



**GLOBAL COFFEE  
PLATFORM**

**GLOBAL COFFEE PLATFORM**

# **Sustainable Coffee Purchases**

**SNAPSHOT 2021**

**2021 Sustainable Coffee Purchases by GCP Roaster & Retailer Members**



# GCP Snapshot of 2021

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We gratefully acknowledge  
GCP Roaster & Retailer Members:

**JDE Peet's, Keurig Dr Pepper, Melitta Group, Nestlé, Strauss Coffee,  
SUPRACAFÉ, Tesco and Westrock Coffee**

for their cooperation, transparency and  
commitment to create a thriving and  
sustainable coffee sector for all.





# Sustainable Coffee Purchases Snapshot 2021

## Introduction

The year 2021 brought substantial progress in the journey towards a thriving and sustainable coffee sector: GCP celebrated the worldwide release of the revised Baseline Coffee Code<sup>1</sup> called the Coffee Sustainability Reference Code, added four new sustainability schemes, and welcomed two additional GCP Members to its Collective Reporting on Sustainable Coffee Purchases, culminating into this annual GCP Snapshot.

Utilizing the foundational Coffee Sustainability Reference Code and the GCP Equivalence Mechanism, roasters, retailers and coffee supply chain partners have worked together to increase purchases of sustainable coffees and to provide transparent insight into their progress made.

Furthermore, these companies are increasing their commitments to GCP Collective Action Initiatives, and actively demonstrating a dedication to transparency and to increasing demand for sustainable coffees. By working together on innovative solutions, GCP Roaster and Retailer Members are accelerating the evolution of the sustainable supply chain in ways that better reflect shared responsibility for sustainability.



## Context

The GCP Snapshot 2021 sheds light on the progress made by increasing numbers of participating companies at a time of global crises, and evolving regulatory financial and reporting environments.

In light of the “decade of delivery,” which demands action with great urgency to achieve the Sustainable Development Goals, the GCP Snapshot shows examples of substantial leadership, actions, and impact to foster increased production and consumption of sustainable coffees throughout the world.

These ambitious goals require public-private collaboration, and as such, GCP is intensifying partnerships, including with the International Coffee Organization (ICO) and its Coffee Public-Private Task Force in a collaborative effort to build a 2030 Roadmap for implementation.

The ICO Task Force has welcomed and endorsed GCP Collective Reporting and its Snapshot as a mechanism to monitor progress in aligned ways. GCP acknowledges this, as well as ICO’s efforts to promote participation and to strengthen existing sustainability efforts in the sector.

## Influence and growth

In 2021, for the first time in the GCP Collective Reporting, the share of sustainable coffee purchases grew to 55%. This growth has not only been driven by the addition of two more GCP Members reporting, and the addition of four new sustainability schemes (all 2nd Party) added as eligible, but importantly due to increasing sustainable coffee purchase volumes of almost all of the reporting companies compared to 2020.

For the second time, the GCP Snapshot provides additional insights into sustainable coffee-sourcing regions of several of the reporting companies. Roasters and retailers were able to opt-in on a voluntary basis. In this 2021 edition, five of the reporting GCP Members – JDE Peet’s, Nestlé, Strauss Coffee, SUPRACAFÉ and Tesco – have taken transparency a step further and decided to include their sustainable coffee purchase figures disaggregated according to country groups.

While growth evidenced in this report is encouraging, more work is needed. On its way towards sustainable sourcing, the coffee sector must urgently step up and address systemic challenges such as the lack of earning a prosperous living income, amongst millions of coffee smallholders.

Achieving a living income and ultimately farmers’ prosperity requires yet unseen individual and collaborative efforts in shared responsibility locally and globally along with targeted investments supporting transformational change.

Improving coffee farmers’ livelihoods will enable effective responses to climate change, better working conditions, and will inspire future generations to become coffee agripreneurs. This is necessary to achieve resilient, regenerative farming systems at scale to ensure the supply of sustainable coffee from diverse origins for the millions of coffee lovers around the world.

## 2021 Highlights



GCP acknowledges  
**JDE Peet’s, Keurig Dr Pepper, Melitta Group, Nestlé, Strauss Coffee, SUPRACAFÉ, Tesco and Westrock Coffee**  
for their cooperation, dedication and leadership in sharing their 2021 Sustainable Coffee Purchase figures, thereby making this publication possible.



## A shared vision

GCP's shared vision of a thriving, sustainable coffee sector for future generations requires shared responsibility and collective action at local and global levels.

A key example of this is the collaborative work being conducted by GCP Members and GCP's Network of Country Platforms and partners, driving local action for global results. Active approaches taken include the joint efforts of the companies and organizations behind GCP Collective Action Initiatives, which leverage and scale collaborative efforts on topics such as social well-being, the responsible use of agrochemicals and agro-inputs, and investment in extension services for smallholder coffee farmers. This collective work allows the expansion of local solutions at a larger scale in public-private collaboration.

Building on the solid foundations already achieved, GCP has embraced a new strategic direction, rallying behind the push for transformational change for more than one million coffee farmers by 2030.

To achieve this ambitious goal, GCP enables its Members and partners to work together to increase farmer income and advance sustainable coffee production through collaboration with Country Platforms and targeted co-investments for programs such as GCP's Collective Action Initiatives, and through increasing transparency and demand for sustainable coffee, moving towards sustainable sourcing.

Key to monitor the progress towards this goal is an aligned way of measuring with common indicators and metrics at local and global levels. Local measurement will be further defined in the form of Country Snapshots going forward.

At the global level, important alignment has been achieved with the GCP Collective Reporting that allows companies to show their progress on sustainable coffee purchasing commitments with clear, common, comparable metrics.

**"It has been exciting to see the GCP Snapshot evolve since the launch of GCP's Collective Reporting in 2018. As a strong believer in the power of entrepreneurial approaches to building coffee sustainability, I am excited by the growing support of leading coffee roasters and retailers which are taking advantage of GCP's Sustainable Sourcing Approach to meet their goal of increasing sustainable coffee purchases in today's complex coffee market."**

- Annette Pensel, GCP Executive Director





# GCP's Approach towards Sustainable Sourcing

## Scope of recognized sustainability schemes

- Reporting on Sustainable Coffee Purchases, i.e. the figures that GCP Members provide include information about coffee volumes according to recognized sustainability schemes, and according to countries.
- "Sustainable Purchase" is one of the 15 indicators of the GCP Coffee Data Standard that builds on the work of the Sustainability Framework (developed collaboratively by SCC and GCP) to measure sustainability progress sector-wide.

In this GCP Snapshot 2021, Sustainable Coffee Purchases include the following sustainability schemes that are considered equivalent to the Baseline Coffee Code:

### » 3rd Party Schemes of

GCP Members: 4C, Certifica Minas, Fairtrade, Rainforest Alliance/UTZ;  
Non-members: Starbucks' C.A.F.E. Practices

### » 2nd Party Schemes of

GCP Members: Ecom's SMS, Enveritas Gold, Enveritas Green, Nespresso AAA, ofi's AtSource Entry Verified and AtSource Plus;  
Non-members: LIFT by Mercon, Neumann's NKG Bloom

- Since the publication of the GCP Snapshot 2019 & 2020, four sustainability schemes (all 2nd Party Schemes) have been added as eligible for reporting on 2021 figures: Enveritas Gold, Enveritas Green, LIFT by Mercon and NKG Bloom.
- 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. The GCP Baseline Coffee Code serves as a baseline, and equivalent schemes meet at least these requirements. However, while some schemes may be at the level of the GCP Baseline Coffee Code, others may go further with their principles and practices and their approaches to deal with sustainability issues.
- Depending on their assurance model, they are classified as GCP Baseline Coffee Code equivalent 2nd Party or 3rd Party. 2nd party assurance is often referred to as verification and 3rd party assurance is often referred to as certification; the latter includes the oversight of an external body in the assurance activities of the organization/company that owns the scheme.
- "Conventional coffees" refers to other coffees.

GCP Members and further companies are invited to (re-)submit their sustainability schemes for equivalence in early 2023, using the Coffee Sustainability Reference Code, along with the new GCP Equivalence Mechanism 2.0.

Find more information on [www.globalcoffeeplatform.org](http://www.globalcoffeeplatform.org)

## A common language

The GCP Baseline Coffee Code is a sector-wide agreement on baseline practices of sustainability. National Sustainability Curricula developed in GCP's Network of Country Platforms take the Code as a reference and contextualize their principles and practices 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. Depending on their assurance model they are classified as GCP Baseline Coffee Code equivalent 2nd Party or 3rd Party.

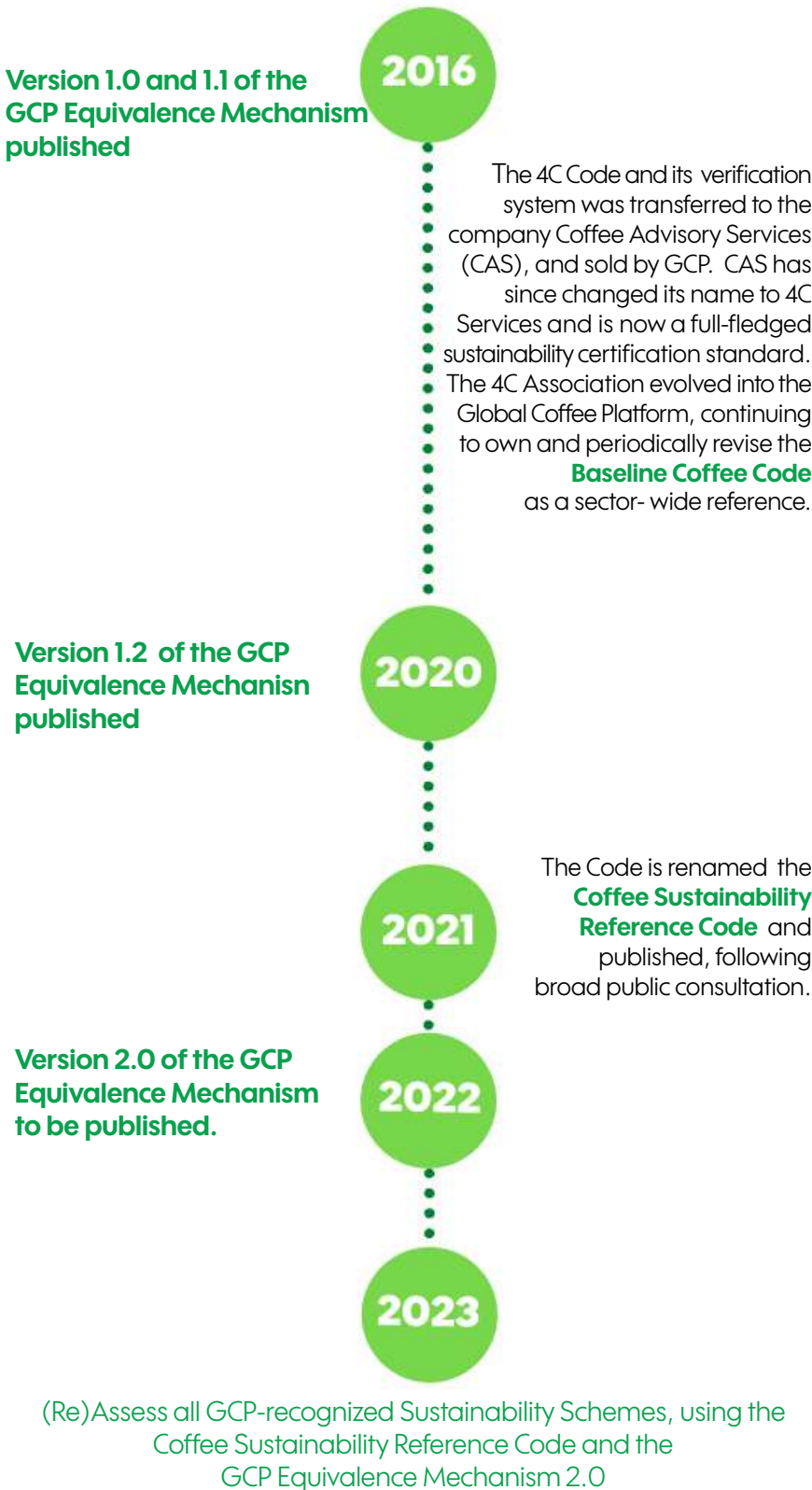
Following a robust process, additional sustainability schemes have been recognized as Baseline Coffee Code equivalent 2nd Party. This recognition makes them eligible for GCP Collective Reporting, summarized in this report on 2021 figures.

In 2021, GCP conducted a broad revision of the Baseline Coffee Code through public and sector consultation resulting in the Coffee Sustainability Reference Code. Furthering GCP's effort to ensure the sector is equipped with current, relevant and versatile tools, the GCP Equivalence Mechanism is being reviewed in 2022.

With both the newly revised Coffee Sustainability Reference Code and GCP Equivalence Mechanism 2.0 in place by the end of 2022, the GCP Collective Reporting will be further enhanced and expanded.

## Progress and development

An overview of the evolution of the GCP Coffee Sustainability Reference Code and the Equivalence Mechanism.







# GCP SNAPSHOT 2021

# ANALYSIS HIGHLIGHT



## COFFEE-PRODUCING COUNTRIES

**+3** compared to 2020

**40** in 2021

Countries from which coffee has been sourced

Countries of which sustainable coffee purchases have been received. Major origins: Vietnam, Brazil, Colombia, Honduras, Indonesia

**33** in 2021

**+6** compared to 2020

8 Reporting Roasters and Retailers



**2,258,024 MT**  
37,633,733 60 kg bags

Total amount of green coffee received by the reporting companies

**55%**  
**+29%**

of total amount of green coffee received by the reporting companies

increase compared to 2020  
Sustainable Coffee Purchases

**1,254,141 MT**  
20,902,352 60 kg bags

**Sustainable Coffee Purchases**  
in line with GCP-recognized sustainability schemes<sup>1</sup>

**49.8%**

The largest reported share continues to be 4C-certified coffee, which **increased by 36,000 MT** compared to 2020

**16.33%**

Total coffee volume reported with two or more schemes is: **204,828 MT**. This represents 16.33% of the total sustainable coffee purchases reported.

**+207,298 MT**

Volumes reported in line with 3rd Party Schemes grew by 207,298 MT. This is **+ 23.2%** compared to 2020.

Volumes reported in line with 2nd Party Schemes grew by 63,496 MT. This is **+ 71%** compared to 2020.

**+63,496 MT**

Four additional 2nd Party Schemes were recognized and included in the GCP Collective Reporting for 2021

**+4**

## RECOGNIZED SUSTAINABILITY SCHEMES

### 3rd Party Schemes

4C Certifica Minas Fairtrade Rainforest Alliance/UTZ Starbucks' C.A.F.E. Practices

Ecom's SMS Enveritas Gold Enveritas Green Nespresso AAA

ofi's AtSource Entry Verified and AtSource Plus

LIFT by Mercon Neumann's NKG Bloom

### 2nd Party Schemes

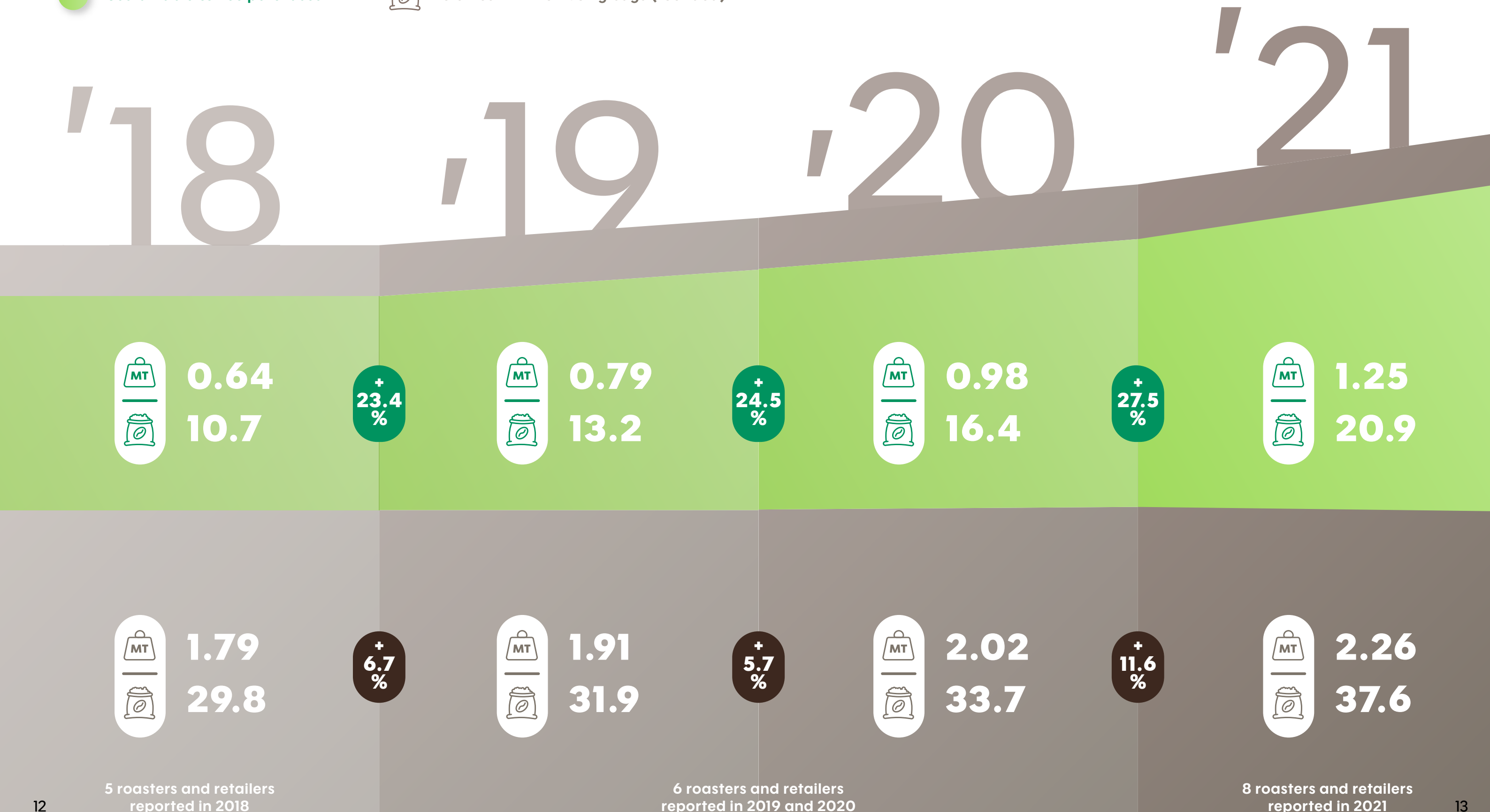
<sup>1</sup>GCP-recognized schemes are schemes that have been assessed and recognized as equivalent to the Baseline Coffee Code either as 3rd Party or 2nd Party



# GCP SNAPSHOT - OVERVIEW 2018-2021



-  Total green coffee reported
-  Sustainable coffee purchases
-  Volumes in million metric tons (rounded)
-  Volumes in million 60 kg bags (rounded)

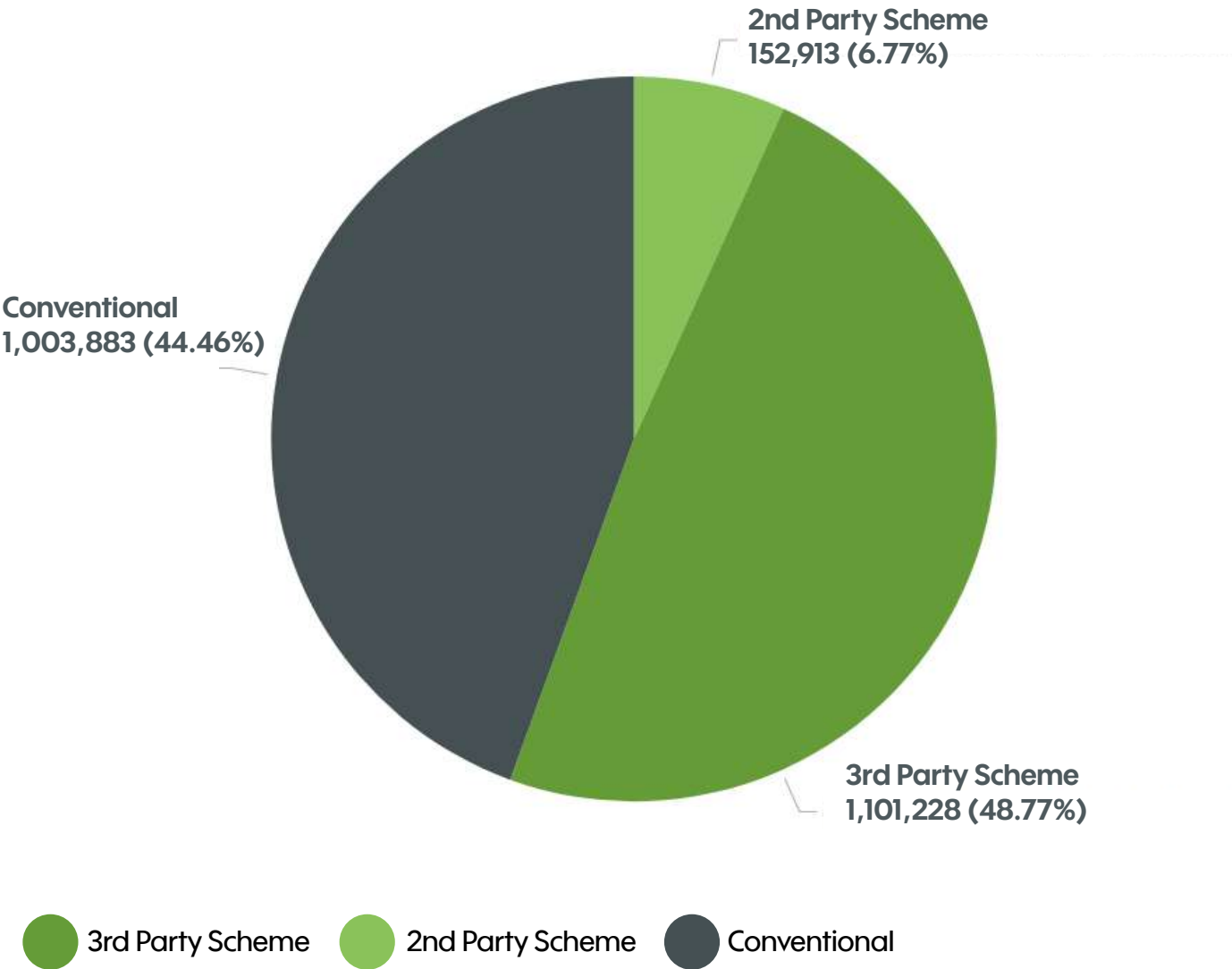


**COLLECTIVE REPORTING 2021**  
PARTICIPATING ROASTERS & RETAILERS



**TOTAL SUSTAINABLE COFFEE PURCHASES 2021**  
MEASURED IN METRIC TONS (MT)

TOTAL: 2,258,024 MT  
SUST: 1,254,141 MT



This graph shows that reporting GCP Members have altogether reported a total of 2,258,024 MT of green coffee, out of which 1,254,141 MT were purchased in line with sustainability schemes recognized by GCP. For the first time in the GCP Collective Reporting, the share of sustainable coffee purchases represents more than 55% of the total reported volume. Volumes reported as 3rd Party schemes grew by 207,298 MT compared to 2020, representing a 23.2% increase. Volumes reported as 2nd Party schemes grew by 63,496 MT, representing a 71% increase compared to 2020.

The amount of green coffee purchases for 2021 reported by eight GCP Members in this third reporting round represents a share of 32% of world coffee exports and 22.6% of world coffee consumption in coffee year 2020/2021 according to ICO statistics<sup>2</sup>. The share of sustainable coffee purchases as reported by GCP Members for 2021 represents 18% of world coffee exports and 12.6% of world coffee consumption in the same period.

2. ICO Data can be found here: <https://db.ico.org/>  
Download [ICO Data here](#)



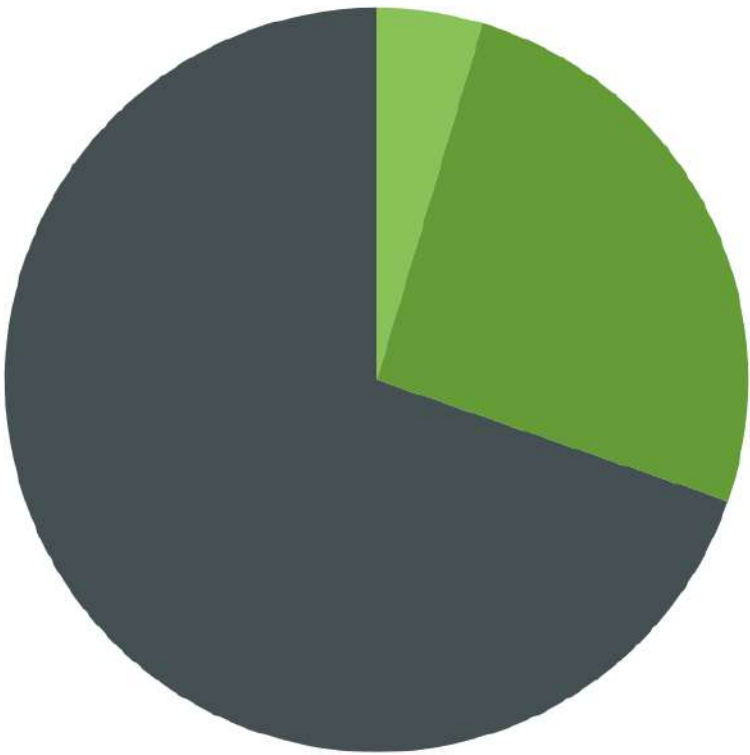
# TOTAL GREEN COFFEE VOLUMES AND THEREOF SUSTAINABLE COFFEE PURCHASES VOLUMES 2021

## PER GCP MEMBER MEASURED IN METRIC TONS (MT)

The visuals below show the shares of sustainable coffee purchases per participating GCP Member for the year 2021. 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 recognized by GCP for aligned reporting on Sustainable Coffee Purchases.

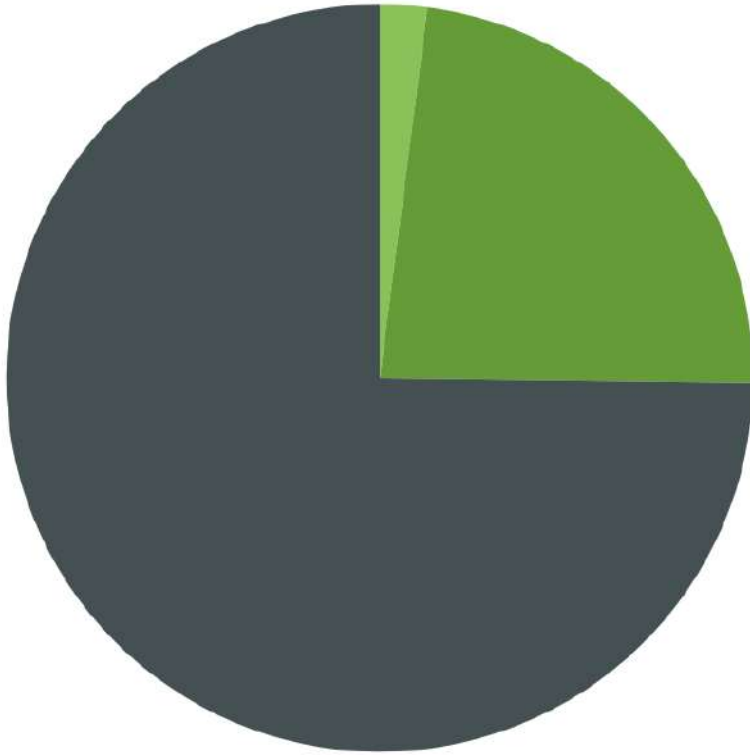
### JDE Peet's

TOTAL: 797,708 MT  
SUST: 241,581 MT



### Melitta Group

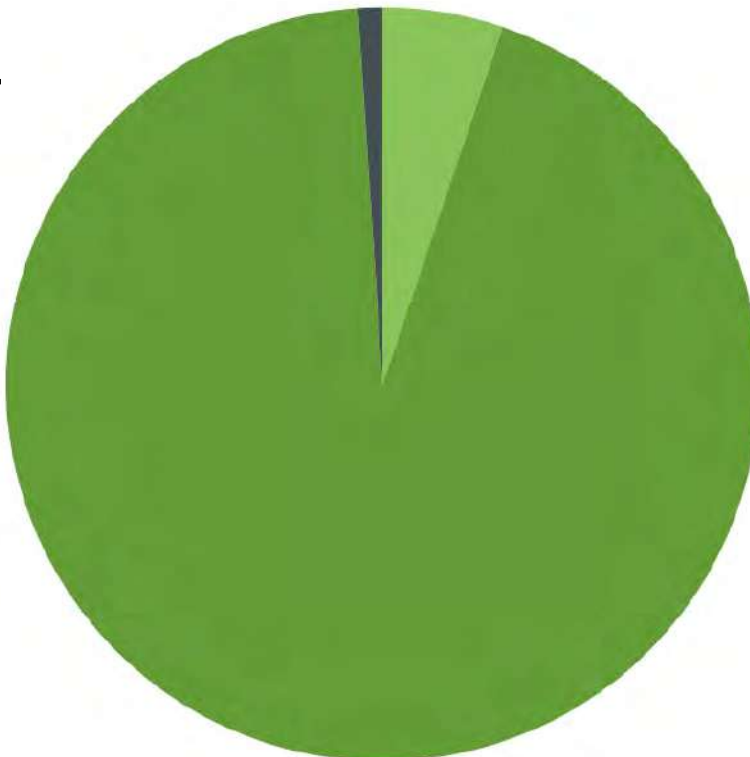
TOTAL: 213,297.55 MT  
SUST: 53,733.56 MT



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

### Keurig Dr Pepper

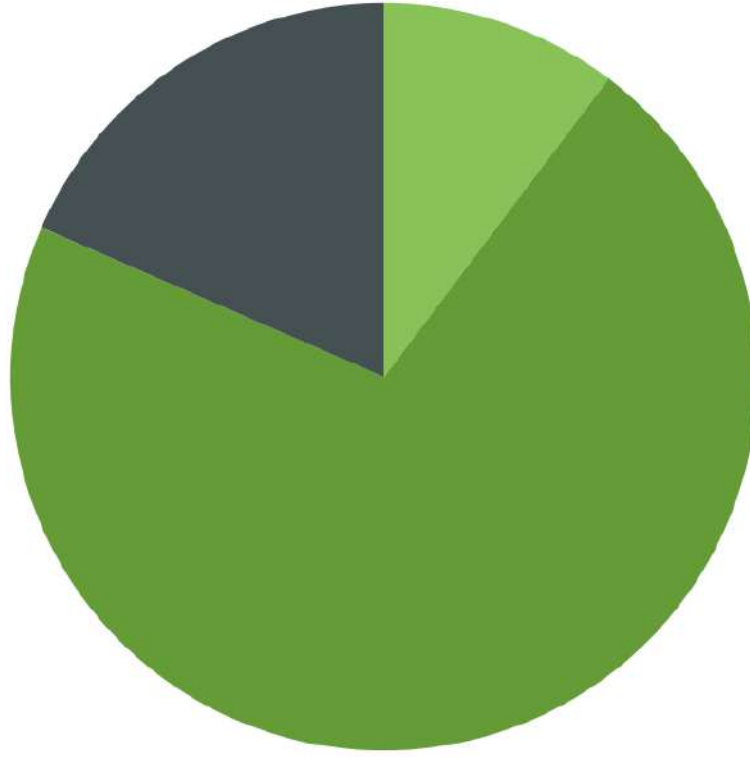
TOTAL: 126,104.29 MT  
SUST: 124,797.69 MT



100% of KDP coffee is Responsibly Sourced, including one program not currently recognized by GCP.

### Nestlé

TOTAL: 986,980 MT  
SUST: 804,797 MT





# TOTAL GREEN COFFEE VOLUMES AND THEREOF SUSTAINABLE COFFEE PURCHASES VOLUMES 2021

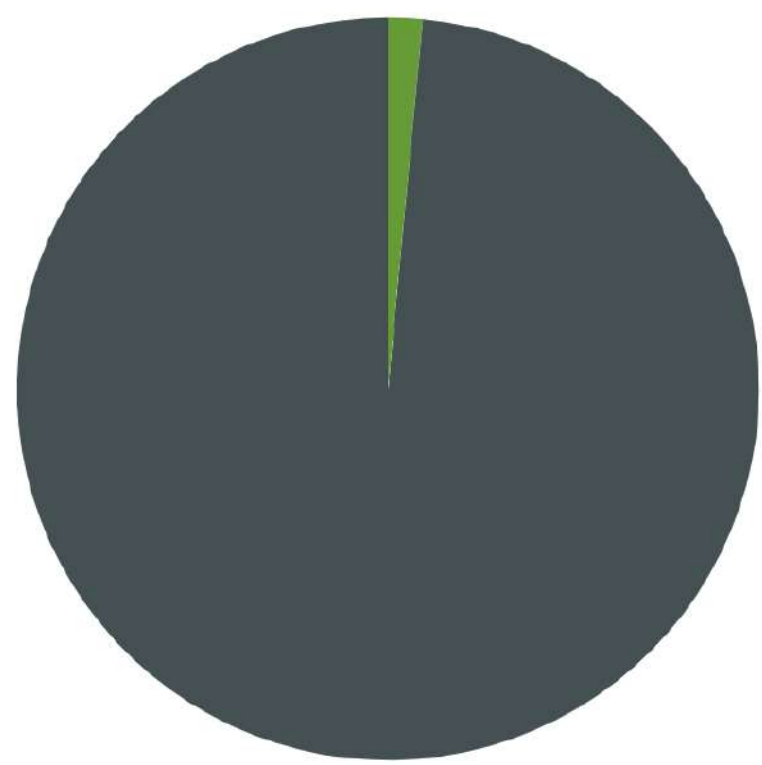
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The visuals below show the shares of sustainable coffee purchases per participating GCP Member for the year 2021. It is important to note that GCP Members follow their individual, company-specific sustainability strategies and approaches, which may include sourcing coffees in line with additional sustainability standards, schemes and programs currently not recognized by GCP for aligned reporting on Sustainable Coffee Purchases.

### Strauss Coffee

TOTAL: 67,000 MT\*  
SUST: 1,000 MT

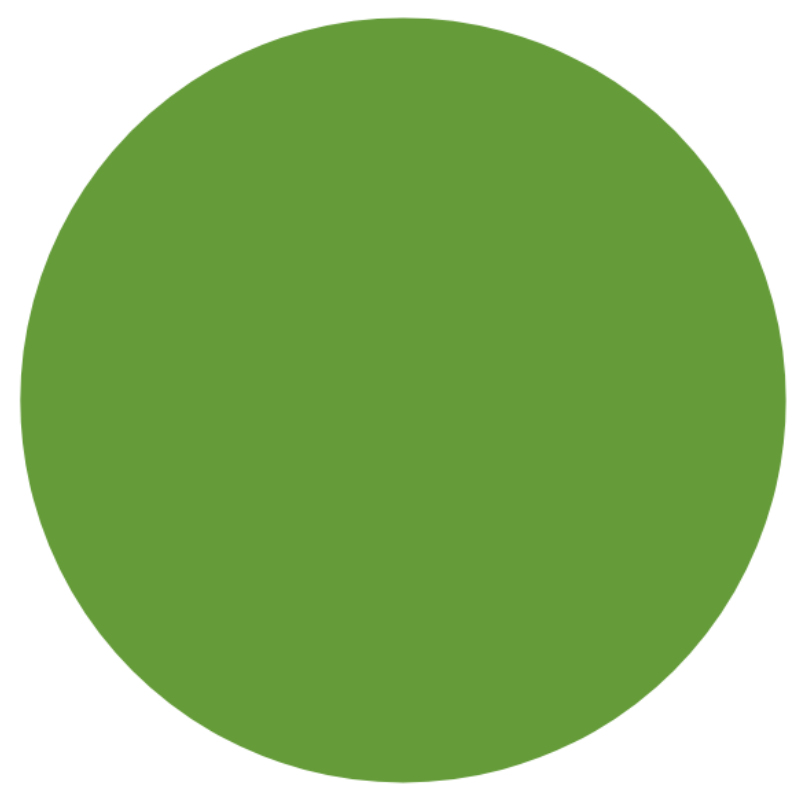
\*Reported volumes for 2021 show Strauss international business and excludes the Brazil business



3rd Party Scheme    2nd Party Scheme    Conventional

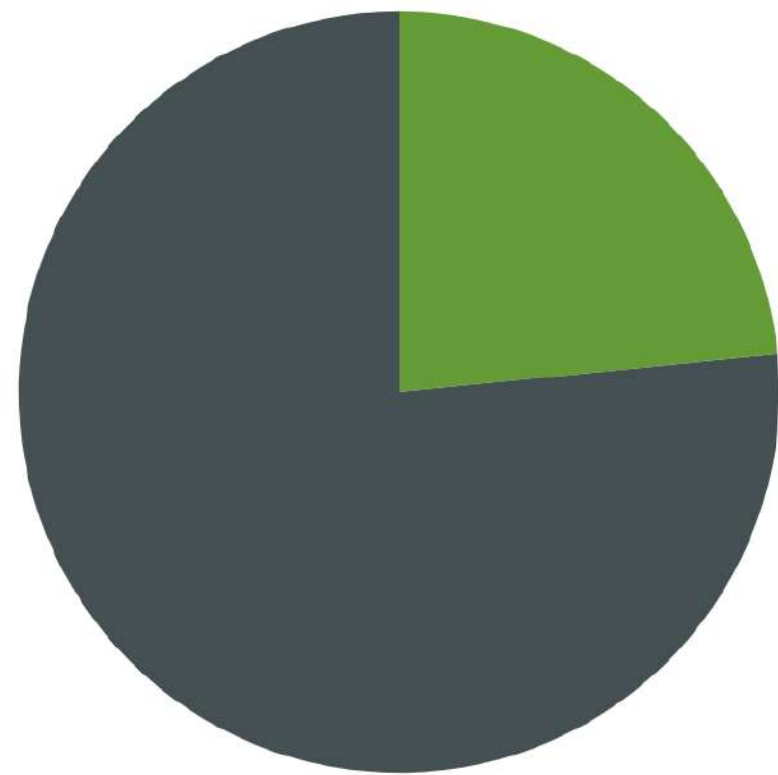
### Tesco

TOTAL: 6,836.80 MT  
SUST: 6,836.80 MT



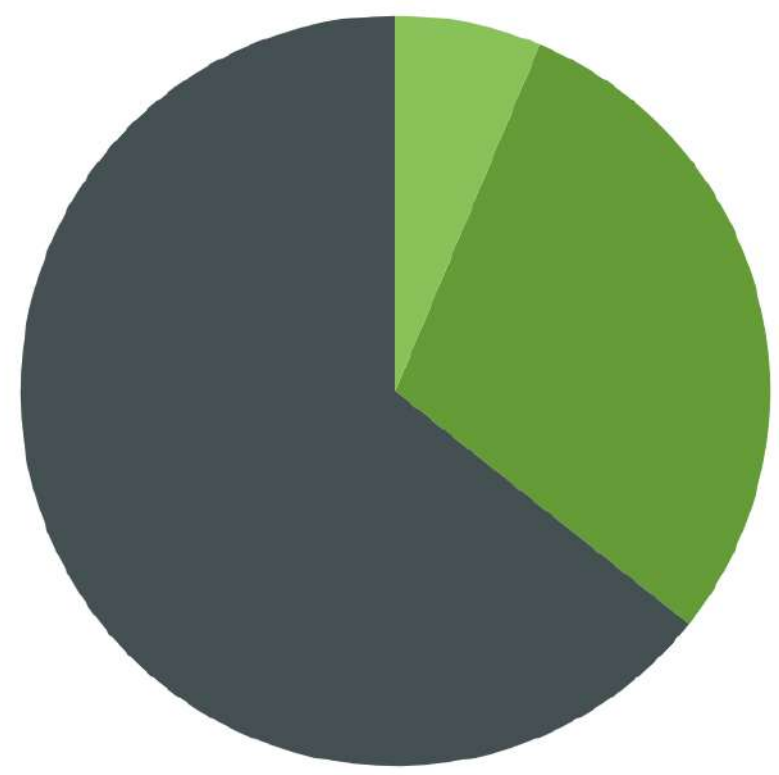
### SUPRACAFÉ

TOTAL: 339.26 MT  
SUST: 79.42 MT



### Westrock Coffee

TOTAL: 59,758.35 MT  
SUST: 21,315.63 MT



Responsibly sourced coffee was 51% of Westrock Coffee's total coffee purchases in 2021. Responsibly sourced coffee included GCP-recognized sustainable coffee and volume sourced through Raíz Sustainability®, Westrock's third party audited sourcing standard.



# SUSTAINABLE COFFEE PURCHASE VOLUMES 2021

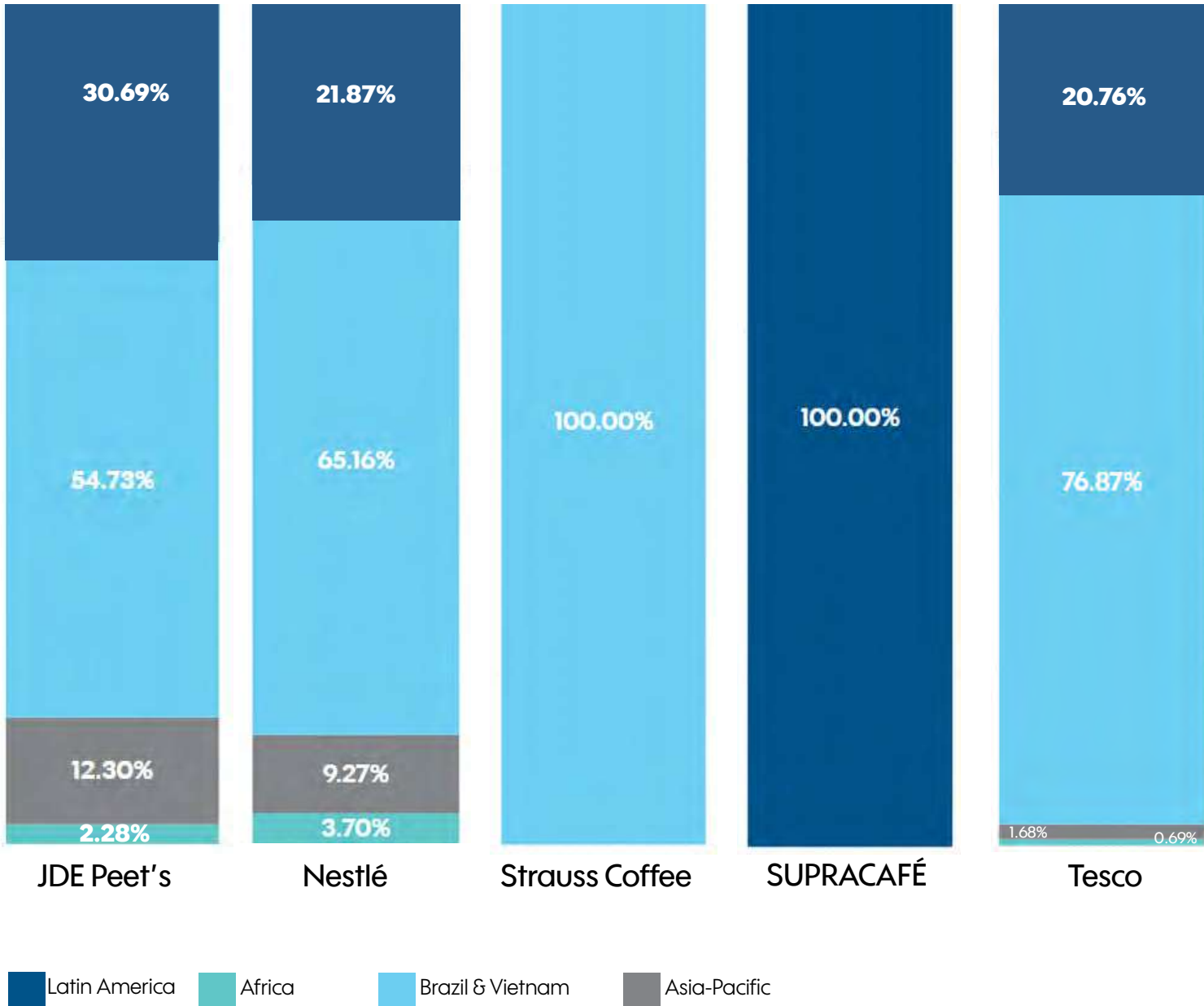
## PER GCP MEMBER DISAGGREGATED PER ORIGIN GROUP

Encouraging further transparency of meaningful data on sustainable coffee purchases, this GCP 2021 Snapshot 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. This year, five of the reporting GCP Members – JDE Peet’s, Nestlé, Strauss Coffee, SUPRACAFÉ and Tesco – stepped up and demonstrated additional leadership on transparency through reporting on their sustainable coffee purchasing from various origin groups.

GCP encourages fostering 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.





# GCP Members

## In their own words

Sustainable coffee purchasing represents one important way to contribute to sustainability. Next to sustainable purchasing and reporting on it transparently, and in a comparable way, GCP values and promotes additional and complementary sustainability actions.

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 in coffee-importing markets and coffee-producing countries.
- Enlarging the scope of sustainable coffee, enabling greater participation of smallholder farmers to manage their farms as businesses.

Beside purchasing sustainable coffees, reporting GCP Members have coffee sustainability strategies and approaches in place which are summarized below.



At JDE Peet's we are committed to creating a sustainable future for farmers and their families, our suppliers, customers, consumers and our employees. Through our Common Grounds sustainability program, we take a dynamic approach focusing on three pillars:

- Responsible Sourcing: we have partnerships with suppliers, NGOs, etc. to address key challenges and work towards 100% responsibly sourced green coffee, tea and palm oil by 2025.
- Minimised Footprint: we commit to design all our packaging to be reusable, recyclable or compostable and increase its recycled content by 2025. We have SBTi targets to reduce our GHG emissions for scope 1&2 by 25% and 12.5% scope 3 by 2030 vs 2020 base year.
- Connected People: we champion an inclusive ecosystem for our employees, communities and partners we work with.

Coffee & tea create possibilities across our value chain. By working together, we believe that our entire ecosystem can benefit and create a better future.

[Read more in our Annual Report 2021](#)

KDP sources coffee for our own brands and for many of our partner brands. All of these beans are included in our 100% responsibly sourced (RS) commitment, even when our customers do not require it.

We source coffee across Latin America, Africa and Asia, utilizing a group of accepted partner RS programs including Fairtrade International, Fair Trade USA, Rainforest Alliance, UTZ, 4C, ofi AtSource Entry Verified and Great Lakes Coffee MaxTRACE.

Additionally, KDP invests in both the livelihoods of coffee farmers and workers, and the resilience of the landscapes that make up our supply chain. For example, our work with farmers and workers focuses on market access and economic prosperity and, in 2021, KDP committed to supporting conservation and regenerative agriculture on 250,000 acres of land by 2030, with coffee being a key contributor.

[Read more in our 2021 Corporate Responsibility Report.](#)

Melitta Group's coffee strategy defines a target of "100% Coffee of the Future in 2030". It is grown in a way which enables all people involved locally to live comfortably long-term and which preserves or regenerates the local ecological systems. It is processed, transported, and roasted climate-friendly whilst using water sustainably.

Packaging is recyclable and – wherever possible – reusable or made from recycled materials. It is prepared in an energy-saving fashion and, insofar as corresponding structures exist, the coffee grounds are recovered in the most environmentally compatible way in line with circular economy principle.

Melitta Group is convinced that only a combination of measures along the value chain, such as collaboration with Voluntary Sustainability Standards and qualification or community projects, together with joint systemic approaches addressing sustainable development in key coffee-growing regions and on a global scale, will lead to a sustainable future for the coffee sector.

[Read more in our Sustainability Report](#)



Nestlé's coffee sustainability program is the largest worldwide, including the Nescafé Plan and the Nespresso AAA Sustainable Quality™ Program.

Our program scope includes sustainable-sourcing green coffee, improving farmer livelihoods and coffee landscapes, reducing emissions towards the Group goal of Net Zero by 2050, and avoiding packaging waste.

In 2021 we continued to progress at pace, with an integrated approach that supports positive environmental and economic impacts for coffee farmers. Examples include the distribution of improved coffee plantlets, planting trees for agro-forestry and reforestation and high-performing field programs with independent impact assessment.

Over 80% and 93% of the coffee for our Nescafé and Nespresso brands respectively is produced sustainably, contributing to improved farmer livelihoods and better protection of human rights and environmental aspects in coffee-growing communities.

Our ambition is towards a regenerative future for coffee and we encourage you to read much more about it online:

[Nescafé 10 Year Plan](#) | [Nespresso Sustainability](#) | [Nestlé Creating Shared Value](#)



# GCP Members

## In their own words



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 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 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 particular needs of each group of producers.

In 2021 there were 10 “More than a Cup” local projects in eight countries in Africa, Asia, and Latin America, reaching over 13,000 households. Furthermore, Strauss Coffee is an active member of the Global Coffee Platform (GCP) and continues to support the Common Code for the Coffee Community (4C) by procuring 4C-compliant and -certified coffees.

[For more info please read Strauss Group 2021 Sustainability report](#)



Overall, we believe our trade is a force for good, creating jobs and opportunities for people and communities across the world. Our core purpose to serve our customers, communities and planet a little better every day outlines how we enable customers to enjoy good quality, sustainable products at affordable prices. Coffee is an important product from a sustainability perspective, and we have proudly sourced certified coffee for more than 12 years. At the end of 2018 all Tesco instant coffee became Rainforest Alliance accredited, meaning that 100% of Tesco coffee is certified.

However, certification is just part of our approach to tackle the systemic issues in global coffee supply chains. Tesco have 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.

[Learn more about Tesco’s sustainability approach here.](#)

Without sustainable innovation there is no progress.

Our strong commitment to social and environmental sustainability and innovation led us to establish our experimental coffee farms in Colombia in 2008 and to promote and create a platform for open and collaborative innovation in the world of coffee, called TECNICAFAE, in alliance with the Cauca Government, FNC-Cauca, Multiscan Technologies, Coffee Quality Institute (CQI) and AMUCC (Cauca Women Coffee Growers Association).

The main goal of both initiatives is focused on producing high-quality arabica coffees but also on sustainable innovation to develop the way in which coffee is processed and in implementing new technologies to support farmers and quality.

Sustainability is part of our DNA. Using the SDGs guide to tackle our strategic goals, we work in alliances with the main stakeholders of the coffee chain. We are recognized by Business Call to Action – UNDP for developing inclusive business with Colombian women coffee farmers.

## SUPRACAFÉ

Westrock Coffee was founded on the belief that success is an inevitable by-product of investments in infrastructure, farmer development, supply chain, product innovation, and technological advancement.

As a core principle, Westrock Coffee is committed to responsibly sourcing 100% of its coffee by 2025, affirming their dedication to purchase and process all products in a manner that is fair to the people who grow and handle it, as well as their employees, peers, and environments. In 2021, the company launched a framework to ensure that all its coffees are sourced in this way.

Beyond this, Westrock Coffee’s proprietary responsible-sourcing programs – Raíz Sustainability® and Farmer Direct Verified® – enhance farmers’ profitability and sustainability practices through farm development services, digital traceability, and transparent connections to Westrock Coffee’s customers. This leads to a more profitable and resilient business for all involved.

[Find more information here.](#)





# DIVERSITY OF COFFEE ORIGINS

## GCP SNAPSHOT 2021

In 2021, reporting GCP Members have received coffees from 40 coffee origins (2020: 37)

Bolivia, Brazil, Burundi, Cameroon, China, Colombia, Costa Rica, Cuba, Democratic Republic of Congo, 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, Togo, Uganda, USA - Hawaii, USA - Puerto Rico, Vietnam, Yemen, Zambia, Zimbabwe.

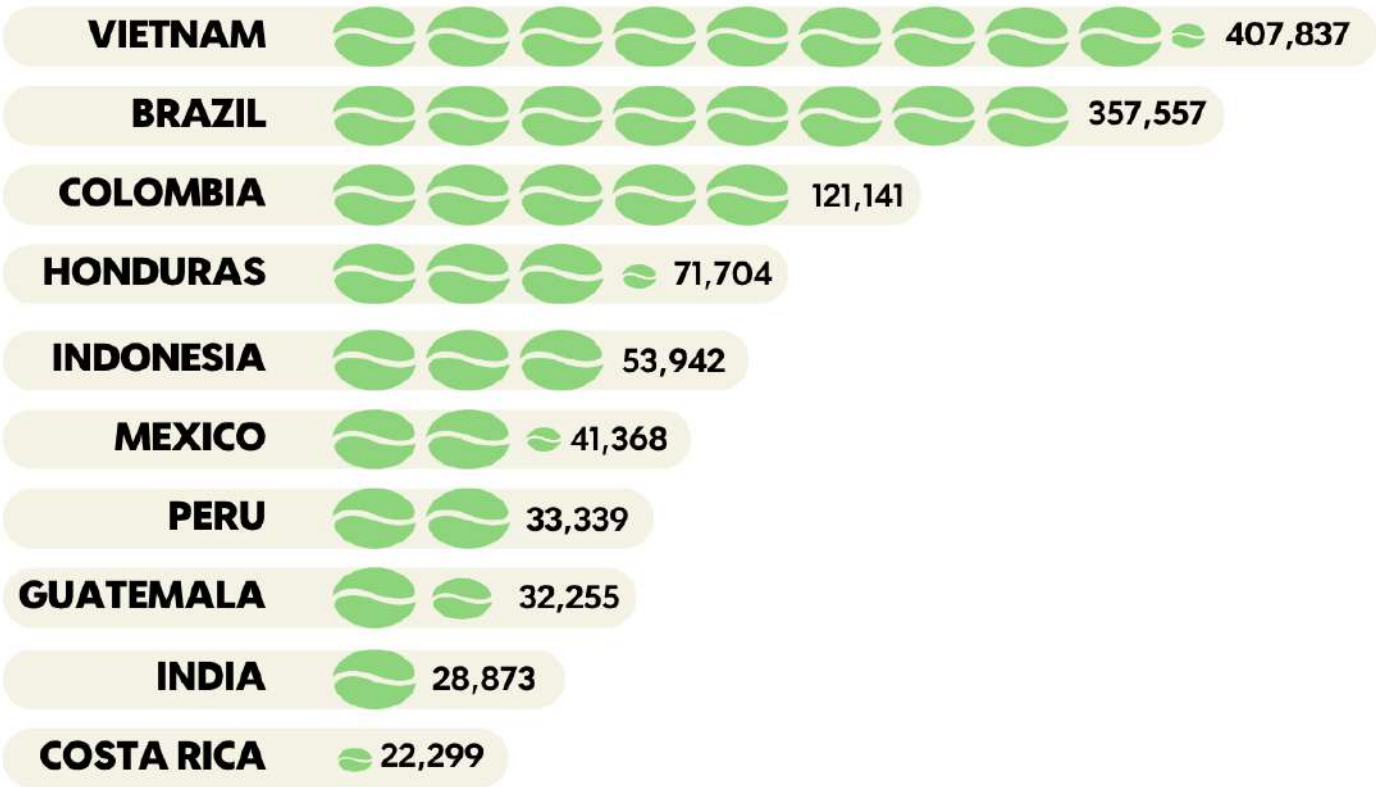
Sustainable coffee purchases were received in 2021 from the following 33 (2018: 25; 2020: 27) coffee origins:

Bolivia, Brazil, Burundi, China, Colombia, Costa Rica, Democratic Republic of Congo, El Salvador, Ethiopia, Guatemala, Honduras, India, Indonesia, Côte d'Ivoire, Jamaica, Kenya, Laos, Mexico, Nicaragua, Panama, Papua New Guinea, Peru, Philippines, Rwanda, Tanzania, Thailand, Timor, Uganda, USA - Hawaii, Vietnam, Yemen, 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.

# TOP 10 COUNTRIES SUSTAINABLE COFFEE PURCHASES 2021

## MEASURED IN METRIC TONS (MT)

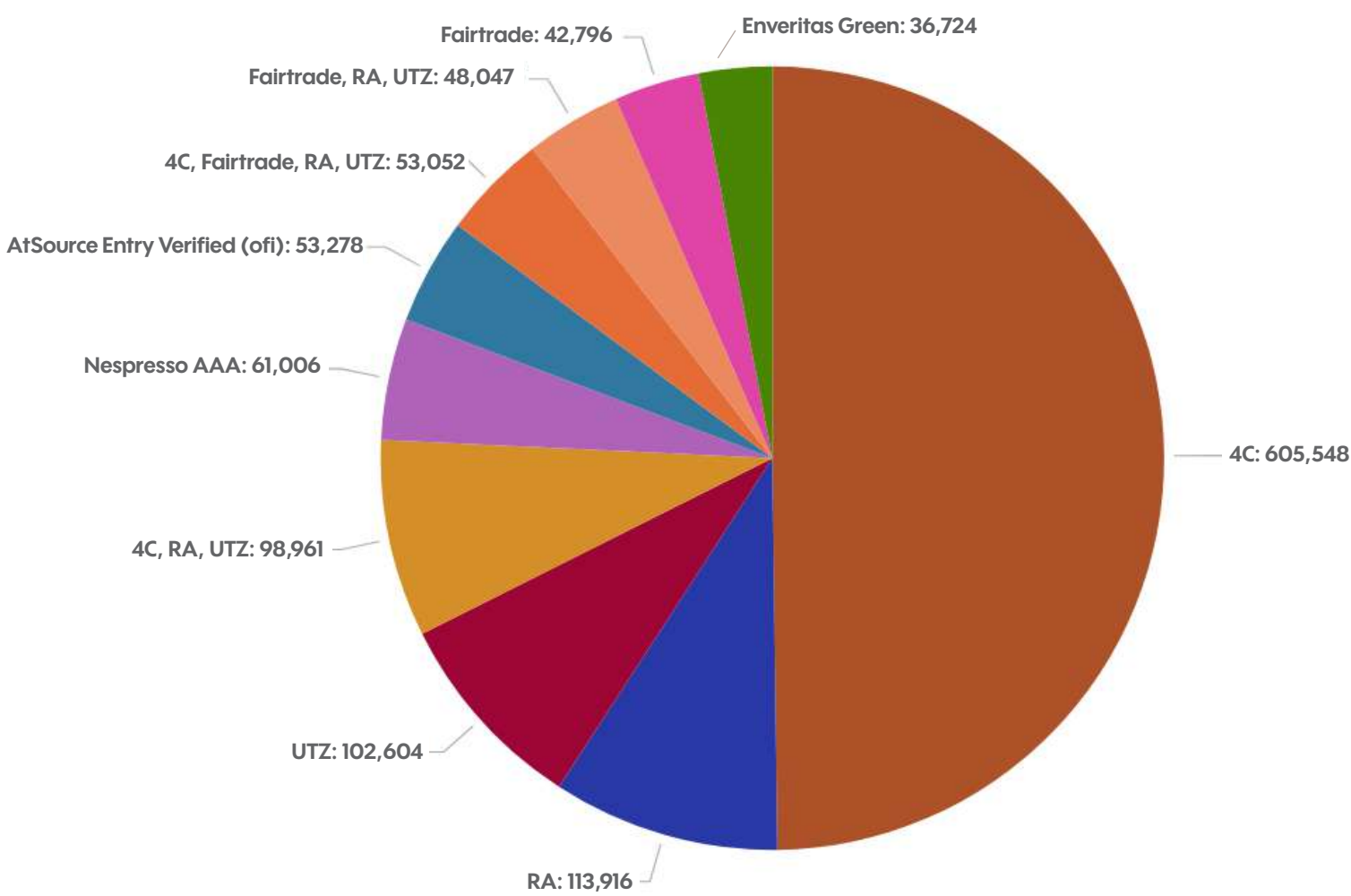


These graphs shows that Vietnam continues to be the origin country with the highest amount of sustainable coffee purchases among reporting GCP Members in 2021, followed by Brazil, Colombia and Honduras which (almost) doubled the reported sustainable coffee purchases figures compared to 2020.

With additional roasters and retailers participating in future rounds of reporting, the overall amount of sustainable coffee purchase figures is expected to further increase.

For a sustainable, thriving coffee sector it will be key to substantially increase sustainable coffee 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 2021 PER SUSTAINABILITY SCHEME MEASURED IN METRIC TONS (MT)



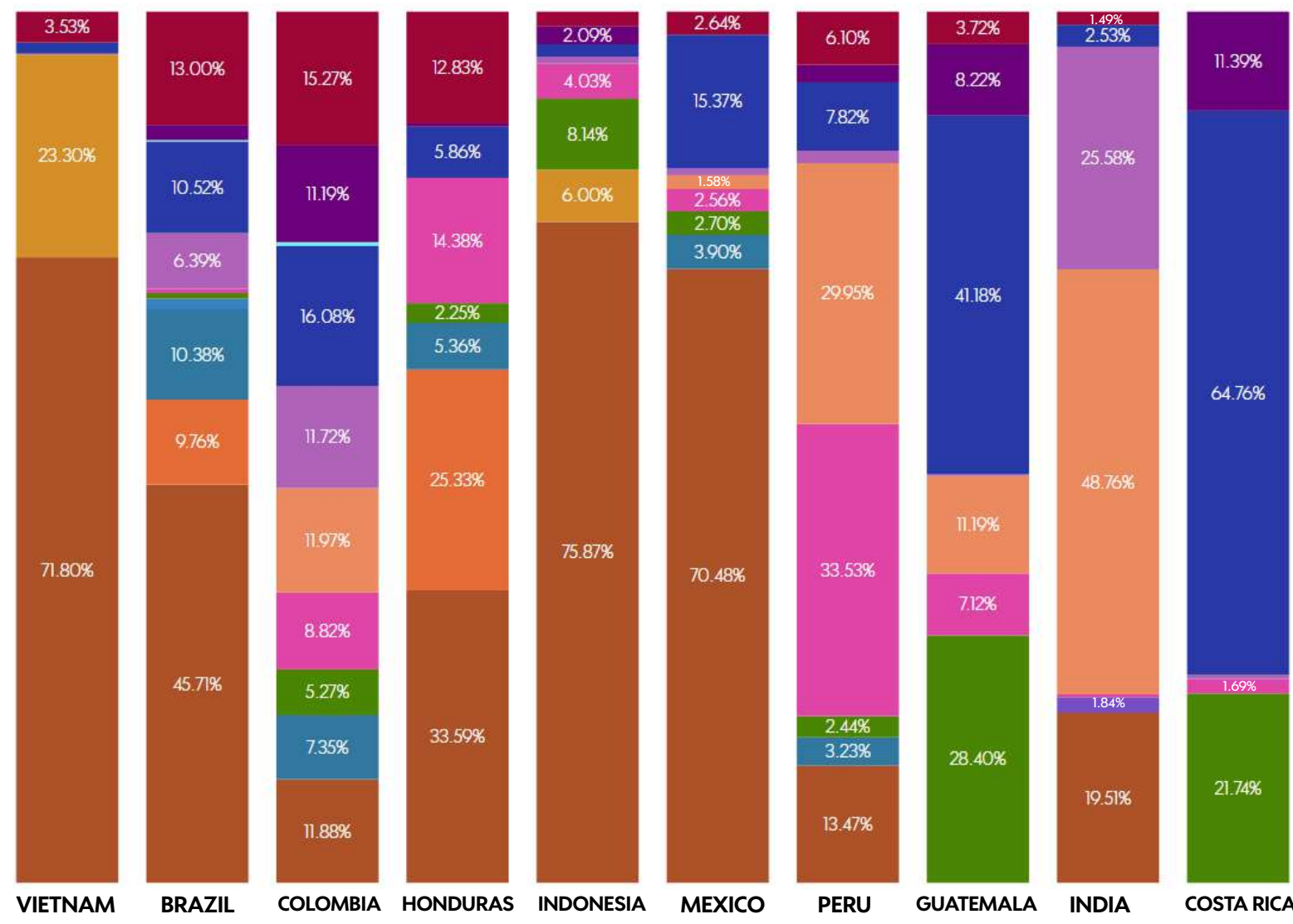
- SCHEME**
- 4C
  - RA
  - UTZ
  - 4C, RA, UTZ
  - Nespresso AAA
  - AtSource Entry Verified (ofi)
  - 4C, Fairtrade, RA, UTZ
  - Fairtrade, RA, UTZ
  - Fairtrade
  - Enveritas Green

This 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 2021.

The biggest share of reported sustainable purchase volumes continues to be 4C-certified coffee that increased by 36,000 MT compared to 2020 and represents a share of 49.8 % (2021). Followed by volumes reported as Rainforest Alliance, up by 51,898 MT (almost doubled) compared to 2020.

Almost all top 10 reported sustainability schemes and multi-certification combinations grew compared to reported 2020 volumes.

# DISTRIBUTION OF SUSTAINABLE COFFEE PURCHASES 2021 PER SUSTAINABILITY SCHEME AND PER TOP 10 COUNTRY



This graph shows the 10 most frequent sustainability schemes and multi-certification combinations reported for the top 10 origins for 2021. It shows a huge variation of sustainability scheme combinations across some origins such as Colombia, Honduras, Peru, Guatemala, and notably a high percentage of multi-certification combinations.

In contrast, for other countries like Vietnam, Indonesia 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 2021 reporting sustainable coffee purchases.

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.

- SCHEME**
- 4C
  - 4C, Fairtrade, RA, UTZ
  - 4C, RA, UTZ
  - AtSource Entry Verified (ofi)
  - AtSource Plus (ofi)
  - Certifica Minas Coffee
  - Enveritas Green
  - Fairtrade
  - Fairtrade, RA, UTZ
  - Nespresso AAA
  - RA
  - SMS Verified (ECOM)
  - Starbucks C.A.F.E Practices
  - UTZ





# GCP BASELINE COFFEE CODE EQUIVALENT 3RD PARTY SCHEMES 2021

GCP applauds the readiness of these four voluntary sustainability standards – all GCP Members and 3rd Party Schemes – to transparently provide this additional information and valuable data as part of the GCP Snapshot.

SCHEME	MARKET UPTAKE GLOBAL SALES (MT)	ESTIMATED PRODUCTION (MT)	AREA (HA)	FARMERS	WORKERS (SEASONAL & PERMANENT)
4C	732,102	1,623,014*	792,309*	304,831*	858,999*
Fairtrade International	219,509**	843,270**	1,134,481**	862,916** smallholders***	N/A
Rainforest Alliance	438,001	845,947	583,026	296,612	447,414
UTZ	658,282	1,243,347	826,397	385,003	218,934

\* As of 31 December 2021  
 \*\* Pending final auditing  
 \*\*\* Fairtrade only certifies small-scale producer organizations for coffee, rather than plantations, hence, only working with smallholder farmers and not workers.

With 1,254,141 MT reported as Sustainable Coffee Purchases by the eight 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 these GCP Members in 2021, with 4C-certified coffees representing the largest share.





# The Road Ahead

## The future of GCP Collective Reporting

Throughout this past year, GCP Members and partners dedicated significant time and effort to collaboratively complete the revision of the Coffee Sustainability Reference Code and start the revision of the GCP Equivalence Mechanism, which will be finalized and launched end of 2022.

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 2022 figures. Reporting on 2022 figures is expected to commence early in the first quarter of 2023.

Currently, the following sustainability schemes have been recognized as equivalent to the Baseline Coffee Code and are eligible to be reported upon by roasters and retailers in next year's GCP Snapshot of Sustainable Coffee Purchases on 2022 volumes:

### GCP Baseline Coffee Code equivalent 3rd Party Schemes:

GCP Members: 4C, Certifica Minas, Fairtrade, Rainforest Alliance/UTZ

Non-members: Starbucks' C.A.F.E. Practices

### GCP Baseline Coffee Code equivalent 2nd Party Schemes:

GCP Members: Ecom's SMS, Enveritas Gold, Enveritas Green, Guaxupé Planet by Exportadora de Café, Nespresso AAA, ofi's AtSource Entry Verified and AtSource Plus;

Non-members: LIFT by Mercon's, Neumann's NKG Bloom

In 2023, all sustainability schemes are invited to (re)submit their schemes for assessment against the revised Coffee Sustainability Reference Code and the newly revised GCP Equivalence Mechanism 2.0. This will stimulate improvements and robustness across different schemes as well as enable updated recognitions as Coffee Sustainability Reference Code 3rd Party or 2nd Party equivalent scheme. The GCP recognition is the precondition for eligibility for GCP Collective Reporting, summarized in annual GCP Snapshots – and in future – on other key sustainability indicators in Country Snapshots.

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

In this spirit, we extend a hearty invitation to all roasters and retailers to participate in the next year's round of GCP Collective Reporting on Sustainable Coffee Purchases. We would be delighted to welcome you into GCP's sustainable sourcing approach, which is targeted to increase sustainability knowledge, inspire new ways of enacting shared responsibility for sustainability and empower sustainable purchasing leadership throughout the coffee sector.

## An invitation

GCP provides its Members and partners a unique multi-stakeholder organization focusing collective action to address key coffee sustainability challenges efficiently and achieve transformational change for more than one million coffee farmers by 2030:

- 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 to grow the marketplace for sustainable coffees in shared responsibility, including:
  - The revised Coffee Sustainability Reference Code, a sector-wide reference on the foundations of coffee sustainability
  - The newly revised GCP Equivalence Mechanism 2.0.
- (Re)submit your Sustainability Scheme for assessment and recognition.
- Join GCP's work in coffee-producing countries to advance sustainable coffee production in shared responsibility and help closing the living income gap towards farmer prosperity through:
  - Public-private Country Platforms,
  - National Sustainability Curricula, and
  - GCP Collective Action Initiatives on sustainability gaps.
- Use aligned indicators and metrics of the Coffee Data Standard to measure your sustainability progress and engage in developing Country Snapshots
- Through GCP, engage with the International Coffee Organization and its Coffee Public-Private Task Force on implementation of the 2030 Roadmap.

"As part of GCP's new strategy, we continue to support collaborative work of our Members towards sustainable sourcing to accomplish our vision of a thriving, sustainable coffee sector. The diverse relationships and knowledge-sharing engendered through participation in the annual GCP Snapshot will contribute to new thought leadership, innovative manifestations of shared responsibility for sustainability and practical solutions we must employ together beyond traditional coffee supply chain business models to create transformational change for over one million coffee-farming families by 2030."

- Annette Pensel, GCP Executive Director





## IMPRINT

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