and sustainable coffee sector for all.

www.globalcoffeeplatform.org

Sustainable Coffee Purchases Snapshot
2019 & 2020

The Global Coffee Platform (GCP) is honored to present the 2019 & 2020 edition of the GCP Snapshot of Sustainable Coffee Purchases, the second annual publication in which participating GCP Roaster and Retailer Members openly declare their sustainable coffee purchase figures.

This year's report builds upon the bold commitment of international coffee roasters and retailers who participated in the first edition of the GCP Snapshot of Sustainable Coffee Purchases 2018 and welcomes the participation of additional companies reporting for the first time.

The GCP Snapshot 2019 & 2020 presents figures and insights into sustainable coffee purchases by six GCP Roaster & Retailer Members. Their collective reporting confirms the commitment to increasing transparency and sharing the progress made on sustainable coffee purchasing as one way to contribute towards sector sustainability.

Influenced by consumer, shareholder and finance sector expectations, due diligence legislations and individual company goals, increasingly bold sustainability commitments and action by leading coffee companies will help drive the sector forward towards transparency and sustainability.

GCP acknowledges **JDE Peet's, Melitta Group, Nestlé, Strauss Coffee, SUPRACAFÉ** and **Tesco** for their cooperation, dedication and leadership in sharing their 2019 & 2020 sustainable coffee purchase figures, thus making possible the publication of this report.

GCP is an inclusive multi-stakeholder membership organization whose vision is to achieve a thriving and sustainable coffee sector for generations to come. GCP Members believe that advancing sustainability throughout the coffee sector is a shared responsibility. GCP's mission is to promote and work collectively towards coffee farmers' prosperity, improved well-being and conservation of nature.

Context

The GCP Snapshot 2019 & 2020 sheds light on the progress made by participating companies at a time of global challenges, among them the transition into the "decade of delivery" to achieve the Sustainable Development Goals.

The information presented in the following pages supports our shared goals to continually increase production and purchase of sustainable coffees from origins throughout the world, as an important collaborative means to improve coffee farmers' prosperity, well-being and conservation of nature.

To achieve our shared vision and ambitious goals that require bold public-private collaboration, GCP has formed a partnership with the International Coffee Organization (ICO).

Following GCP's Call to Action in 2019, and the ICO London Declaration thereafter, GCP has been collaborating with the ICO and its Coffee Public-Private Task Force to build a road map for implementation. Specific commitments and targets are being developed to help address major challenges the sector faces, especially around economic sustainability.

The ICO Task Force welcomed and endorsed the GCP Collective Reporting as a mechanism to monitor progress on Sustainable Coffee Purchases in aligned ways, in context of the ICO road map. GCP acknowledges the recognition and ICO's efforts to promote broad participation in the GCP Collective Reporting as a way to build on and strengthen existing sustainability efforts in the sector.

This GCP Snapshot edition provides new and additional insights into sustainable coffee sourcing regions of some of the reporting companies, disaggregated according to origin groups.

Reporting roasters and retailers were able to opt-in on a voluntary basis to join this extra reporting effort.

Four of the participating GCP Members – **JDE Peet's, Nestlé, SUPRACAFÉ** and **Tesco** – have taken this step to share additional information with the sector.

Scope of Recognized Sustainability Schemes

○ Reporting on Sustainable Coffee Purchases, i.e. the figures that GCP Members provide, does not only include information about coffee volumes according to recognized sustainability schemes, but also according to countries.

○ "Sustainable Purchase" is one of the 15 indicators of the Coffee Data Standard that builds on the work of the Sustainability Framework to measure sustainability progress sector-wide.

○ In this GCP Snapshot 2019 & 2020, sustainable coffee purchases include the following sustainability schemes that are considered equivalent to the GCP Baseline Coffee Code:
  » 3rd Party Schemes:
  4C, Starbucks' C.A.F.E. Practices, Certifica Minas, Fairtrade and **Rainforest Alliance/UTZ**
  » 2nd Party Schemes:
  ECOM's SMS Verified, Nespresso AAA, Olam's AtSource Entry Verified and **AtSource Plus**

  The GCP Baseline Coffee Code serves as a baseline and equivalent schemes meet at least these requirements. However, some schemes may be at the level of the GCP Baseline Coffee Code whereas others may go further with their principles and practices and their approaches to deal with sustainability issues.

○ Compared to the first edition of GCP Snapshot, three sustainability schemes have been added for reporting on 2019 and 2020 figures: ECOM's SMS Verified, Olam's AtSource Entry Verified and AtSource Plus.

○ For their recognition, GCP assesses the different sustainability schemes against the principles and criteria in the GCP Baseline Coffee Code and the operating practices that schemes should have in place to be considered credible and effective. Depending on their assurance model they are classified as GCP Baseline Coffee Code equivalent 2nd Party or 3rd Party; the latter includes the oversight of an external body in the assurance activities of the organizations/companies that owns the scheme.

○ "Conventional coffees" refers to other coffees.

Companies and organizations are invited to submit their sustainability schemes for equivalence using the GCP Baseline Coffee Code as reference, along with the GCP Equivalence Mechanism.

Find more information on our website.

Approach to Collective Action & Collective Reporting

Our shared vision of a thriving, sustainable coffee sector for generations to come requires bold collective action.

Collective action is key to achieving sustainability progress at scale – where knowledge and resources can be leveraged, and risk and reward can be shared. This premise is central to GCP. In 2019 and 2020, GCP Members, its Network of Country Platforms and partners continued to work collaboratively to advance *Local Action for Global Results*.

GCP Members and other companies joined new GCP Collective Action Initiatives to leverage and scale collaborative efforts on topics such as social well-being, responsible use of agro-chemicals and agro-inputs, and extension services for smallholder coffee farmers.

Key to monitoring progress towards our shared goals is an aligned way of measuring with common indicators and metrics. GCP Collective Reporting allows companies to show their progress on sustainable coffee purchasing commitments with clear, common, comparable metrics.

It is underpinned by the GCP Baseline Coffee Code – a strong foundation to advance coffee sustainability in origin, as well as the GCP Equivalence Mechanism.

The GCP Baseline Coffee Code is connected to National Sustainability Curricula developed in GCP's Network of Country Platforms, as these curricula contextualize the principles and practices of the Code to the realities on the ground, include and align local knowledge and emphasize local priorities.

The Code also serves as a global reference for company-owned sustainable sourcing programs and sustainability standards and schemes.

For recognition of sustainability standards and schemes, GCP assesses them against the principles and criteria in the GCP Baseline Coffee Code and the operating practices that schemes should have in place to be considered credible and effective.

These operating practices as described in the GCP Equivalence Mechanism were updated in 2020.

While recognizing and supporting the pioneer role that certification-like sustainability schemes have in advancing sustainable production and consumption, this updated version of the GCP Equivalence Mechanism has been designed to accommodate a wider range of sustainability schemes, both from private and public sector in a credible way.

Following a robust process, additional sustainability schemes have been recognized as 2nd Party equivalent to the GCP Baseline Coffee Code. The 2nd Party Schemes are included in the second round of reporting on 2019 & 2020 figures.

The expansion of GCP Collective Reporting contributes to the coffee sector's commitment to sustainable, profitable coffee production for the benefit of coffee-farming communities, and to advance increasingly open and transparent discussions on sustainable sourcing.

Achieving 100% of sustainable coffee production and sourcing requires additional courageous collective action and collective reporting at scale.

Approach to Collective Action & Collective Reporting

Foundations for Sustainability

In 2021, GCP Members have continued to expand efforts through the enhancement of the GCP Baseline Coffee Code, ensuring a fit-for-purpose reference on the foundations for sustainability for the entire coffee sector.

Since mid-2020, the GCP Baseline Coffee Code has been going through a thorough revision with broad, international public consultation. This revision has included a review on how the code's principles connect to sector outcome indicators and the Coffee Data Standard, and to the Sustainable Development Goals to enable measurement on progress and increased impact.

The new version is expected to be launched by GCP in Q4, 2021. Following the publication of the new GCP Baseline Coffee Code, the GCP Equivalence Mechanism will be enhanced thereafter. Going forward, GCP Collective Reporting is expected to be further expanded.

Companies and organizations are invited to submit their sustainability schemes for equivalence using the GCP Baseline Coffee Code as reference, along with the GCP Equivalence Mechanism.

GCP Snapshot Analysis

Highlights

- In 2019, a total of 1,91 million MT (31,906,417 60 kg bags) of green coffee was received by reporting companies, out of which 789,315 MT (13,155,250 60 kg bags) or 41% were purchased in line with GCP-recognized sustainability schemes.

  - » Compared to 2018 figures, disregarding minor changes in the set of participating companies, this represents a 7.1% increase of total coffee reported, and an increase of 22.9% of reported sustainable coffee purchases.

  - » From 2018 to 2019, the relation of sustainable shares increased from 36% to 41%, representing a relative increase of 15%.

- Coffee was sourced from a total of 37 countries of origin in 2019/2020, of which sustainable coffee purchases have been received from 27 countries – up from 25 countries in 2018.

- In 2019, Vietnam, Brazil, Colombia, Honduras and Indonesia were the major origins of reported Sustainable Coffee Purchases. Compared to the 2018 Snapshot, Indonesia replaced Mexico on fifth place.

- In 2020, Vietnam, Brazil, Colombia, Honduras and Mexico were the major origins of reported sustainable coffee purchases.

- In 2020, altogether a total of 2,02 million MT (33,736,171 60 kg bags) of green coffee was received, out of which 983,347 MT (16,389,127 60 kg bags), or 48% were purchased in line with GCP-recognized sustainability schemes.

  - » Compared to 2018 figures, disregarding minor changes in the set of participating companies, this represents a 13.2% increase of total coffee reported, and an increase of 53.1% of reported sustainable coffee purchases.

- For the first time, this edition of the GCP Snapshot provides additional insights into sustainable coffee sourcing regions of some of the reporting companies. Four of the reporting GCP Members – JDE Peet's, Nestlé, SUPRACAFÉ and Tesco – took transparency a step further and agreed to include their sustainable coffee purchase figures disaggregated according to country groups:

  Latin America (excluding Brazil), Africa, Asia-Pacific (excluding Vietnam) and Brazil & Vietnam combined.

- The largest reported share continues to be 4C certified coffee, representing a share of 58% in 2020 of the reported sustainable coffee purchases.

- Additionally, a high percentage of coffee is reported with two or more sustainability schemes, notably, triple certification with 4C-Rainforest Alliance-UTZ representing 10% in 2020 (2018: 12%) of the reported sustainable coffee purchases.

- Baseline Coffee Code equivalent 2nd Party Sustainability Schemes represented 6% of the reported sustainable coffee purchases for 2019 and 9% of those reported for 2020.

- The report also includes overall 2019 and 2020 sales and production figures of several of the recognized sustainability schemes i.e. 4C, Rainforest Alliance, UTZ and Fairtrade International.

2018 figures for context: 1,79 million MT (29,8 million 60 kg bags) of green coffee was received, out of which 639,710 MT (10,7 million 60kg bags, more than a third) were purchased in line with GCP-recognized sustainability schemes.

Collective Reporting
Participating Roasters & Retailers

TOTAL SUSTAINABLE COFFEE PURCHASES 2019
MEASURED IN METRIC TONS (MT)

TOTAL: 1,914,384 MT
SUST: 789,315 MT

Conventional
1,125,069
(58.77%)

3rd Party Schemes
742,989
(38.81%)

2nd Party Schemes
46,326
(2.42%)

TOTAL SUSTAINABLE COFFEE PURCHASES 2020
MEASURED IN METRIC TONS (MT)

TOTAL: 2,024,170 MT
SUST: 983,347 MT

3rd Party Schemes
893,930
(44.16%)

Conventional
1,040,822
(51.42%)

2nd Party Schemes
89,417
(4.42%)

● 3rd Party Scheme ● 2nd Party Scheme ● Conventional

This graph shows that reporting GCP Members have altogether received a total of 1,91 million MT of green coffee, out of which 789,315 MT were purchased in line with sustainability schemes recognized by GCP.
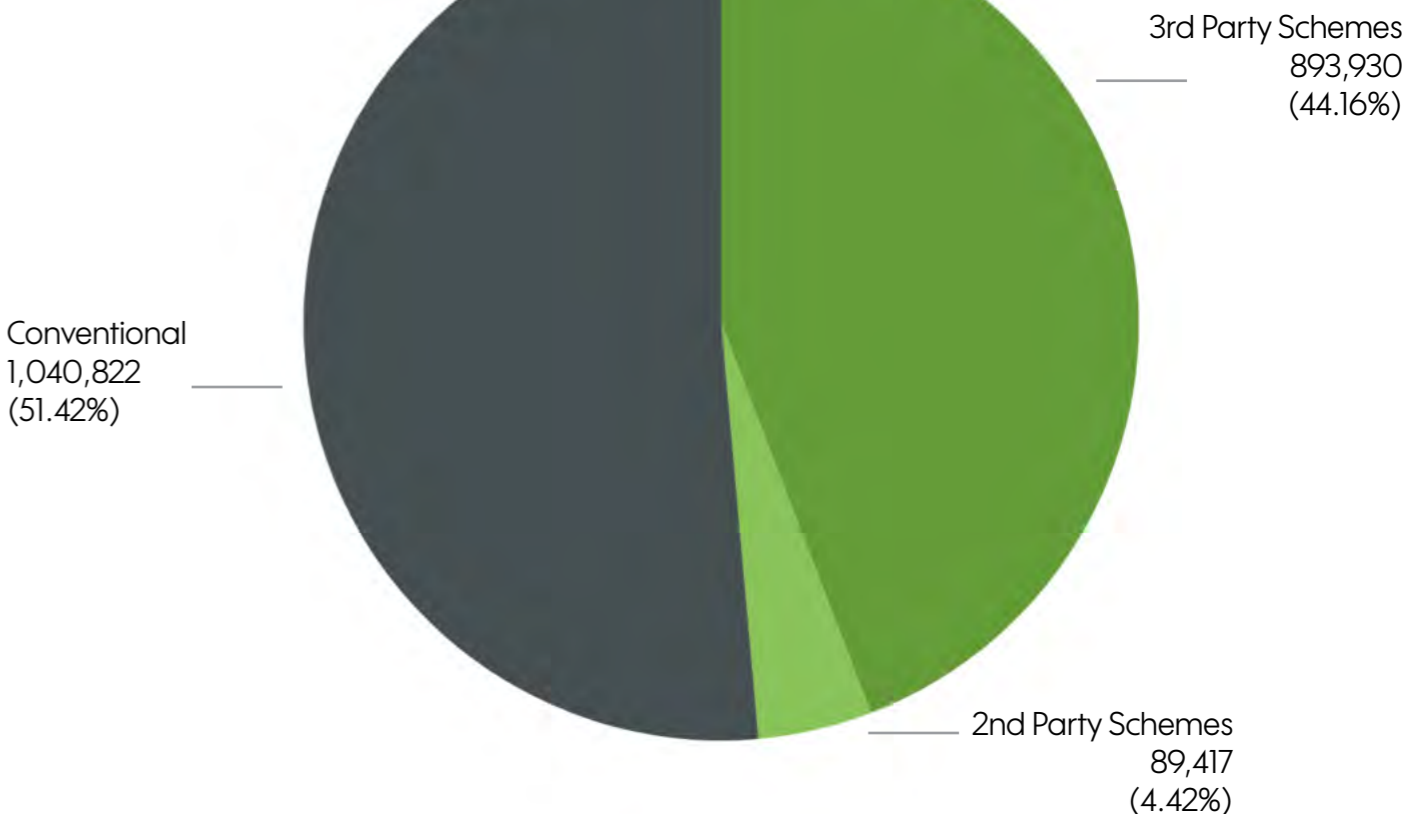
The amount of green coffee purchases for 2019 reported by six GCP Members in this second reporting round represents a share of 24.2% of world coffee exports and 18.9% of world coffee consumption in coffee year 2018/2019 according to ICO statistics[1, 2]. The share of sustainable coffee purchases as reported by GCP Members for 2019 represents 9.9% of world coffee exports and 7.8% of world coffee consumption in the same period.

This graph shows that in 2020, reporting GCP Members have altogether received a total of 2,02 million MT of green coffee, out of which 983,347 MT were purchased in line with sustainability schemes recognized by GCP.

The amount of green coffee purchases for 2020 reported by six GCP Members represents a share of 26.6% of world coffee exports and 20.5% of world coffee consumption in coffee year 2019/2020 according to ICO statistics[1, 2]. The share of sustainable coffee purchases as reported by GCP Members for 2020 represents 12.9% of world coffee exports and 9.9% of world coffee consumption in the same period.

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1   ICO statistics on coffee year 2018/2019: ICO Consumption Table
2   ICO Data

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1   ICO statistics on coffee year 2019/2020: ICO Consumption Table
2   ICO Data

TOTAL GREEN COFFEE VOLUMES AND THEREOF SUSTAINABLE COFFEE PURCHASES VOLUMES 2019
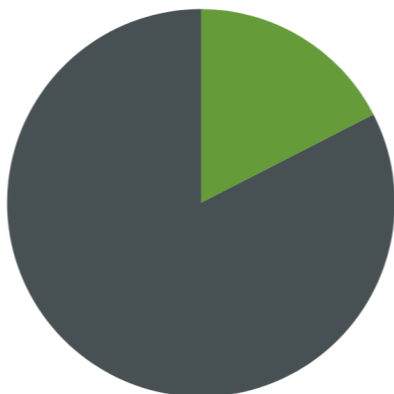## PER GCP MEMBER MEASURED IN METRIC TONS (MT)

These visuals show the shares of sustainable coffee purchases per participating GCP Member for 2019. 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 coffee purchases.

JDE
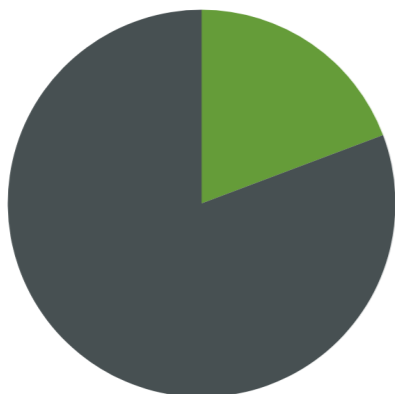
TOTAL: 742,744 MT
SUST: 143,102 MT

Melitta Group

TOTAL: 194,887 MT
SUST: 34,016 MT

Nestlé
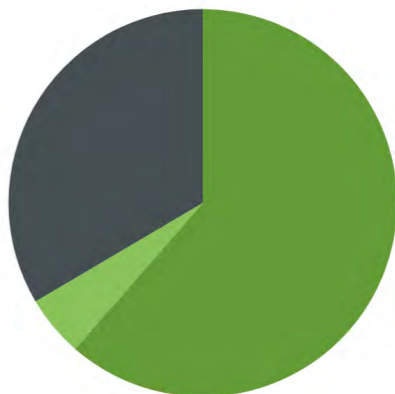
TOTAL: 909, 983 MT
SUST: 605,138 MT

Strauss Coffee
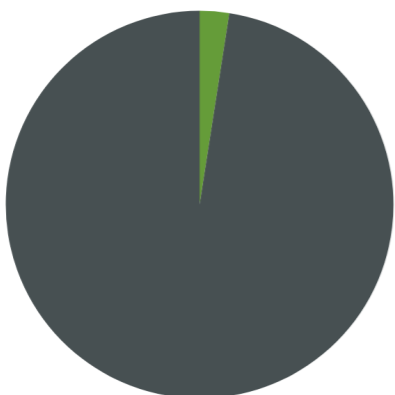
TOTAL: 60,715 MT*
SUST: 1,488 MT

*Reported volumes for 2019 and 2020
shows Strauss international business
and excludes the Brazil business

SUPRACAFÉ
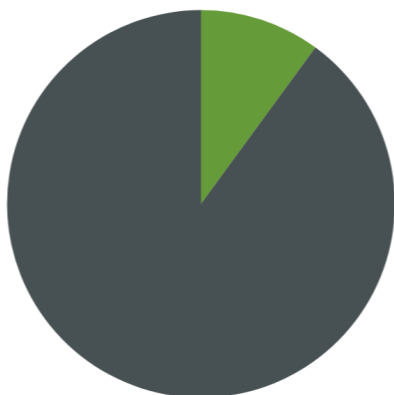
TOTAL: 537 MT
SUST: 53.78 MT

Tesco
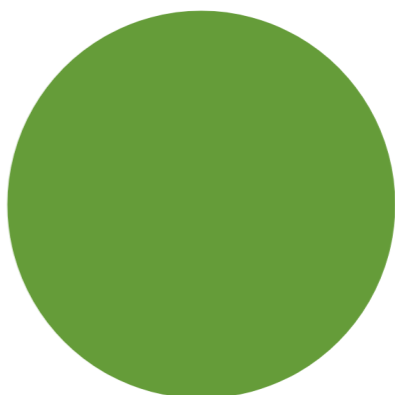
TOTAL: 5,518 MT
SUST: 5,518 MT

● 3rd Party Scheme ● 2nd Party Scheme ● Conventional

TOTAL GREEN COFFEE VOLUMES AND THEREOF SUSTAINABLE COFFEE PURCHASES VOLUMES 2020
PER GCP MEMBER MEASURED IN METRIC TONS (MT)

These visuals show the shares of sustainable coffee purchases per participating GCP Member for 2020. 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 coffee purchases.
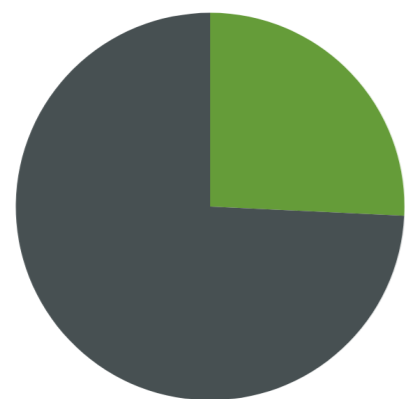
### JDE Peet's
TOTAL: 780,277 MT
SUST: 201,025 MT
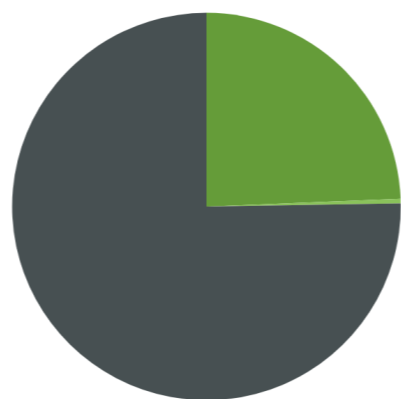
Melitta Group
TOTAL: 200,568 MT
SUST: 49,633 MT
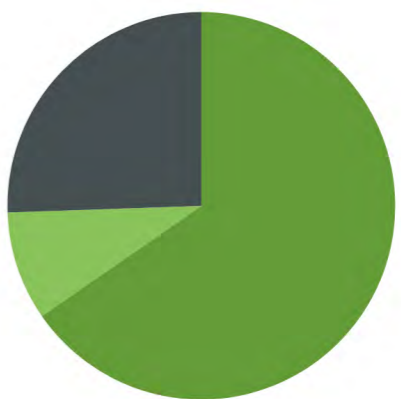
Nestlé
TOTAL: 974,936 MT
SUST: 725,952 MT
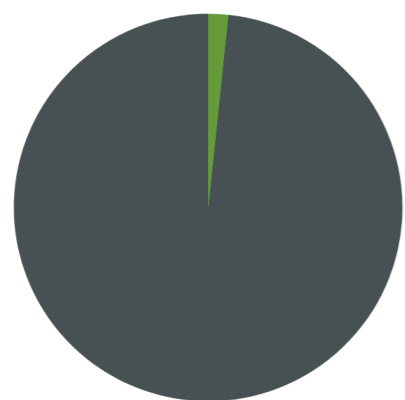
Strauss Coffee
TOTAL: 62,410 MT*
SUST: 1,034 MT

*Reported volumes for 2019 and 2020 shows Strauss international business and excludes the Brazil business
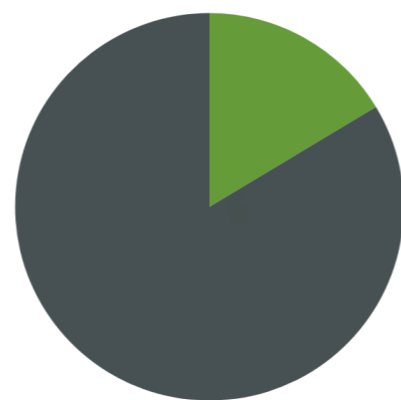
SUPRACAFÉ
TOTAL: 330 MT
SUST: 54 MT
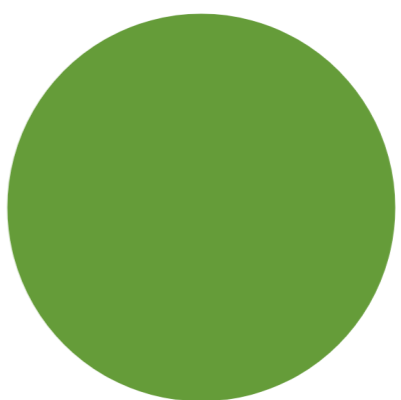
Tesco
TOTAL: 5,650 MT
SUST: 5,650 MT

● 3rd Party Scheme ● 2nd Party Scheme ● Conventional

SUSTAINABLE COFFEE PURCHASE VOLUMES 2019
PER GCP MEMBER DISAGGREGATED PER ORIGIN GROUP

Legend:
- Latin America
- Africa
- Brazil & Vietnam
- Asia-Pacific

Chart data (2019):

	JDE	Nestlé	SUPRACAFÉ	Tesco
Latin America	26.55%	20.14%		21.75%
Brazil & Vietnam	58.66%	70.31%	100%	76.40%

SUSTAINABLE COFFEE PURCHASE VOLUMES 2020
PER GCP MEMBER DISAGGREGATED PER ORIGIN GROUP
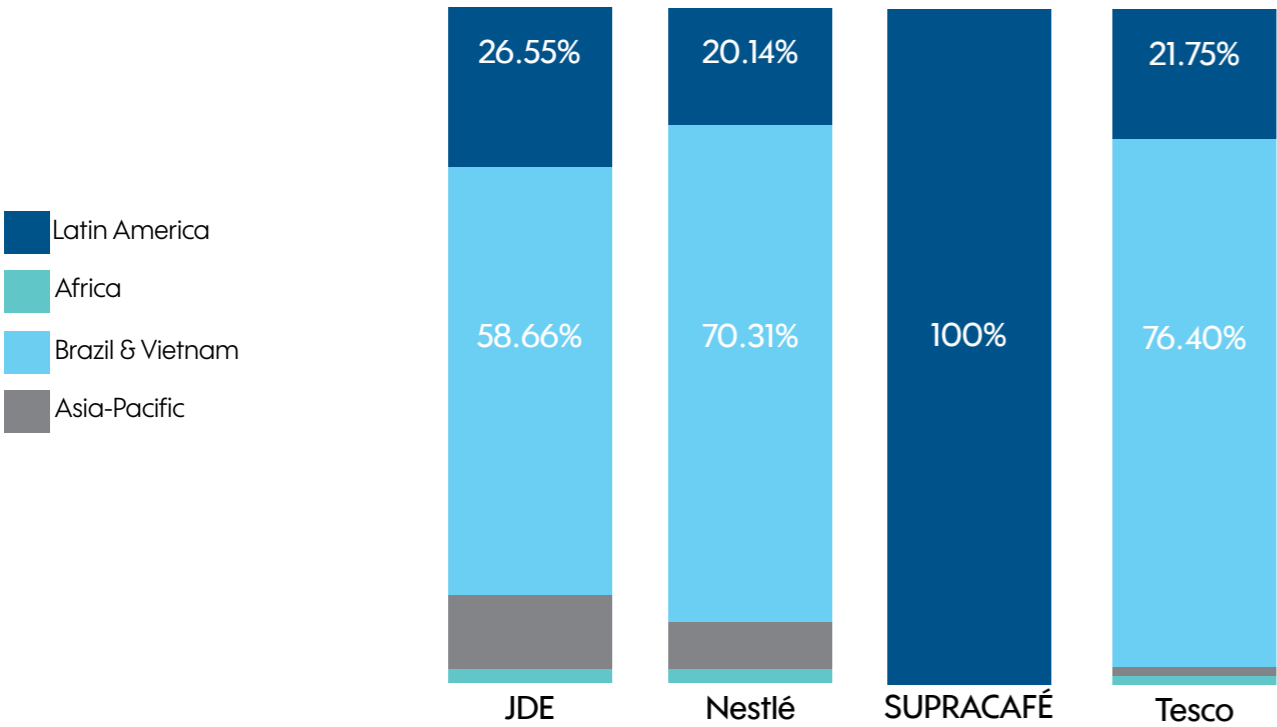

Legend:
- Latin America
- Africa
- Brazil & Vietnam
- Asia-Pacific

Chart data (2020):

	JDE Peet's	Nestlé	SUPRACAFÉ	Tesco
Latin America	24.44%	20.98%		20.62%
Brazil & Vietnam	63.01%	67.04%	100%	78.14%

Encouraging further transparency of meaningful data on sustainable coffee purchases, this GCP Snapshot 2019 & 2020 provides new and additional insights into sustainable coffee sourcing regions of some of the reporting GCP Members, disaggregated according to origin groups.

These groups are: Latin America (excluding Brazil), Africa, Asia-Pacific (excluding Vietnam) and Brazil & Vietnam combined.

Reporting roasters and retailers were able to opt-in on a voluntary basis to join this extra reporting effort. Four of the reporting GCP Members – JDE Peet's, Nestlé, SUPRACAFÉ and Tesco – stepped up and demonstrated additional leadership on transparency through reporting on their sustainable coffee purchasing from various origin groups.

Roasters and retailers who weren't ready to report on origin groups may well choose to do so in the next round of reporting.

GCP encourages supporting diversity of origins and increasing sustainable coffee purchases and – in future – sustainable sourcing as important contributions to eventually achieve coffee farmers' economic prosperity, improved well-being and nature conservation.

This includes coffee origins that have already made great progress towards sustainable coffee production, profitability and efficiency as well as origins where important changes and collective public-private efforts are underway to address sustainability challenges.
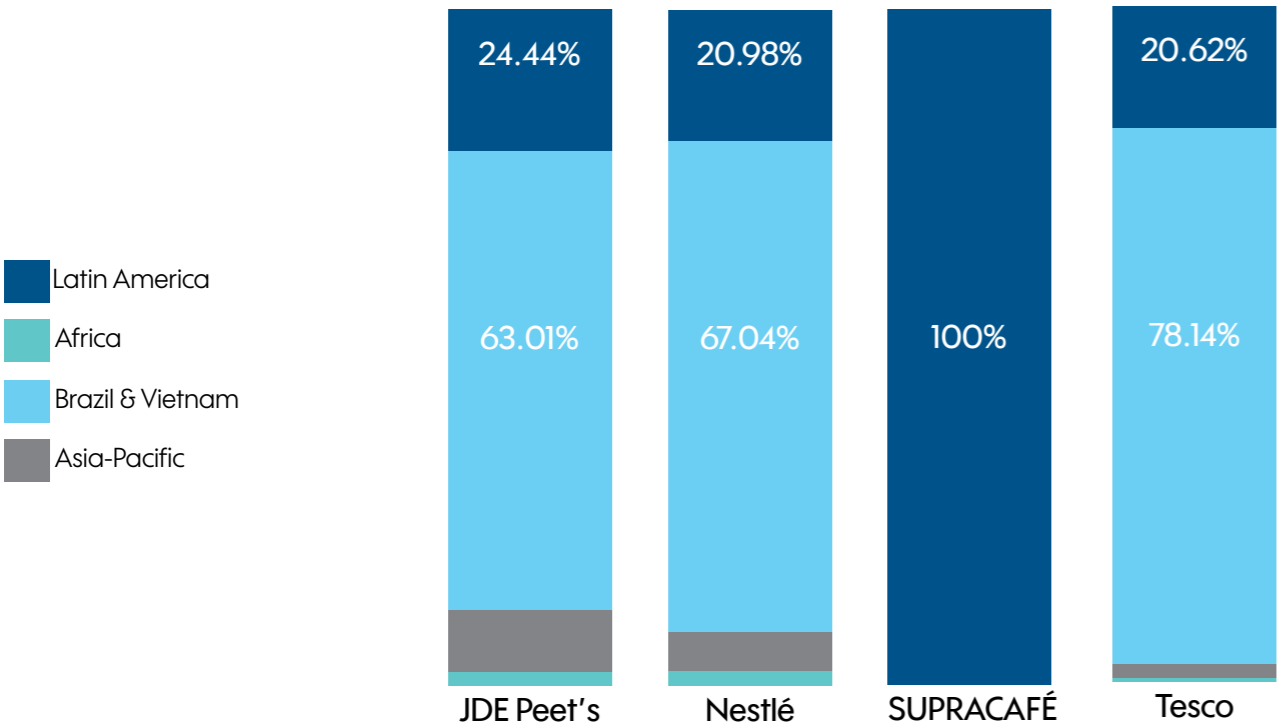
Sustainability Approaches

Of Participating GCP Roaster & Retailer Members

Sustainable coffee purchasing represents one important way to contribute to sustainability improvements at farm, supply chain and sector level. Next to sustainable purchasing and reporting on it transparently, and in a comparable way in line with GCP recognized sustainability schemes, GCP values and promotes additional and complementary sustainability approaches and actions.

In line with the Call To Action, GCP encourages roasters and retailers to make forward-looking and increasing commitments about:

- Sourcing sustainable coffee with remunerative prices that allow for investments into sustainable coffee production,

- Promoting consumption of sustainable coffee both in coffee importing markets and coffee producing countries, and

- Enlarging 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.

Purchasing sustainable coffee is one way of advancing sustainability. GCP Members who have reported here have broader coffee sustainability strategies and approaches in place. These company strategies are summarized to complement the GCP Snapshot.

GCP Members
In their own words

JDE Peet's remains committed to reach 100% responsibly sourced coffee by 2025. In 2020, we increased our certified and verified coffee purchases to 29% globally*, from 21% in 2019. Alongside sourcing certified coffees, we are engaging many smallholder farmers beyond the reach of certification, through our Common Grounds Programme, developed with Rainforest Alliance. Today, the programme covers 15 key origins, from which we sourced more than 90% of coffee in 2020. The program engages suppliers, jointly identifies high-risk areas, and implements improvement projects to advance sustainability progress.

Embracing new approaches to achieve sustainability is also an important element of our work. Since 2016 our Peet's business has implemented its Coffee Verification Program, utilizing non-profit Enveritas' methodology, which encompasses every type of coffee farm and is a uniquely innovative, accurate measurement of farm sustainability conditions. JDE Peet's recognizes many farmers are not part of cooperatives or associations, and many sustainability challenges are complex, going beyond what producers or cooperatives can address alone. These challenges require systemic change, and may take years to address. We believe the best way to improve sustainability and livelihoods is to drive continuous improvement with partners across the coffee industry. Visit our website for more information. *includes the verification model of Enveritas which is currently not eligible for GCP Collective Reporting.

The Melitta Group 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 Group is convinced that only a combination of measures along the value chain, such as collaboration with Voluntary Sustainability Standards (e.g. Rainforest Alliance, 4C and Fairtrade) and qualification or community projects, together with joint systemic approaches addressing sustainable development in key coffee-growing regions and countries as well as on global scale, (e.g. in GCP), will lead to a sustainable future for the coffee sector.

Nestlé's program to responsibly source coffee and improve farmer livelihoods and coffee land-scapes is the largest in the world, including the Nescafé Plan and the Nespresso AAA Sustainable Quality Program. In 2020 we achieved or surpassed all our objectives, with an integrated approach that supports positive environmental and economic impacts for farmers.

Examples include the distribution of improved coffee plantlets, training farmers and monitoring and improving labor rights. Over 75% and 93% of the coffee for our Nescafé and Nespresso brands respectively is responsibly sourced, contributing to improved farmer livelihoods, more robust human rights approach and focused environmental protection in coffee-growing communities.

We are now scaling up our ambitions. By 2025, we aim to have 100% responsibly sourced coffee for Nescafé. Nespresso has committed to being carbon neutral by 2022, and all our brands will achieve net zero emissions by 2050. Please read much more about us online:
1. Nestlé Creating Shared Value and Sustainability Report 2020
2. Nescafé Grown Respectfully
3. 10 Years of Nescafé Plan
4. Nespresso Sustainability

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 cooperatives 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. Find more information here: Strauss Sustainability Report 2020 – Creating Long Term Value for Coffee Growers.

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.

Overall, we believe our trade is a force for good, creating jobs and opportunities for people and communities. The Tesco Little Helps Plan outlines how we help customers enjoy good-quality, sustainable products at affordable prices. Coffee is a key product from a sustainability perspective, and we have proudly sourced certified coffee for more than 10 years across our roast and ground range.

From the end of 2018 all our instant coffee also became accredited by Rainforest Alliance, meaning that 100% of Tesco coffee is now certified.

However, certification is just part of our approach to tackle the systemic issues in global coffee supply chains. Tesco adopted an improve, transform and advocate strategy to address this important agenda. We understand the need to tackle the root cause of issues and that collaboration with suppliers, retailers, trade unions, NGOs, governments and other industry experts is crucial to collectively drive positive change.

GCP SNAPSHOT 2019 & 2020
DIVERSITY OF COFFEE ORIGINS

In 2019 and 2020 reporting GCP Members have received coffees from 37 coffee origins (2018: 36)

Brazil, Burundi, Cameroon, China, Colombia, Costa Rica, Cuba, Democratic Republic of Congo, 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 – Hawaii, USA – Puerto Rico, Vietnam, Yemen, Zambia, Zimbabwe

Sustainable purchases were received in 2019 and 2020 from the following 27 coffee origins (2018: 25)

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

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 and implications on coffee farmer livelihoods.

TOP 10 COUNTRIES SUSTAINABLE COFFEE PURCHASES **2019**
MEASURED IN METRIC TONS (MT)

Country	MT
Vietnam	363,837
Brazil	174,861
Colombia	58,819
Honduras	41,899
Indonesia	21,712
Côte d'Ivoire	19,282
Peru	17,271
Mexico	16,255
India	14,774
Guatemala	11,568
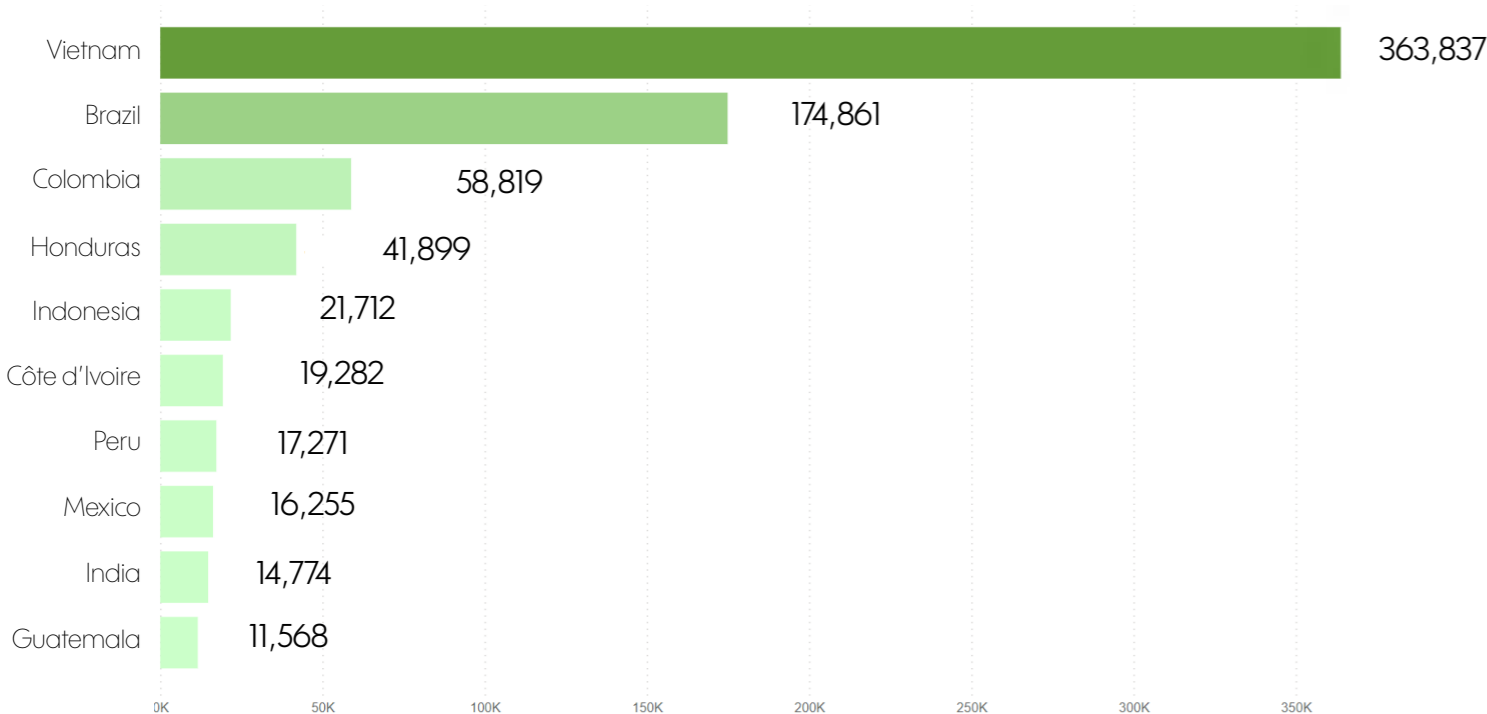
These graphs show that Vietnam continues to be the origin country with the highest amount of sustainably purchased coffee among reporting GCP Members both in 2019 and 2020, followed by Brazil, Colombia and Honduras, with significant (e.g. Brazil) and moderate (e.g. Honduras) increases reported in 2020 compared to 2019.

With additional roasters and retailers participating in future rounds of reporting, the overall amount of sustainable coffee purchase figures is expected to further 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 COUNTRIES SUSTAINABLE COFFEE PURCHASES **2020**
MEASURED IN METRIC TONS (MT)

Country	MT
Vietnam	403,354
Brazil	251,811
Colombia	77,307
Honduras	41,955
Mexico	34,165
Indonesia	33,762
Peru	23,685
India	20,270
Côte d'Ivoire	19,506
China	16,318
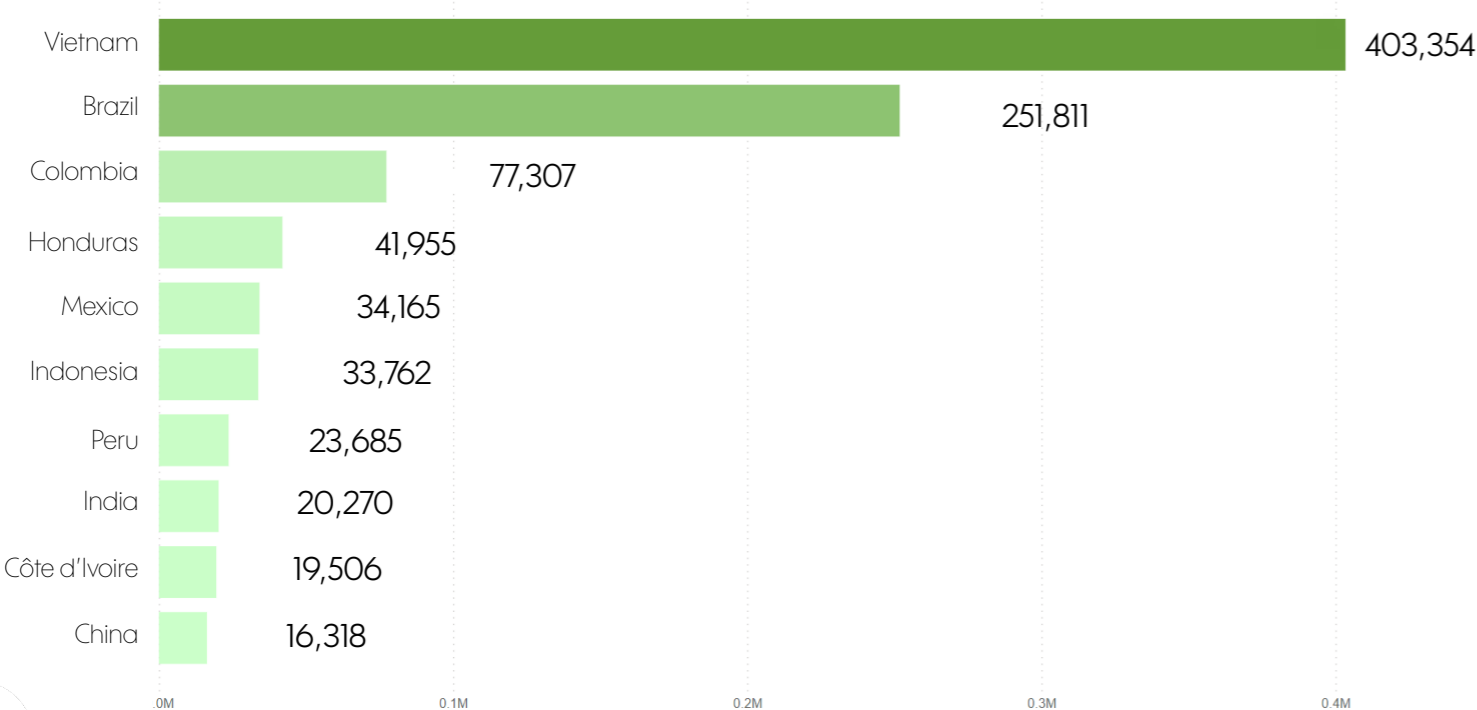
TOP 10 REPORTED SUSTAINABLE PURCHASE VOLUMES 2019
PER SUSTAINABILITY SCHEME MEASURED IN METRIC TONS

Legend:
- 4C
- 4C, RA
- RA
- Nespresso AAA (2nd Party)
- Fairtrade, RA, UTZ
- UTZ
- 4C, Fairtrade, RA, UTZ
- 4C, UTZ
- Fairtrade
- Starbucks C.A.F.E. Practices

Values: 9,477 · 9,154 · 11,868 · 12,351 · 26,760 · 38,879 · 45,213 · 63,825 · 65,579 · 488,443
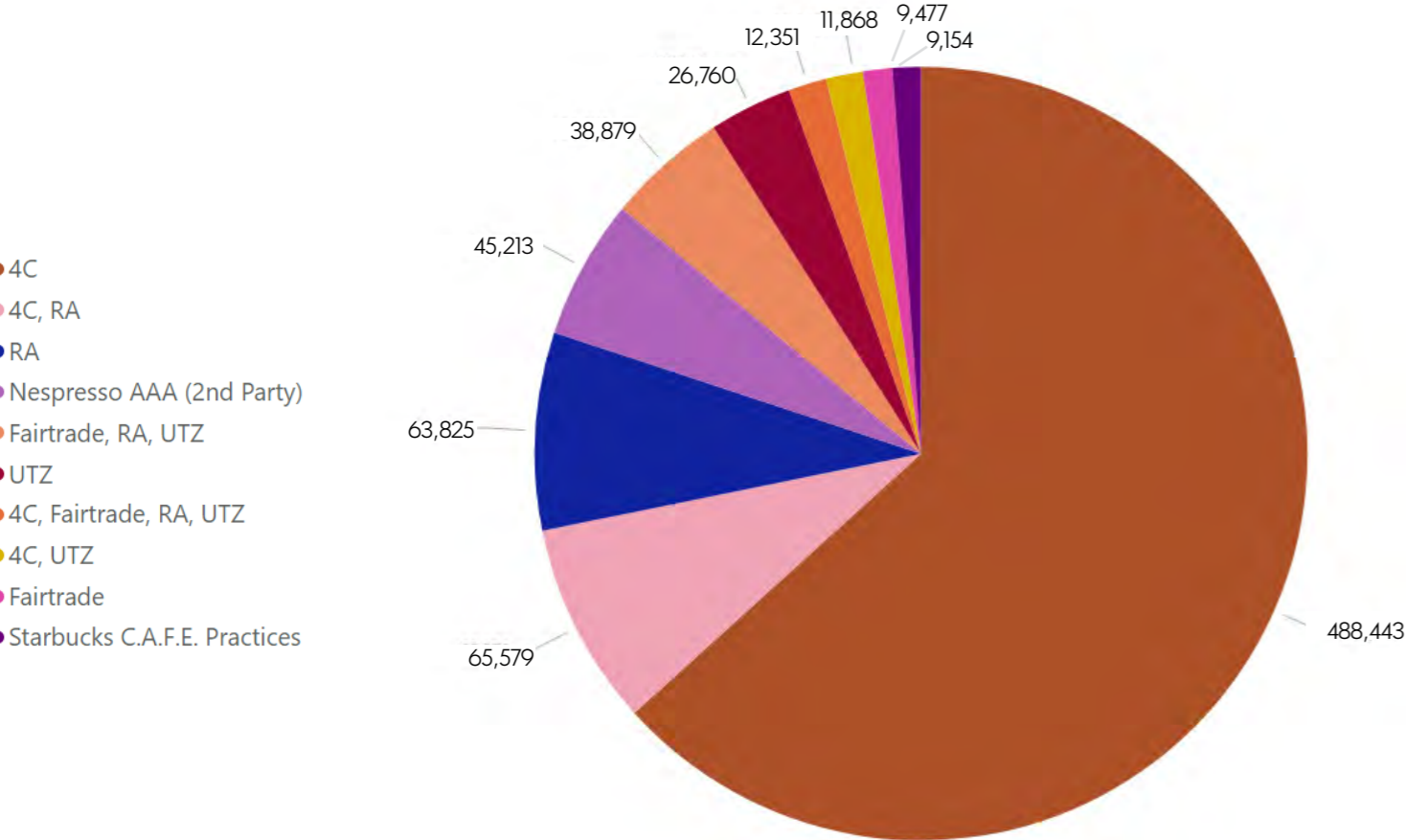
These graphs show the reported volumes of the top 10 sustainability schemes and multi-certification combinations among the total volume of sustainable coffee purchases reported for 2019 and 2020.

The biggest share of reported sustainable purchase volumes is 4C-certified coffee with 62% (2019) and 58% (2020), followed by 8% purchased as 4C-Rainforest Alliance double certified in 2019 and 10% purchased as 4C-RA-UTZ triple certified in 2020.

TOP 10 REPORTED SUSTAINABLE PURCHASE VOLUMES 2020
PER SUSTAINABILITY SCHEME MEASURED IN METRIC TONS

Legend:
- 4C
- 4C, RA, UTZ
- RA
- Nespresso AAA (2nd Party)
- UTZ
- Fairtrade, RA, UTZ
- Olam AtSource Entry Verified (2nd Party)
- 4C, Fairtrade, RA, UTZ
- Starbucks C.A.F.E. Practices
- Fairtrade

Values: 13,583 · 9,300 · 29.897 · 33,786 · 42,255 · 54,835 · 55,212 · 62,018 · 96,776 · 569,548

28
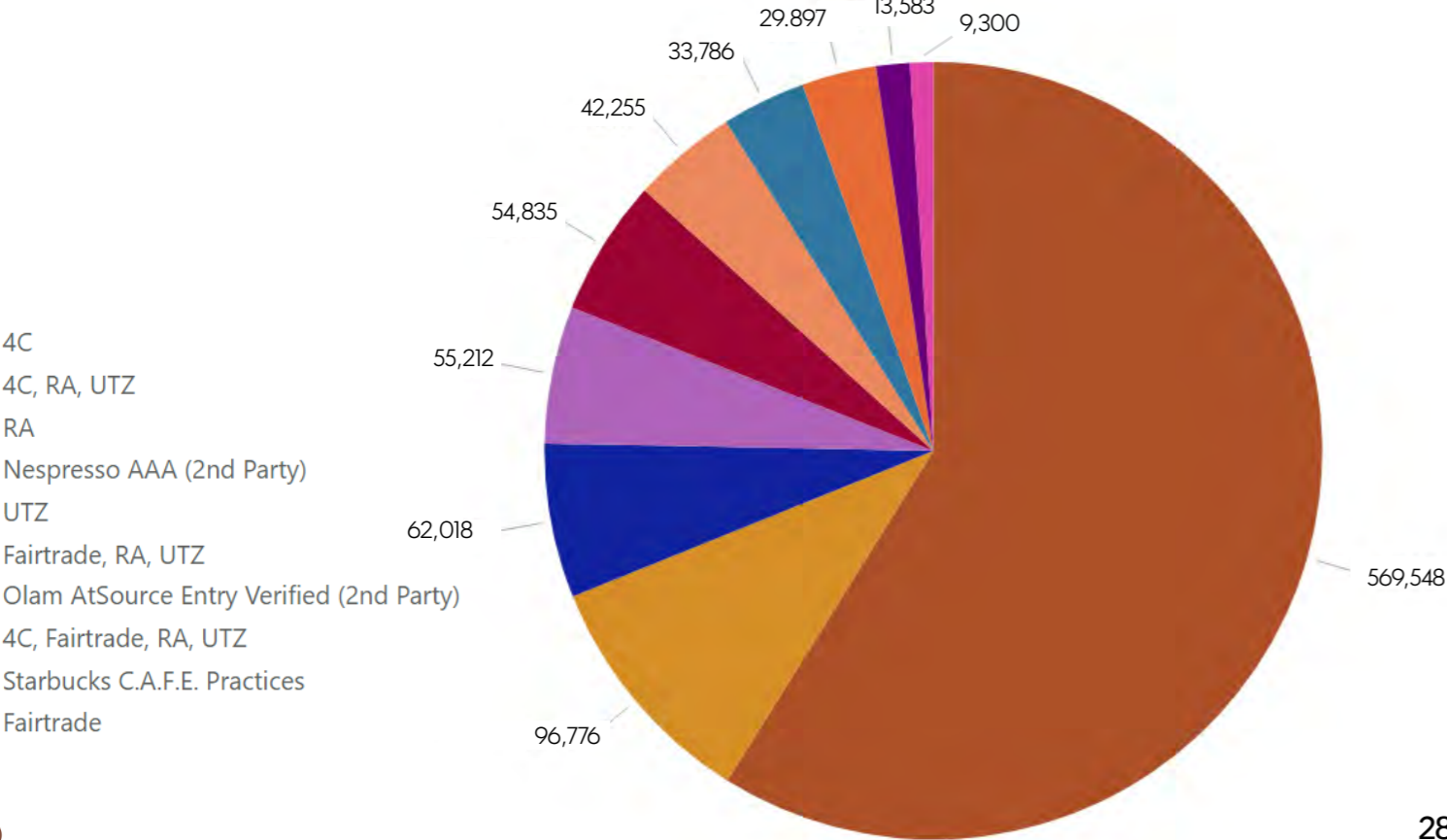
DISTRIBUTION OF SUSTAINABLE COFFEE PURCHASES 2019
PER SUSTAINABILITY SCHEME AND PER TOP 10 COUNTRY

Legend:
- 4C
- 4C, Fairtrade, RA, UTZ
- 4C, RA
- 4C, RA, UTZ
- 4C, UTZ
- Certifica Minas Coffee
- Fairtrade
- Fairtrade, RA
- Fairtrade, RA, UTZ
- Fairtrade, UTZ
- Nespresso AAA (2nd Party)
- Olam AtSource Entry Verified (2nd Party)
- RA
- Starbucks C.A.F.E. Practices
- UTZ

Vietnam: 79.9%, 18.0%
Brazil: 58.4%, 10.5%, 8.2%, 12.3%, 7.8%
Colombia: 21.3%, 11.1%, 9.4%, 19.8%, 23.8%, 11.8%
Honduras: 35.1%, 29.5%, 22.1%, 11.1%
Indonesia: 39.4%, 54.7%, 3.7%
Côte d'Ivoire: 100.0%
Peru: 24.7%, 8.9%, 51.0%, 10.0%
Mexico: 81.7%, 4.1%, 13.4%
India: 20.4%, 48.8%, 26.0%, 4.2%
Guatemala: 4.3%, 17.7%, 34.0%, 43.4%

DISTRIBUTION OF SUSTAINABLE COFFEE PURCHASES 2020
PER SUSTAINABILITY SCHEME AND PER TOP 10 COUNTRY

Legend:
- 4C
- 4C, Fairtrade, RA, UTZ
- 4C, RA, UTZ
- 4C, UTZ
- Certifica Minas Coffee
- Fairtrade
- Fairtrade, RA, UTZ
- Fairtrade, UTZ
- Nespresso AAA (2nd Party)
- Olam AtSource Entry Verified (2nd Party)
- Olam AtSource Plus (2nd Party)
- RA
- Starbucks C.A.F.E. Practices
- UTZ

Vietnam: 73.3%, 24.0%
Brazil: 52.1%, 11.9%, 11.2%, 7.1%, 8.1%, 8.1%
Colombia: 21.2%, 7.0%, 7.0%, 20.6%, 28.1%, 9.0%, 4.5%
Honduras: 52.0%, 37.9%, 8.1%
Mexico: 81.0%, 11.7%
Indonesia: 71.0%, 19.1%, 3.6%
Peru: 26.4%, 10.7%, 4.8%, 44.0%, 8.2%
India: 15.3%, 14.9%, 4.5%, 62.1%
Côte d'Ivoire: 100.0%
China: 86.1%, 13.9%

These two graphs show the most frequent sustainability schemes and multi-certification combinations reported for the top 10 origins for 2019 and 2020 respectively. It shows a huge variation of sustainability scheme combinations and notably a high percentage of multi-certification combinations – especially in Brazil, Colombia, Honduras, Indonesia, Peru, India and Guatemala.

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 2019/2020 reporting.

The two graphs on previous pages (26) show reported volumes of sustainable coffee purchases per top 10 countries for 2019 and 2020. In contrast, the graphs on page 30 zoom in on shares per reported sustainability scheme(s) and top 10 countries only, and don't reflect the volumes.

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.
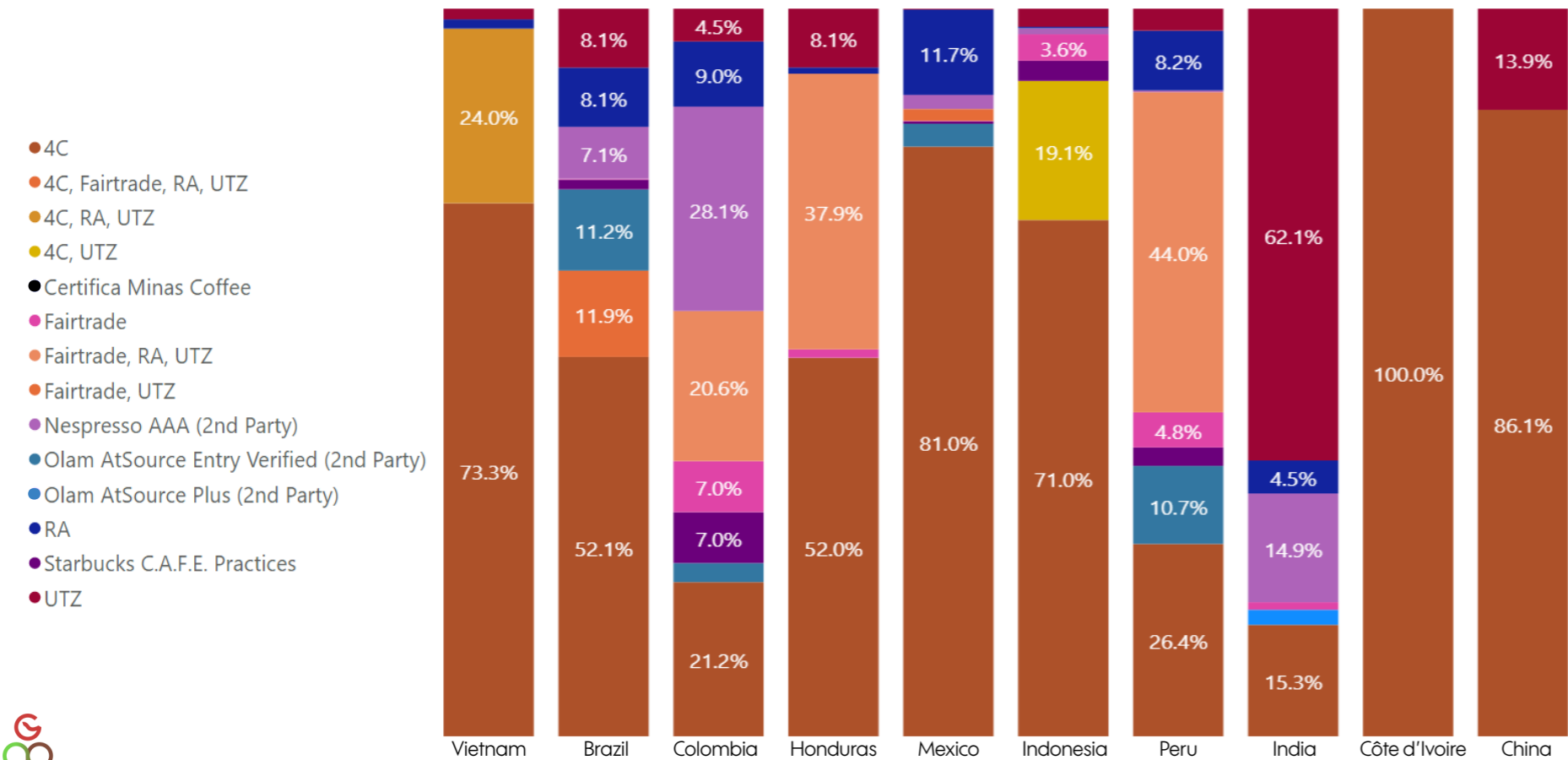
GCP BASELINE COFFEE CODE EQUIVALENT
3RD PARTY SCHEMES 2019

SCHEME	MARKET UPTAKE GLOBAL SALES (MT)	ESTIMATED PRODUCTION (MT)	AREA (HA)	FARMERS	WORKERS (SEASONAL & PERMANENT)
4C	593,857	1,606,821	938,445	385,404	940,642
Fairtrade International	218,162	824,404	1,001,002	795,023	N/A
Rainforest Alliance	393,550	669,698	470,611	194,294	286,461
UTZ	589,522	1,083,649	720,250	309,048	201,779

N/A not available at time of publication

GCP BASELINE COFFEE CODE EQUIVALENT
3RD PARTY SCHEMES 2020

SCHEME	MARKET UPTAKE GLOBAL SALES (MT)	ESTIMATED PRODUCTION (MT)	AREA (HA)	FARMERS	WORKERS (SEASONAL & PERMANENT)
4C	680,376	1,599,280	845,468	309,372	981,859
Fairtrade International	N/A	N/A	N/A	N/A	N/A
Rainforest Alliance	403,241	770,295	519,828	228,430	334,449
UTZ	708,579	1,235,526	772,882	326,726	183,834

N/A not available at time of publication

For context, an overview of available 2019 and 2020 sales and production figures (left) provided by several of the sustainability schemes which were included in the scope of this second reporting round.

With 789,315 MT reported as sustainable coffee purchases by the six participating GCP Members, more than 40% of the cumulative global sales by 4C, FT, RA, UTZ (factoring in for multi-certifications) have been taken up by the six reporting GCP Members in 2019, with 4C-certified coffee representing the largest share.

The Road Ahead

Throughout this past very challenging year, GCP Members and partners dedicated significant time and effort to collaboratively update the GCP Equivalence Mechanism as an interim step, and complete revision of the GCP Baseline Coffee Code.

A key objective was to recognize a more diverse set of sustainability schemes that are equivalent to the GCP Baseline Coffee Code and therefore eligible to be included by roasters and retailers that participated in reporting upon their 2019 & 2020 sustainable coffee purchases in this publication.

We encourage and invite more GCP Roaster & Retailer Members, signatories to ICO London Declaration, and all roasters and retailers to participate in the next round of Sustainable Coffee Purchases Reporting of 2021 figures. Reporting on 2021 figures will commence early in the first quarter of 2022.

Currently, the following sustainability schemes have been recognized as equivalent to the GCP Baseline Coffee Code and are eligible to be reported upon by roasters and retailers in next year's GCP Snapshot:

GCP Baseline Coffee Code equivalent 3rd Party Schemes:
- 4C
- Starbucks' C.A.F.E. Practices
- Certifica Minas
- Fairtrade International
- Rainforest/UTZ

GCP Baseline Coffee Code equivalent 2nd Party Schemes:
- ECOM's SMS Verified
- Enveritas Gold
- Nespresso AAA
- Neumann's NKG BLOOM
- Olam's AtSource Entry Verified and AtSource Plus

This wide participation of GCP Baseline Coffee Code equivalent sustainability schemes combined with transparent sustainable purchasing leadership demonstrated by roasters and retailers in the GCP Snapshot of Sustainable Coffee Purchases is a powerful combination.

While acknowledging the challenges and the need for bold complementary action, the annual GCP Snapshot is an important contribution to increased transparency and monitoring of progress on sustainable coffee purchases. It speaks directly to our shared goal to empower production and consumption of sustainable, profitable coffees along with resilient farming systems, especially including smallholder coffee producers throughout diverse coffee origins.

Important work is underway, but even bolder individual and collaborative efforts are needed to achieve economic viability of sustainable coffee farming and a living income for producers and workers while preserving nature and addressing climate change.

We invite more roasters and retailers to source sustainable coffee with remunerative prices that allow for investment into sustainable coffee production, and to report on specific progress on sustainable purchasing – and in future on other sustainability indicators – by using aligned metrics through GCP Collective Reporting.

GCP provides its Members and partners a unique multi-stakeholder organization for focused collective action to address key coffee sustainability challenges:

- Step up and contribute to the annual GCP Collective Reporting on Sustainable Coffee Purchases and advance your sustainable sourcing approach with GCP.

- Explore and make use of GCP assets such as the GCP Baseline Coffee Code, a global reference for the foundations of coffee sustainability.

- Use aligned indicators and metrics of the Coffee Data Standard to measure your sustainability progress.

- Support GCP's 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, engage with the International Coffee Organization and its Public-Private Task Force on implementation of the London Declaration.

We extend a hearty invitation to GCP Roaster and Retailer Members, signatories to the ICO London Declaration and all roasters and retailers to participate in next year's round of GCP Collective Reporting on Sustainable Coffee Purchases.

We would be delighted to welcome you into this sustainable sourcing approach, which is targeted to increase sustainability knowledge, raise awareness of challenges and empower ongoing sustainable purchasing leadership throughout the international coffee sector.

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