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# 2022 HUB REPORT

*Sustainable Coffee Challenge*



CONSERVATION  
INTERNATIONAL



# FORWARD FOREWORD

Today, “sustainable” has become household vocabulary. We’re inundated by the term; we hear about the importance of sustainability in speeches made by public figures and see brands making claims on products found in all facets of our lives. Food, clothing, home appliances, construction materials, auto supplies - the list of sectors with sustainability messaging goes on and on. And the coffee sector is no exception, in fact, we are sustainability veterans! Right...?

Since launching nearly seven years ago, a key tenet of the Sustainable Coffee Challenge has been the need to increase demand for sustainability, in parallel to promoting more ambitious and transparent investments. Over the years, we’ve listened to partners and explored technical topics of interest, arming companies, governments, not-for-profits and academia with knowledge and guidance on how to tackle some of the most pressing challenges facing coffee. In recent times we’ve developed, together, 2050 goals and 2025 targets for the sector. Subsequently, we’ve seen momentum grow - with new partners joining the Challenge and immediately stating commitments, and more partners making commitments to sustainable sourcing as well as topics that had historically been underserved.

This year’s Commitments Hub report looks beyond the scope of commitments and tries to make sense of collective progress. One way we’re doing that is by analyzing commitments that are aligned with the 2025 targets and aggregating reported data to see if we’re on track to meeting them. As you read on, you’ll notice that while there have been great commitments made over the years, reporting

remains lackluster. You’ll also notice that many commitments had a target date of 2020. While new commitments have indeed come online, to be able to truly ensure that the people who produce our coffee and the planet that provides the backdrop for this treasured crop are prosperous, the next phase of commitments and actions must be bolder than ever before. Given that the Commitments Hub report only scratches the surface of the commitments out there - we encourage partners to keep stating, but more importantly, coming back and reporting on the impact of efforts.

In the recently released Exponential Roadmap for Natural Climate Solutions by Conservation International, our CEO M. Sanjayan stated “Change happens slowly, and then all at once. But it rarely happens by accident”. As you read and reflect on this report, we hope you consider what your organization can do in the coming year to help accelerate our efforts toward a sustainable future. Let 2023 be the year that in coffee, it all happens at once!

Yours truly,

*Raina*



**Raina Lang**  
Senior Director, Sustainable Coffee  
Conservation International

# KEY FINDINGS

166 commitments made by 105 stakeholders are active in the Hub.

Commitments targeting the **PLANET** compass point, including climate change, forest conservation and restoration, and water conservation have increased by 102% year-over-year.

Stakeholders also showed an increased focus on the **COFFEE** compass point, with a 242% increase year-over-year in commitments tagging the technical assistance intervention pathway.

Thirty percent of commitments target 2025 for their completion, yet only 50% of these 2025 commitments reported progress in 2021, making it difficult to ascertain yearly movement against the Challenge's 2025 targets.

Commitments linked to sustainable sourcing purchases represent more than 16% (28) of all commitments in the Hub. Complementing recent data from the Global Coffee Platform, it is estimated that at least 23% of world coffee exports meets one of the schemes recognized as equivalent to the GCP Coffee Sustainability Reference Code.

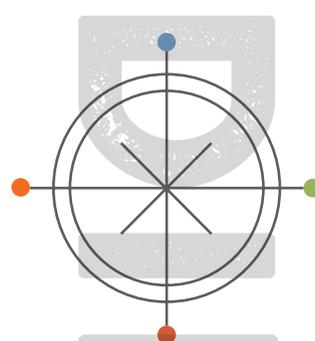
Coffee stakeholders are investing \$736M USD into the lifespans of 94 commitments across the target years 2020-2035.

The most tagged intervention pathway for active commitments was climate change, with 40% of commitments tagging the pathway, and a 60% year-over-year growth.

Commitments support efforts in 45 countries, expanding to include China, the Czech Republic and Japan, and increasing the Challenge's geographic footprint by 7% year-over-year.

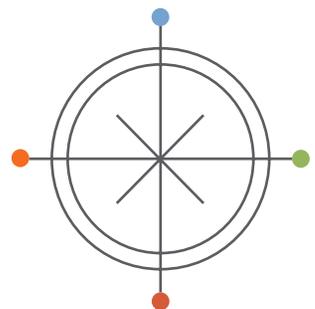
Slightly more than one-third of the 166 commitments had progress updated in 2021, implying that while stakeholders are willing to make public commitments, only a small percentage return to report progress against them.

There is still a far way to go to achieve the 2025 targets. However, contributions to **COFFEE** focused on increasing production show the most promise, as 25 million coffee seedlings were delivered and >500k people were trained during this period. Progress could be complemented as partners start reporting on new **PLANET** commitments and more living income studies get underway in the **PEOPLE** category.



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# 01

The 2022 Commitments Hub Report reviews 166 commitments to coffee sustainability made by 105 stakeholders involved in the coffee industry. Ten percent of these stakeholders were first-time users, showing an increased use of the Commitments Hub. Commitments are predominantly stated by Challenge partners; of the 105 stakeholders, 90 are partners in the Sustainable Coffee Challenge. However, with 170 total partners currently participating in the Sustainable Coffee Challenge, that is still only about half of Challenge partners with public commitments.

This report analyzes data entered in the Commitments Hub system in three different ways:

**1. Scope of Commitments:** The first portion of the report takes an aggregate look at the scope of all public commitments in the Hub, regardless of their reporting status. This includes a revision of the percentage of commitments by stakeholder type, country, intervention pathway, maturity year, Challenge compass point, and SDGs. In addition, there are chapters related to the **PEOPLE, PLANET, COFFEE** and **MARKETS**, where a high-level overview of commitments linked to each focal area is provided.

**2. Reach of Commitments:** This year the Challenge Secretariat reviewed all live commitments in the Hub, metrics and reported data across the life of the commitment. Data was aggregated to identify the collective reach of said commitments around common metrics.

### 3. Collective progress against 2025 targets:

In late 2021 metrics associated with the 2025 targets related to **PEOPLE, PLANET, COFFEE** and **MARKETS** were finalized with partners in the Challenge, and in early 2022, the metrics were launched in the Commitments Hub. This report analyzes the commitments and reported data from the current reporting period that align with the 2025 targets to get a sense of collective progress against the sector targets and is divided into chapters based on the four compass points.

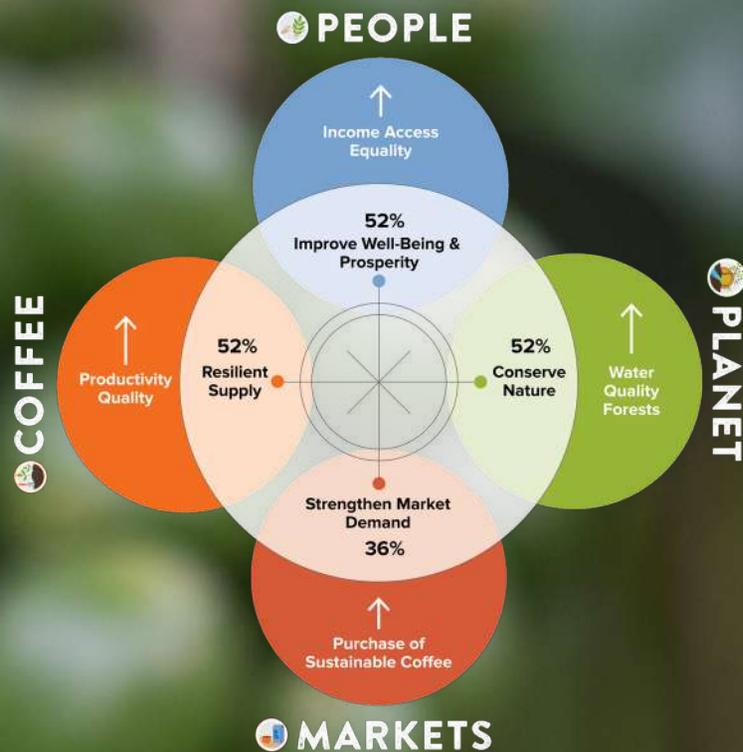
#### What's included?

For this year's analysis, commitments that were set to mature prior to the year 2020 with no reporting, commitments set to mature prior to the year 2020 that were achieved (100%), or commitments from an organization that is no longer in business, were retired and removed. This year, 20 commitments, representing \$13M USD of investment (for their lifespan, using 2022 exchange rates) were omitted from analysis. **Due to COVID-19 disruptions, this report intentionally includes all commitments with a 2020 target year, even if they have been completed as some stakeholders provided updates post-2020. In upcoming reports, we will look at commitments through one year prior to the reporting period.**

# INTRODUCTION

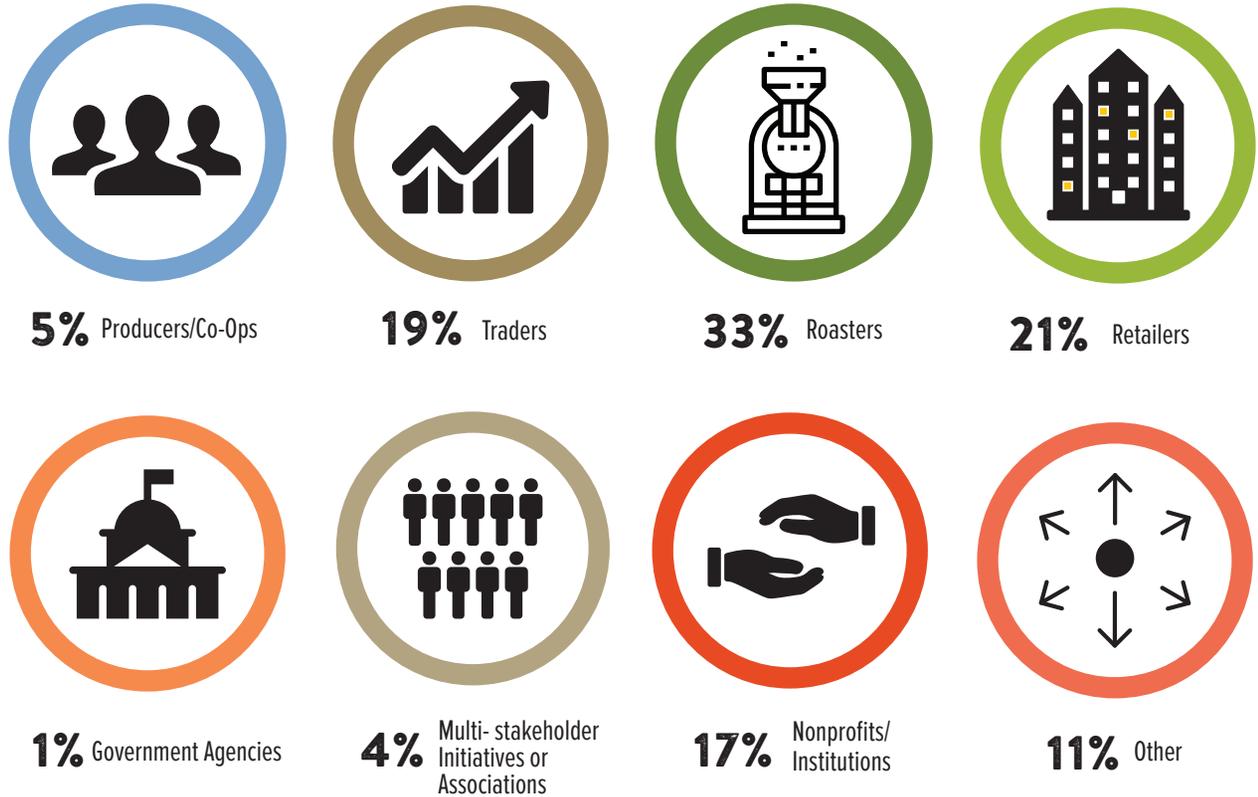
# COMMITMENTS, STAKEHOLDERS, AND OUR COLLECTIVE INVESTMENT

Initial analysis of the 166 commitments in this year's report showcases an equal stakeholder focus on **PEOPLE**, **PLANET** and **COFFEE** in the Challenge's compass point (52% respectively), followed by **MARKETS** (36%). The largest percent change between 2021 and 2022 was in **PLANET**, with a 102% increase in commitments tagging the compass point. Commitments tagging **MARKETS** grew 69% year-over-year, commitments tagging **COFFEE** grew by 46% year-over-year, and **PEOPLE** commitments grew by 38% year-over-year. Thirty-three commitments are new to the report, which represents 20% of overall commitments. Whereas last year's Hub Report featured impressive novel Hub engagement, with 43 new commitments to coffee sustainability, this year's lower number of new commitments (33) indicates that stakeholders probably made fewer new public commitments in this period.



Commitments by Compass Point

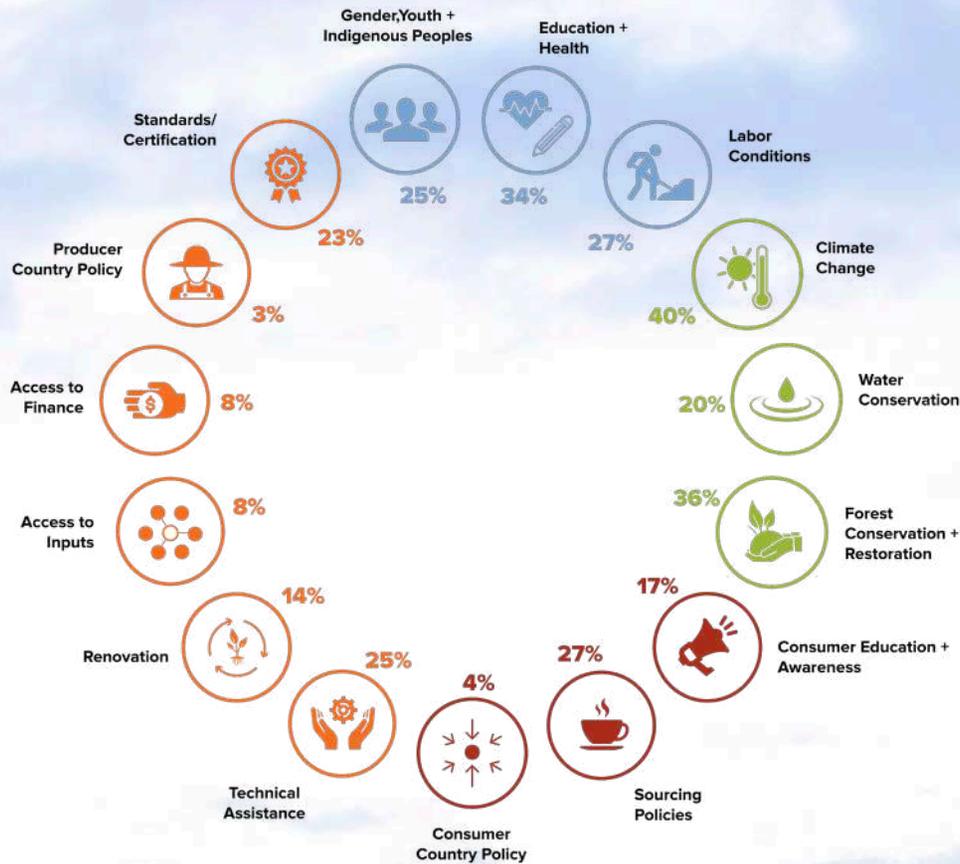
The share of coffee stakeholders in this year's report indicates that roasters make the most public commitments (33% of pledges), followed by retailers, traders and non-profits or institutions, the same hierarchy as 2021's Hub Report.



### Commitments by Stakeholder Type

Private sector actors were most likely to enter commitments in the Hub. Note: 7% of actors multi-selected the actor type that they affiliate with

The most tagged intervention pathway for active commitments this year was climate change, with 40% of commitments tagging the pathway, and a 60% growth year-over-year in the topic between 2021 and 2022's Hub Reports. The biggest percent change year-over-year spanning the 15 tagged pathways, however, was a 242% increase in commitments tagging technical assistance (from 12 commitments in 2021 to 41 commitments in 2022), as well as large growth for commitments tagging gender, youth and indigenous peoples, with 62% growth year-over-year. Also notable was a 42% increase in commitments tagging labor conditions, a 38% increase in commitments tagging water conservation, and 37% growth in commitments tagging education and health.



Commitments by Intervention Pathway

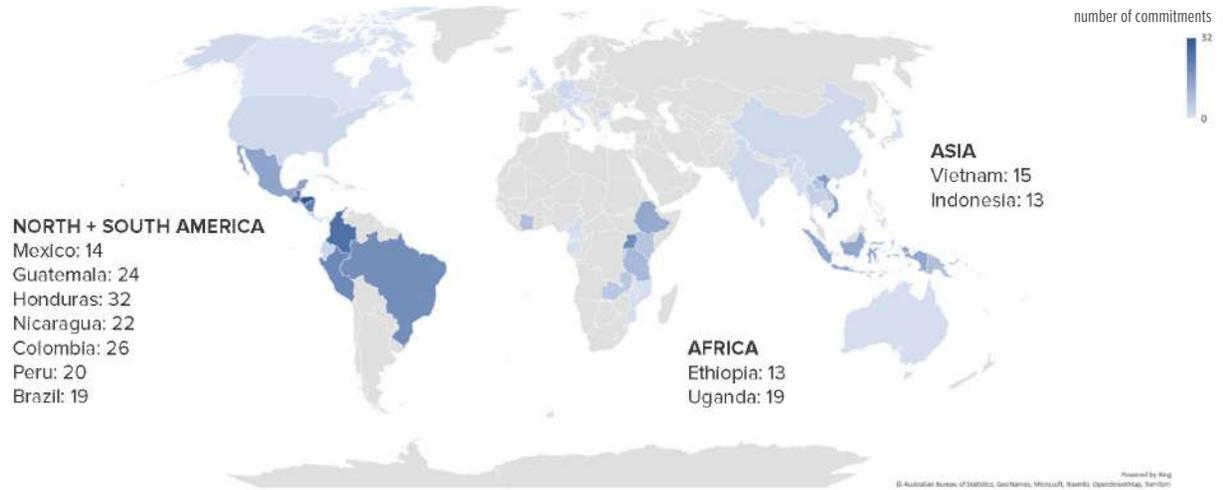
# COMMITMENTS

Most of the 166 active commitments target 2025 for their completion (30% of commitments), and most commitments, like last year, tag their impact scope as global (36% of commitments).



Commitments by Target Year

While most commitments (36%) cite working across the globe, commitments also support projects in 45 specific countries: a 7% increase in countries from last year’s report, expanding the Challenge’s geographic reach to China, Czech Republic, and Japan. The second most popular region is Latin America, with 32 commitments directed towards Honduras, 26 in Colombia, and 24 in Guatemala, alone.



Commitments by Geography



# SDGs + COMMITMENTS

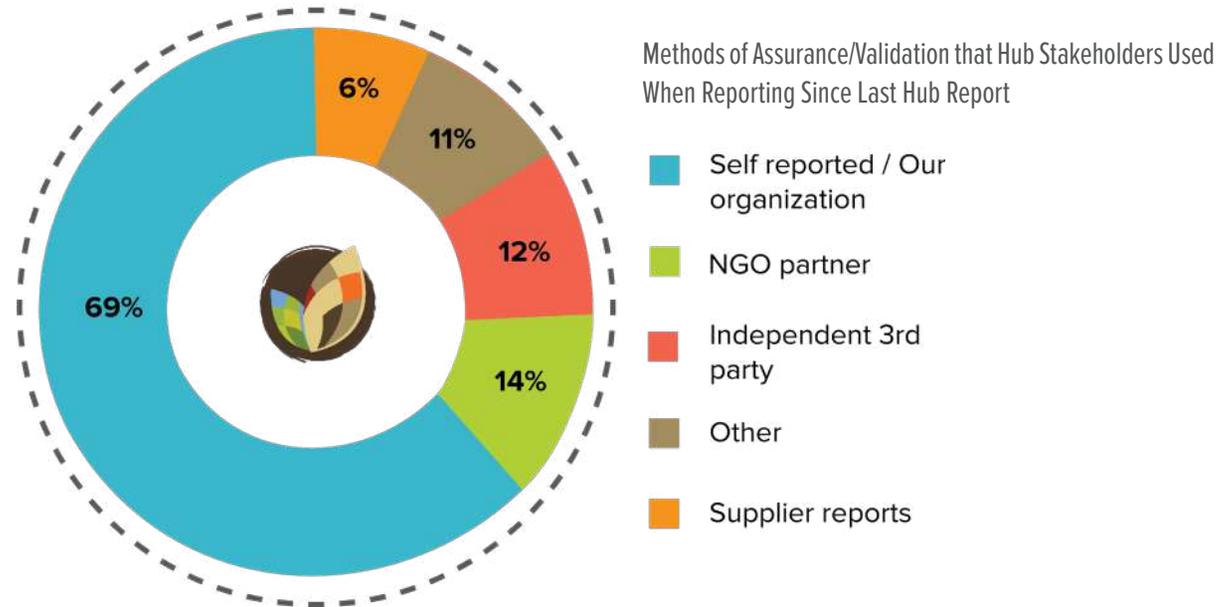
Each year, the Challenge reviews commitments as aligned with the UN Sustainable Development Goals (SDGs). The most tagged SDG this year was SDG 12, Responsible Consumption and Production, which was also the most tagged SDG last year. The biggest changes in SDGs year-over-year are 1) a 100% increase in commitments tagging SDG 14 – Life Below Water, growing from two commitments to four; and 2) a 60% increase in commitments tagging SDG 16 – Peace, Justice, and Strong Institutions, growing from 5 commitments to 8, year-over-year. The new commitments tagging SDG 14 – Life Below Water cited living income benchmarks, provision of coffee seedlings, and edits to responsible sourcing programs, raising questions for how exactly stakeholders map their commitments to this particular SDG. Commitments tagging SDG 16 were predominantly focused on sustainable sourcing. There was also a 45% increase year-over-year in commitments tagging SDG 5 – Gender Equality, from 20 commitments to 29.



Commitments by SDGs

Since the 2021 Hub report, 33 unique stakeholders have reported against 58 commitments - below you will find a collection of coffee cups that highlight progress. Commitments are organized by target year, showing that 2025 is the most popular target year for commitments reporting progress (43% of commitments). Of the 50 commitments targeting the year 2025 in the Hub, 50% (25 of them) were reported on this year. About a quarter of the reported-on commitments in all topic areas are at 100%, or completed (26% of commitments), or within the 90-99% completed stage (14% of commitments).

Most of the 58 commitments are related to **COFFEE** (53% of commitments) and **PLANET** (52%), followed closely by **PEOPLE** (48%), and then **MARKETS** (29%). These 58 commitments that have been reported on this year represent \$97M USD of investment in coffee areas over the lifespan of commitments. More than half of these commitments were made in partnership with others (52%), with 45% of commitments stated individually, and 3% not listing their partnership status. Eight of these 58 commitments are new to the 2022 Hub Report. Fourteen percent of these commitments were accompanied by assurance documentation (PDF) upon reporting, including sustainability reports and other files.



2019

**Alsea**



% Progress Made: **50-60%**  
Commitment Maturity Date: **2019**  
Commitment:  
1. Improve life conditions, specially in food security of coffee farmers families.  
2. Improvement of coffee farmers practices at their coffee farms.

**Keurig Dr Pepper**



% Progress Made: **100%**  
Commitment Maturity Date: **2020**  
Commitment: Responsibly source 100% of our coffee.

**Keurig Dr Pepper**



% Progress Made: **100%**  
Commitment Maturity Date: **2020**  
Commitment: Engage 1 million people in our supply chain to significantly improve their lives.

**McDonald's**



% Progress Made: **90-99%**  
Commitment Maturity Date: **2020**  
Commitment: 100% of coffee verified as supporting sustainable production by 2020

**PUR Project**



% Progress Made: **100%**  
Commitment Maturity Date: **2020**  
Commitment: PUR Project plants natives trees with its corporate partners in and around coffee parcels in Latin America, Africa and Southeast Asia. PUR Project also commits to the near-term development of a smallholder impact investment model, focused on the installation of coffee under agroforestry and intercropping on degraded lands. The goal of these programs is to combat deforestation, enhance ecosystem services, provide additional income for coffee Farmers and provide climate change mitigation and adaption. Since 2010, PUR Project has planted roughly 1.5 mln trees and commits to planting an additional 1.5 mln trees by 2020, and 3 mln by 2025. By 2025 PUR Project will have planted trees with roughly 12,000 smallholder Farmers in total, an addition of 8,000 Farmers. PUR Project believes that supporting a healthy ecosystem at the landscape level is the key to the future of sustainable coffee, and is fundamental if we are to achieve a truly deforestation free commodity.

**Redstart Roasters**



% Progress Made: **30-40%**  
Commitment Maturity Date: **2020**  
Commitment: Redstart Roasters commits to leverage its foundational software and data analytics background to forge a path into its sustainability-driven and conservation-focused future.

**RGC Coffee**



% Progress Made: **100%**  
Commitment Maturity Date: **2020**  
Commitment: Long term viability of coffee supply chains depend on the success of women coffee producers and passing on coffee traditions to the next generation. RGC is committed to empowering women to foster family prosperity in coffee regions where we work.

**RGC Coffee**



% Progress Made: **100%**  
Commitment Maturity Date: **2020**  
Commitment: Fostering farmworkers' dignity and wellbeing is RGC's commitment. RGC is encouraging a dwindling labor force to actively participate in coffee production. The main objective is to meet the needs of farmworkers, producers, and local organizations while identifying solutions that will make employment within the coffee industry more viable.

**Starbucks**



% Progress Made: **55%**  
Commitment Maturity Date: **2020**  
Commitment: By 2025, invest \$50 million in our Global Farmer Fund to provide affordable access to credit to coffee farmers. Providing access to credit at reasonable terms is an important component of our farmer support model. By investing in farmer loans, we are helping cooperatives and farmers manage risk and strengthen their businesses.

2020

2020

**The Sustainability Consortium**



% Progress Made: **30-40%**

Commitment Maturity Date: **2020**

Commitment : By 2020, The Sustainability Consortium (TSC) will be supporting global retailers in the deployment of supplier sustainability surveys covering 100M USD in coffee purchasing, thus sending a strong market signal for sustainable coffee. To facilitate this, TSC will release its coffee supplier survey and other components of its coffee toolkit into the public domain, and work with others towards broader alignment.

**Barka Coffee Statement**



% Progress Made: **100%**

Commitment Maturity Date: **2021**

Commitment: Our commitment is to give part of the income from the sale of our packaged coffee in our coffee shop.

**Bon Appétit Management Company**



% Progress Made: **90-99%**

Commitment Maturity Date: **2021**

Commitment : By the end of 2021, all Bon Appétit Management Company coffee purchases will be either from a third-party certified/verified source or from a vendor enrolled in Farm to Fork, Bon Appétit's local sourcing program. Accepted standards are Rainforest Alliance, Fair Trade, Organic, Bird Friendly, and Coffee and Farmer Equity [CAFE] Standards. Over that time, we will also engage with our Farm to Fork coffee roasters to better understand their supply chains and sourcing practices, and to use that information to evaluate and update current requirements for Farm to Fork coffee roasters.

**Counter Culture Coffee**



% Progress Made: **100%**

Commitment Maturity Date: **2021**

Commitment : We're committed to directing \$0.01/lb of coffee sold into our Seeds fund [amounting to over \$25,000 a year]. The Seeds program supports projects that producers identify as being beneficial to their community. Many of these producer-driven projects funded fall under the category of the SCC targets, for example:  
Improve Livelihoods: planting macadamia nut trees or building and maintaining bee apiaries.  
Conserve Nature: creating a nursery for shade/diversification trees  
Sustain Supply: helping establish coffee seedling nurseries  
We commit to funding World Coffee Research's work through a donation of \$0.005/lb green coffee purchased.  
We commit to calculating our business' greenhouse gas emissions.

**Kroger**



% Progress Made: **90-99%**

Commitment Maturity Date: **2021**

Commitment: Kroger's Simple Truth brand is committed to sourcing 100% Fair Trade Certified coffee. We are proud to share that we already source 100% of our Simple Truth coffees from abroad in accordance with Fair Trade standards. We will uphold this commitment as we add new products and new coffee-growing regions—including those in the US—become certified over the next few years.

**Massimo Zanetti Beverage USA**



% Progress Made: **100%**

Commitment Maturity Date: **2021**

Commitment: In the coffee-growing region of Honduras in which our commitment is focused, children oftentimes stop attending school around 7th grade due to the distance that must be traveled to reach the nearest secondary education program. By committing to construct the first, full and complete secondary education classroom at La Escuela Jaime Martínez Guzmán, we will be increasing access to education and providing the children of this community with opportunities to learn beyond that of a primary education.

2021

PROGRESS

2021

**Philz Coffee**



**% Progress Made: 100%**  
**Commitment Maturity Date: 2021**  
Commitment: Philz commits to investing \$25K to support clean water for coffee farming families in our Honduras coffee supply chain. Funds specifically Improve the living condition for the producers, collectors and workers in the coffee fields by having access to clean water, thus avoiding diseases and sicknesses.

**RGC Coffee**



**% Progress Made: 100%**  
**Commitment Maturity Date: 2021**  
Commitment: RGC is committed to join efforts with farmers to tackle adverse effects of climate change, specifically water scarcity and water pollution.

**Enveritas**



**% Progress Made: 10-20%**  
**Commitment Maturity Date: 2022**  
Commitment: By 2022, Enveritas will apply geospatial machine learning to develop a new AI model to detect deforestation in the coffee growing regions globally.

**Kauai Coffee Company**



**% Progress Made: 30-40%**  
**Commitment Maturity Date: 2022**  
Commitment: Kauai Coffee Company believes that strong soil is of utmost importance to sustainability; healthy soil provides coffee with a strong foundation for growth and is expected to allow for decreased synthetic fertilizer and water usage. With 8 – 10% of Kauai Coffee Company’s 3,100 acres already dependent on a combination of thermophilic compost and cover crop for soil remediation, Kauai Coffee Company vows to increase the orchard land area treated with thermophilic compost and cover crop to 30% by June of 2022.

**Kroger**



**% Progress Made: 100%**  
**Commitment Maturity Date: 2022**  
Commitment: Kroger’s Private Selection brand is committed to sourcing 100% Fair Trade Certified coffee from international growing regions by Q2 2022. We will uphold this commitment as we add new products into our assortment.

**Meira**



**% Progress Made: 70-80%**  
**Commitment Maturity Date: 2022**  
Commitment: Purchase 100% of green coffee that is certified or sustainable verified by 2022.

**Mother Parkers Tea & Coffee**



**% Progress Made: 90-99%**  
**Commitment Maturity Date: 2022**  
Commitment: In partnership with CARE Canada we will launch a 5 year project to support the sustainability of the coffee sector in the region of the dry corridor of Honduras, through activities with a focus on water quality, harvesting and retention. The project will reach over 2000 Farmers through one or more of the following initiatives: 1) Vetiver wetlands and pulp segregation activities to reduce the impact of wet milling effluent on rivers 2) Harvesting water via catchment systems and 3) Training in climate smart water practices.

**Reily Foods**



**% Progress Made: 40-50%**  
**Commitment Maturity Date: 2023**  
Commitment: As an ongoing part of our Sustainable Cup Program, which we initiated in 2018, we will continue to provide 440,000 disease and drought-resistant seedlings annually to farmers in Nicaragua and Honduras with the expectation of improving productivity by over 60% through 2023.

**Selecta**



**% Progress Made: 30-40%**  
**Commitment Maturity Date: 2023**  
Commitment: 100% of our own Pelican Rouge branded coffees are certified by Fairtrade and Rainforest Alliance, recognized sustainability standards.

.....2022.....

2023

**Société Ets. Michel Najjar**  % Progress Made: **60-70%**  
 Commitment Maturity Date: **2023**  
 Commitment: The program aims to contribute towards food security, clean & sustainable use of energy and environmental conservation. Thus we are introducing a closed loop recycling system, for the waste produced at crop operations having livestock by investing in the installation of Biogas Plant for farmers, which takes a significant part in increasing the share of renewable energy and bio-slurry fertilizer for increased agricultural productivity and soil health.

**Barka Coffee Statement**  % Progress Made: **0-10%**  
 Commitment Maturity Date: **2024**  
 Commitment: We will organize cinema evenings on sustainable coffee themes in our coffee shop. The films will be made entirely by us and will address the three main pillars of sustain- economic, environmental and social sustainability.

**Philz Coffee**  % Progress Made: **40-50%**  
 Commitment Maturity Date: **2024**  
 Commitment: Philz commits to supporting World Coffee Research in their effort to combat the impact of climate change on coffee production. Through donation dollars, we aim to drive the use of scientific research to inform and guide long-term solutions for the supply of specialty coffee.

**Reily Foods**  % Progress Made: **20-30%**  
 Commitment Maturity Date: **2024**  
 Commitment: In partnership with LIFT, we have committed to support a Cluster of coffee farms in the Lempiras region of Honduras. The prosperity and well-being of producers will be supported via Technical Assistance Services and Reily Foods will purchase their coffee at an equitable price beginning in 2020.

**Aldi South Group**  % Progress Made: **90-99%**  
 Commitment Maturity Date: **2025**  
 Commitment: By 2025, the ALDI SOUTH Group\* will increase their share of certified\*\* coffee products\*\*\* above 75% [originally 50%; commitment ambition raised in 2022].  
 \* The ALDI SOUTH Group comprises ALDI stores in US, GB/IE, DE, AU, AT, CH, IT, HU, SI.  
 \*\* Accepted certification schemes: Fairtrade, Fairtrade USA, Rainforest Alliance/UTZ and Organic.  
 \*\*\* Relevant ALDI exclusive brand coffee products.

**Climate Neutral Group**  % Progress Made: **0-10%**  
 Commitment Maturity Date: **2025**  
 Commitment: Our commitments  
 We are committed to provide Insight: Through a coffee carbon footprint calculator and a sector benchmark tool we aim to enhance sector level understanding of GHG impact and potential areas for reduction in coffee supply chains.  
 We are committed to GHG Reduction:  
 • At farm level by developing and implementing programs to reduce and sequester carbon through regenerative agriculture and agroforestry practices and more traditional measures such as biodigesters/renewable energy interventions. Resulting carbon benefits can be used for insetting purposes or to generate carbon offsets both supporting the socio-economic benefits for farmers.  
 • At market level through the development of demand for climate neutral certified coffee.  
 • At supply chain level by promoting technical solutions such as renewable fuels, smarter packaging, and improved production methods.  
 Our ambition is a removal or sequestration of at least 1 million tons of CO2eq in coffee supply chains by 2025.



**Louis Dreyfus Company**



**% Progress Made: 90-99%**  
**Commitment Maturity Date: 2025**  
 Commitment: By 2025, source 70% of all the coffee purchased from suppliers who agreed to the 2020 version of our coffee supplier Code of Conduct; and Trace 20% of coffee purchased from suppliers who agreed to the 2020 version of our coffee supplier Code of Conduct to farm level

**Mercon**



**% Progress Made: 40-50%**  
**Commitment Maturity Date: 2025**  
 Commitment: We aim to renovate 20 million coffee trees in Nicaragua by 2025.

**Mercon**



**% Progress Made: 100%**  
**Commitment Maturity Date: 2025**  
 Commitment: We are committed to double the number of farmers supported by our LIFT multi-services Program in all our Origins in 2025. The LIFT Program includes capacity building and technical assistance to increase quality and productivity and to improve socio-environmental practices, access to financing and premium markets, community development and farm business management.

**Mother Parkers Tea & Coffee**



**% Progress Made: 10-20%**  
**Commitment Maturity Date: 2025**  
 Commitment: Plant 1 Million Trees in Coffee and Tea growing regions by 2025

**ofi - Olam Food Ingredients**



**% Progress Made: 50-60%**  
**Commitment Maturity Date: 2025**  
 Commitment: To enhance the livelihoods of 200,000 coffee households through access to higher value markets and technical assistance to build producers' knowledge and skills.

**ofi - Olam Food Ingredients**



**% Progress Made: 0-10%**  
**Commitment Maturity Date: 2025**  
 Commitment: Promote opportunities for vocational training in agriculture to 10,000 children and youth.

**ofi - Olam Food Ingredients**



**% Progress Made: 10-20%**  
**Commitment Maturity Date: 2025**  
 Commitment: To Reduce on-farm untreated coffee wastewater effluent by 50%.

**ofi - Olam Food Ingredients**



**% Progress Made: 40-50%**  
**Commitment Maturity Date: 2025**  
 Commitment: To plant 5 million non-coffee trees.

**ofi - Olam Food Ingredients**



**% Progress Made: 10-20%**  
**Commitment Maturity Date: 2025**  
 Commitment: To save 1 million m3 of water annually in coffee cultivation and processing.

**Progreso Foundation**



**% Progress Made: 10-20%**  
**Commitment Maturity Date: 2025**  
 Commitment: At Progreso Foundation we believe that there are ways to secure an honest income for coffee farmers and to preserve ecosystems while keeping up with market demands. We think that lack of access to markets and finance is what is most challenging for the sustainable business development of coffee farmers and their organisations. That is why we have developed Beyco, the Beyond Coffee Platform. Beyco is a blockchain based trading platform that was launched in 2018 and is made for the coffee value chain to confirm existing relationships and attract new ones. The platform generates efficiency and creates insights and understanding for different participants, which leads to decreased risk and shared value. Through Beyco, real-time data on transactions and contracts can be shared, and Beyco can support all coffee value chain players to contribute to being carbon neutral. As Progreso Foundation we commit to contribute to a sustainable coffee value chain by enabling an online platform where contracts can be signed and pre-finance can be accessed.

**RGC Coffee**  % Progress Made: **100%**  
 Commitment Maturity Date: **2025**  
 Commitment: Supporting farmers to restore native ecosystems, conserve water and manage their environmental footprint.

**RGC Coffee**  % Progress Made: **70-80%**  
 Commitment Maturity Date: **2025**  
 Commitment: Fostering farmworkers wellbeing and dignity identifying alternatives to make employment within the coffee industry more socially viable.

**RGC Coffee**  % Progress Made: **40-50%**  
 Commitment Maturity Date: **2025**  
 Commitment: Fostering prosperity and wellbeing of producers using family-centric approach to provide scalable solutions that will support the aspirations, rights and dignity of people.

**Selecta**  % Progress Made: **20-30%**  
 Commitment Maturity Date: **2025**  
 Commitment: We are committed to support >2,500 farmer families directly and more than 15.000 indirectly through the Selecta Coffee Fund [SCF] by 2025. The SCF contributes to sustainability initiatives throughout our value chain, with a focus on supporting the development of coffee farmers, their families and their communities in coffee growing areas around the world. Through the SCF, we focus on four impact areas: i. Farmer Prosperity ii. Social Equity iii. Ecosystem Protection iv. Carbon Reduction and Climate Resilience. We do this by investing in farm-level programs in regions where we source coffee for Pelican Rouge Coffee Roasters, in close collaboration with supply chain partners.

**Société Ets. Michel Najjar**  % Progress Made: **0-10%**  
 Commitment Maturity Date: **2025**  
 Commitment: We commit to source certified coffee for our most growing item "Raqwa". The aim is to improve the resilience of coffee supply, to use our most growing product to promote sustainable coffee and to contribute in the improvement of the livelihoods of farmers & forest communities by engaging consumers through awareness-raising on sustainable consumption.

**Starbucks**  % Progress Made: **60%**  
 Commitment Maturity Date: **2025**  
 Commitment: Through the One Tree for Every Bag Program, donations of funds to plant more than 25 million trees have been raised. Going forward, Starbucks will quadruple its commitment by providing 100 million healthy coffee trees to farmers by 2025 by leveraging our green coffee purchases in coffee-growing communities most impacted by climate change.

**Sucden Coffee**  % Progress Made: **10-20%**  
 Commitment Maturity Date: **2025**  
 Commitment: Involve at least 5,000 farmers in income-diversification projects.

**Sucden Coffee**  % Progress Made: **40-50%**  
 Commitment Maturity Date: **2025**  
 Commitment: Increase the share of certified and/or verified coffee in our trade, to achieve 50% in 2025.

**Sucden Coffee**  % Progress Made: **0-10%**  
 Commitment Maturity Date: **2025**  
 Commitment: Increase tree cover in our main coffee sourcing landscapes by providing 500.000 seedlings to be planted on coffee farms and community lands by 2025.

**Sucden Coffee**



% Progress Made: **90-99%**  
 Commitment Maturity Date: **2025**  
 Commitment: Assist 8,000 farmers in optimizing their agroforestry systems in our main coffee sourcing landscapes by 2025.

**The Chain Collaborative**



% Progress Made: **90-99%**  
 Commitment Maturity Date: **2025**  
 Commitment: By June 2023, we will be investing in 5 Change Leader partners from 5 coffee-growing regions so that they can design and execute sustainable development projects in their own communities according to their own visions for change. The Chain Collaborative defines Change Leaders as people or groups of people who make up the leadership of a community-based organization or social enterprise and have a vision to create, implement, and sustain change to improve their local community. We will accomplish this by fostering partnerships to raise a \$150,000 USD seed fund to finance Change Leader partners' projects.

**Touton**



% Progress Made: **20-30%**  
 Commitment Maturity Date: **2025**  
 Commitment: Sourcing: Touton aims to achieve a 10% year on year increase of its sustainably sourced volumes up till 2025

**Westrock Coffee**



% Progress Made: **50-60%**  
 Commitment Maturity Date: **2025**  
 Commitment: 100% Responsibly sourced by 2025  
 Our definition of responsible sourcing is:  
 Coffee that is purchased and processed without harm to the people who grow and handle it, their employees, peers, or environments. Westrock currently roasts over 50 million Lbs. per year that are sourced responsibly and verified or certified by a 3rd party. To ensure that 100% of our coffee is responsibly sourced by 2025, we will deploy the following assurance program in our supply chains:

- Audits for compliance with Westrock's Responsible Sourcing Policy across our entire supplier network; and
- Expand our footprint on the ground to quantitatively understand the social, environmental, and entrepreneurial outlook of the farmers we source from.

**Keurig Dr Pepper**



% Progress Made: **0-10%**  
 Commitment Maturity Date: **2030**  
 Commitment: Support regenerative agriculture or conservation on 250k acres of land by 2030. This effort will focus on KDP's coffee, apple and corn supply chains.

**Neumann Kaffee Gruppe**



% Progress Made: **20-30%**  
 Commitment Maturity Date: **2030**  
 Commitment: To improve the livelihoods of 300,000 smallholder coffee farmers' through NKG BLOOM, our sustainable sourcing strategy, by 2030

**Sustainable Harvest Coffee Importers**



% Progress Made: **20-30%**  
 Commitment Maturity Date: **2030**  
 Commitment: We commit to improved livelihoods, equity, and environmental sustainability by:

- Designing and launching a new digital sustainability intelligence system by 2022.
- Incorporating Cost of Production and Living Income calculation tools into our sourcing and sustainability tech stack by 2023.
- Achieving Net Zero GHG Emissions by 2030.

**Keurig Dr Pepper**



% Progress Made: **100%**  
 Commitment Maturity Date: **On-Going**  
 Commitment: Responsibly source 100% of our priority inputs.

**Starbucks**



% Progress Made: **94.86%**  
 Commitment Maturity Date: **On-Going**  
 Commitment: Ensure 100% of our coffee is ethically sourced through C.A.F.E. Practices or another externally audited system. C.A.F.E. Practices includes guidelines in four key areas: quality, economic accountability and transparency, social responsibility and environmental leadership. Taken together, the standards help farmers grow coffee in a way that's better for both people and the planet.

# REPORTED REACH

For the first time, this report highlights progress against all commitments that have been stated since the launch of the Hub in 2016, that remain live, and that have ever been reported on. In short, this means that commitments, their selected metrics, and the data reported against each have been aggregated to get a snapshot of the collective reach of partners in the Challenge. Of the 166 live commitments in the Hub, 81 have selected metrics in the system and 66 of those have reported against them at least once. Important to note, this includes new commitments stated this year where the relevant stakeholder may have selected related metrics but has yet to report progress. Given the wide range of self-selected metrics historically utilized in the Commitments Hub, there is a limited number of areas where cumulative reach could be analyzed. However, there were common trends found on metrics related to funding facilitated, people reached, coffee trees provided or sold, and non-coffee trees distributed.

## Funding facilitated:

In total, just over \$100 million has been deployed as part of the live commitments. This represents roughly 40% of the cumulative target of \$255.5 million for the related commitments that utilized the USD funded metrics. Investments in this category range from funding for renovation & rehabilitation, loans to farmers or farmer groups, project funding, social focused programs, and contributions to varietal research & development. Note, the figure presented here differs from the investment figure listed in the previous section as it considers funding reported as spent during implementation of a commitment, not allocated for the life of a commitment.



**\$100,975,302**  
Funding facilitated

**People reached:**

The people reached analysis considered all data on metrics that tracked agronomic, environmental, or social training, access to finance, farm level improvements, certification, and income diversification. In total, 1.7 million people have been reached by Challenge partners, which represents 82% of the cumulative target of 2.1 million for the analyzed commitments. When evaluating the type of people reached, 98% were farmers with the remaining 2% spread across workers, youth, and women. Unfortunately, most stakeholders do not disaggregate reach by gender, and until recently, did not disaggregate by worker versus farmer. In the future, it would be insightful to understand the reach of efforts across these categories.

**1,739,987**



People reached

**Trees distributed:**

Even before establishing metrics for the 2025 targets, several Sustainable Coffee Challenge partners were reporting on coffee trees that were provided or sold to farmers and non-coffee trees distributed for the purpose of increasing tree cover in and around coffee productive areas. When analyzing across all live commitments, and all reporting periods, partners have distributed 285.8 million coffee trees and 7.6 million non-coffee trees. When comparing to the cumulative target, this represents 83% of the 344 million coffee trees and 43% of the 18.1 million non-coffee trees set to be distributed across the related commitments.

**285,842,147**

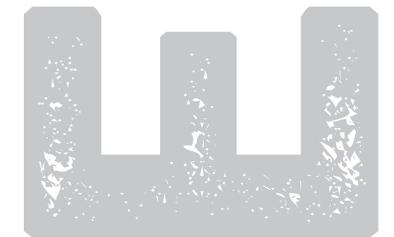
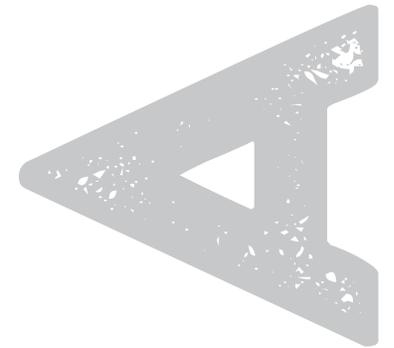


Coffee trees donated or sold



**7,697,382**

Non coffee trees distributed



# COMMITMENTS, OUR COMPASS AND 2025 TARGETS

06



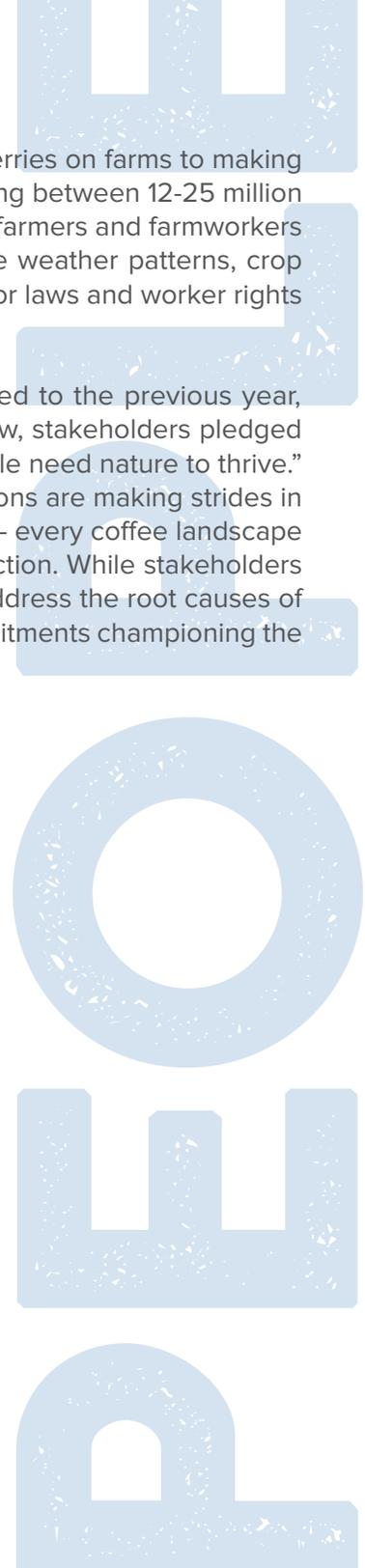


The resilience of the global coffee value chain is dependent on the status of its people – from picking ripe cherries on farms to making lattes at coffee shops. Globally, an estimated 125 million people depend on coffee for their livelihoods, including between 12-25 million smallholder farmers and an unknown number of hired workers. The well-being and prosperity of these coffee farmers and farmworkers and biodiverse, healthy ecosystems literally go hand-in-hand. Fluctuating coffee commodity prices, extreme weather patterns, crop diseases and other factors have increasingly put farmers’ and workers’ livelihoods at risk, with breaches of labor laws and worker rights adding to systemic challenges facing the industry.

2021’s Hub Report showed a 26% increase in commitments focused on well-being and prosperity compared to the previous year, perhaps in part due to the social awareness brought by the COVID-19 pandemic. Between that report and now, stakeholders pledged new commitments that directly link people with nature, echoing Conservation International’s slogan that “People need nature to thrive.” Positive labor conditions for smallholder farmers form the pillar of a healthy coffee sector, and while organizations are making strides in this area – via codes of conduct and embedding the rights and wellbeing of all peoples in business decisions – every coffee landscape around the world has a unique socio-economic and environmental profile that would benefit from collective action. While stakeholders in the Challenge are committing to improve farmer and worker well-being, reaching beyond certifications to address the root causes of any form of labor exploitation and to promote worker rights at the farm level, in the era of climate change, commitments championing the well-being and rights of marginalized peoples, could be more numerous.

Stakeholders with commitments related to **PEOPLE**

NEUMANN KAFFEE GRUPPE SOLIDARIDAD HOLONIC SUCAFINA TARGET IFINCA MERCON  
 KROGER THE COFFEE SOURCE WESTROCK COFFEE NESCAFÉ ARBOR DAY COFFEE SUMMIT COFFEE CO.  
 COOPERATIVE COFFEES 4C SERVICES DUNKIN’ WILLIAMS SONOMA KOPI SELIR INDONESIA  
 MESOAMERICAN DEVELOPMENT INSTITUTE FARMERS TRADE COFFEE COMPANY ADORO CAFFE LIMITED  
 USA LOGISTIC AND DISTRIBUTION CORP. KEURIG DR PEPPER COUNTER CULTURE COFFEE  
 BARRIE HOUSE COFFEE ROASTERS GORONGOSA COFFEE RITMA GREEN ALSEA  
 NESPRESSO BON APPÉTIT MANAGEMENT COMPANY SUSTAINABLE HARVEST COFFEE IMPORTERS OFI-OLAM FOOD INGREDIENTS  
 MOUNTAIN HARVEST RAINFOREST ALLIANCE STRATEGIES FOR INTERNATIONAL DEVELOPMENT  
 ALDI SOUTH GROUP SNV LOUIS DREYFUS COMPANY RGC COFFEE  
 CLIMATE NEUTRAL GROUP COMMUNITY COFFEE COMPANY  
 BRITISH COFFEE ASSOCIATION STREAMLINERS ESPRESSO BAR  
 COFFEE FRIEND CHESAPEAKE COFFEE ROASTERS ENVERITAS MOTHER PARKERS TEA & COFFEE  
 COMMITTEE ON SUSTAINABILITY ASSESSMENT EFICO MASSIMO ZANETTI BEVERAGE USA  
 GORILLA CONSERVATION COFFEE  
 PELICAN ROUGE COFFEE ROASTERS ALBERTSONS COMPANIES ECOGROUNDS COFFEE  
 ECO.BUSINESS FUND DEVELOPMENT FACILITY CARICO CAFÉ CONNOISSEUR  
 BARKA COFFEE STATEMENT EQUAL ORIGINS BUNA QELA CHARITY ASSOCIATION ECOTIERRA  
 THE CHAIN COLLABORATIVE JACOBS DOUWE EGBERTS MEIRA  
**PEOPLE** FUNDACION COHONDUCAFE SMITHSONIAN BIRD FRIENDLY ICO COFFEE PUBLIC-PRIVATE TASK FORCE



# PEOPLE

## Active Commitments Linked to People: Improve Well-Being and Prosperity

When analyzing the 87 commitments that tag **PEOPLE**, it's notable that 22 of these commitments are newly stated since the previous Hub Report. About a quarter of the commitments are stated by roasters (24% of commitments), followed by traders (22%), retailers (22%), non-profits or institutions (21%), others (14%), producers/co-ops (8%), and multi-stakeholder initiatives or associations (7%). Note that stakeholders may multi-select stakeholder type.

**PEOPLE** commitments span 27 unique countries. Countries containing more than 10 commitments are mostly located in North and South America: Honduras (22 commitments), Colombia (14), Nicaragua (14), Guatemala (13), Peru (13), and one country in Africa: Uganda (10). Most of these **PEOPLE** commitments are targeting completion in 2025 (24 commitments), followed by 2020 (15), 2021 (13), and 2023 (10). The remainder of the target years have less than 10 commitments.

The **PEOPLE** compass point of the Challenge's Sustainability Framework has three intervention pathways, and 61% of **PEOPLE** commitments tagged their effort as focused on education and health (53 commitments), followed equally by labor conditions (41 commitments), and gender, youth and indigenous peoples (41 commitments). Many of the **PEOPLE** commitments also tagged **PLANET** intervention pathways, with 45% of commitments selecting climate

change and forest conservation and restoration, respectively, showing a link between investments in climate and people.

Almost half (45%) of the 87 **PEOPLE**-related commitments have reported progress (percentage complete of commitment, not necessarily progress against metrics) at some point during the lifespan of the commitment, with the majority tracking at 100% complete, or 14% of commitments, another 7% at 90-99% complete, and the rest of the commitments spanning ranges from 0-90% complete.



© Conservation International/photo by Tory Read

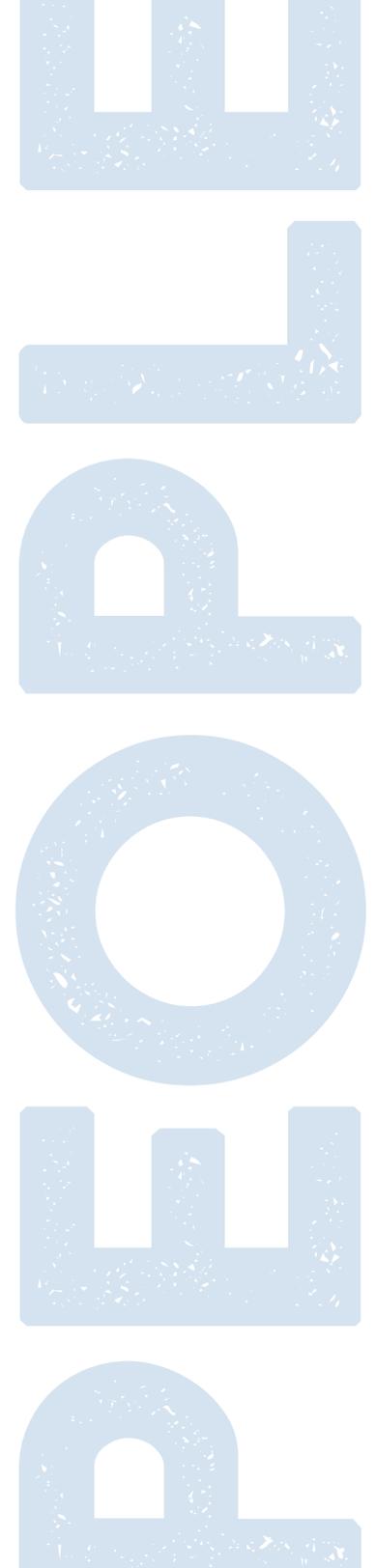
## Progress Against 2025 Target

The 2025 target related to **PEOPLE** focuses on increasing the sector's knowledge of living income and wage through benchmarks, so that individual and/or collective follow-up actions can be taken to reduce the gaps. While the Challenge Secretariat and partners recognize that actors should not stop at benchmarks, this incremental target has been agreed upon with International Coffee Organization (ICO) members as reasonable for the near term. The measurable target set for these benchmarks is 80% of ICO member producing countries, which currently equates to a goal of 34 countries. In addition, given the urgent need to fully protect the rights and well-being of coffee farmer households and coffee farm workers, the Challenge is tracking efforts that contribute to this.

Through the ICO Technical Work Stream (TWS #1) on Living-Prosperous Income, the Sustainable Food Lab is coordinating efforts on living income benchmarks in Peru and Mexico using the Anker methodology. The research and stakeholder engagement for these benchmarks is supported by private and public sector players. The Peru benchmark is backed by Keurig Dr Pepper, Starbucks, Sustainable Harvest, ofi, Nespresso, Solidaridad, Rikolto, the Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC), the United Nations Development Programme (UNDP) and the Ministry of Agricultural Development and Irrigation (MIDAGRI).

In Mexico, the benchmark is led by the Ministry of Agriculture and Rural Development (SADER) and the Mexican Association of the Coffee Production Chain (AMECAFÉ). Additionally, benchmarks in Brazil and Kenya are being supported by the Global Coffee Platform, in line with its new strategy to close living income gaps towards farmers' prosperity through sustainable coffee. In Brazil, the benchmark is conducted by the Anker Research Institute and facilitated by GCP Brazil as one of the components of the Living Income study of the GCP Collective Action Initiative on Social Well Being and in Kenya by the Kenyan Research Institute and facilitated by the Kenyan Coffee Platform with the financial support of GIZ. Interestingly, while anecdotally there has been mention of corporate led income studies, there are few Challenge partners who have stated a related commitment.

In terms of farm level efforts to improve conditions for farmers and farm workers, many Challenge partners reported on training. In total, 970,093 farmers are benefiting from social training or investments, and over \$500,000 in funding was facilitated toward programs, project or facilities – beyond certification – at the farm level. Additionally, 28,776 farm workers and 290 families have been impacted by farm level investments.





# PEOPLE 2025 TARGET

Establish living income/living wage benchmarks in 80% of ICO member producing countries; contribute to public and private and other partnerships to close living income and living wage gaps; and fully protect the rights and well-being of coffee farmer households and coffee farm workers.



PERU



MEXICO



KENYA



BRAZIL



COLOMBIA

Places where SCC members are participating in the development of new living income / wage studies

INDICATOR  
OF SUCCESS

# 15%

ICO member producing countries with benchmarks under development



# 970,093

FARMERS benefiting from social training or investments



# 28,776 PEOPLE 290 FAMILIES

farm workers impacted from investments at the farm level



# \$500,189

funding facilitated toward programs, projects, or facilities— beyond certifications— at the farm level

# 2

SCC commitments that support new and verifiable steps to close the gap on living income and living wage



## PEOPLE CASE STUDY - *Selecta*

**Commitment:** We are committed to supporting >2,500 farmer families directly and more than 15,000 indirectly through the Selecta Coffee Fund (SCF) by 2025. The SCF focuses on supporting the development of farmers, their families and their communities in coffee growing areas around the world. The SCF contributes to sustainability initiatives by embracing collective commitment from our value chain partners and through its four impact areas: i. Farmer Prosperity ii. Social Equity iii. Ecosystem Protection iv. Carbon Reduction and Climate Resilience. We achieve results by investing in farm-level programs in regions where we source coffee for Pelican Rouge Coffee Roasters, in close collaboration with supply chain partners.

### Related 2025 Challenge Target + Metric—PEOPLE

Establish living income / living wage benchmarks in 80% of ICO member producing countries; contribute to public and private and other partnerships to close living income and living wage gaps; and fully protect the rights and well-being of coffee farmer households and coffee farm workers

- ▶ # of coffee farm workers impacted from investments at the farm level

### What challenge is Selecta attempting to address through this commitment?

Currently, coffee farmers live in uncertainty. The health of their crops and their incomes are under permanent threat due to price fluctuation and climate change, among other factors. We support and are actively involved in farmer-centered programs as we believe that a sustainable and stable coffee supply chain benefits all associated. Therefore, we provide farmers with opportunities to develop professionally and have the ability and resources to transition to climate resilient farming.

The Selecta Coffee Fund encompasses four impact areas that are highly interlinked. It embraces social, economic, and environmental areas of impact in the implementation of projects. From safeguarding human rights and woman empowerment to protecting and maintaining thriving natural ecosystems. The Fund uses regenerative agriculture and agroforestry projects to protect and restore natural resources and biodiversity.



© Selecta

Ultimately, The Selecta Coffee Fund aims to support the development of a sustainable and resilient coffee supply chain with fair pay, equal opportunities, and thriving ecosystems delivering good quality and volume of coffee for the long-term.

### **How does this commitment impact your organizational goals?**

As an organization we aim to be carbon neutral, minimize our environmental footprint, and source 100% sustainable coffee. Supporting farmer communities and running sustainability programs will result in a healthy supply chain and strong relations with our traders and farmers, thereby safeguarding Selecta's coffee supply into the future.

Selecta has deployed structural changes along with its Pelican Rouge Coffee Roaster to make sure that Pelican Rouge Coffee is a fully sustainable brand, from farm to cup. Farmer-centered programs are an integral way for us to create long-term relationships with our suppliers and farmers, allowing us to deliver high quality coffee to our clients. The Selecta Coffee Fund enables us to generate transparency into where the coffee comes from by creating traceability back to the farmer and mitigating any potential risks.

### **What insights does Selecta have for others who may want to state a similar commitment?**

We partnered with supply chain actors such as coffee traders, coops, local knowledge partners, NGOs, civil society organizations, washing stations, and farmers to have a presence on the ground and embrace a collective commitment and responsibility rather than an isolated investment from Selecta. Having multiple parties involved with different opinions and objectives while ensuring we all focus on the same ultimate goal of improving farmers' livelihoods and their coffee yields has been essential in these processes. Long-term relations and joint commitments are relevant factors in the implementation of farm-centered projects. Therefore, it is part of our approach to establishing sourcing contracts with the coffee farmers we support. In this way, our relationship is not only contributing to improved agricultural practices such as regenerative agriculture or agroforestry but also creating a meaningful sourcing relationship.

Our approach challenges the coffee industry status quo by integrating transparency and traceability aspects to the coffee sourcing. Our success is in coming together with partners to achieve something that wasn't there before – like setting up a farmer-level program in Rwanda where we crafted and improved the program through direct feedback from farmers or in creating coffee plant nurseries in Burundi. Such achievements requires convincing farmers to get engaged in these programs by showing the benefits they can have from changes that are less tangible, like carbon reduction and climate resilience.



© Selecta





Neumann Kaffee Gruppe | 

NKG **bloom** 

## PEOPLE CASE STUDY - *Neumann Kaffee Gruppe / NKG Bloom*

**Commitment:** To improve the livelihoods of 300,000 smallholder coffee farmers' through NKG Bloom, our sustainable sourcing strategy, by 2030.

### Related 2025 Challenge Target + Metric—PEOPLE

Establish living income /living wage benchmarks in 80% of ICO member producing countries; contribute to public and private and other partnerships to close living income and living wage gaps; and fully protect the rights and well-being of coffee farmer households and coffee farm workers

- ▶ # of farmers or farm workers who benefit directly from efforts to close the gap on living wage / income

### What challenge is NKG attempting to address through this commitment?

According to Enveritas, there are around 12.5 million coffee farms globally. The majority are worked by smallholder farmers that struggle to ensure a decent living for their families.

While prices seem the obvious candidate to work on, we cannot control coffee prices established by the futures market and market movements may eat up premia within hours. For long-term success, producers need to understand all factors determining their income — prices, productivity, land-size, costs, and risks — to be able to run their farms as businesses and make smart investment choices.

Through NKG Bloom, our sustainable sourcing initiative, we are investing in the establishment of Farmer Services Units (FSUs) within our export operations to provide value-added services to producers. Currently, 177 employees are part of our dedicated teams offering services for smallholders and farmer groups. The NKG Bloom offer to producers includes trainings in coffee-farming and business best practices, plus access to markets, infrastructure, inputs, seedlings, and crucial financing. For a farmer, access to financing means not having to choose between investing in their business and meeting their family's basic needs - the kind of choices that have kept farmers trapped in cycles of poverty.



© Neumann Kaffe Gruppe/NKG Bloom

## How does this commitment impact your organizational goals?

Neumann Kaffee Gruppe (NKG) is committed to being a company of integrity and responsibility, which includes growing a more sustainable coffee industry. We can only continue to be successful if coffee producers continue to see a future in coffee for themselves and their families. NKG Bloom is an initiative of NKG to ensure the future of green coffee supplies by offering smallholder farmers and farmer groups the opportunities and resources they need to run their farms at full potential, optimize their incomes for long-term success and enter pathways out of poverty.

Beyond building up Farmer Services Units within our export companies, as a sourcing strategy, NKG Bloom enhances the dialogue and cooperation between our field teams that provide services to producers, and our purchase teams buying their coffees. Globally it led to rethinking our approach to financing and resulted in unprecedented cooperation with banks and development agencies. Through a multi-year effort, NKG created a unique, risk-sharing credit solution with four the lending organizations DFC – U.S. International Development Finance Corporation, IDH: The Sustainable Trade Initiative, and European banks BNP Paribas and Rabobank, to mitigate our risks.

## What insights does NKG have for others who may want to state a similar commitment?

Until today, we have reached more than 80 000 farmers with our service offer bringing us a good step closer to our target of reaching 300 000 farmers by 2030. We have distributed over 4,000mt of fertilizer in Uganda with an advance scheme building on mobile money, supported the renovation of over 5,000ha of coffee land in Mexico, provided more than half a million seedlings with long-term financing in Honduras and worked with 12 cooperatives in Kenya to bring meaningful technical assistance to their members. Farmers who have access to knowledge can develop their skills and learn new and innovative farming techniques that are easier and more efficient to produce better results. Only by applying the right pruning and fertilization techniques, some farmers have seen yields going up 10-fold.

There is no one-size-fits-all solution: What makes NKG Bloom unique is the diversity of its service packages addressing the needs of producers in each NKG Bloom country. However, there are two key factors to success, that hold across countries: Firstly, dedicated teams on the ground, including our committed General Managers that are ready to invest looking well beyond a coffee-year, our Farmer Service Unit managers that ideate and bring to life the service offers that meet producers' needs, and our teams that are willing to spend their days traveling on motorbikes, build trusting relations with farmers, and never stop learning. Secondly, the producers that decide to be part of our initiative and do the most meaningful part of the work: invest in their farms and show an open mind to adopt new practices, that combined can ultimately change their livelihoods and ensure a sustainable future for coffee.



© Neumann Kaffe Gruppe/NKG Bloom





# PLANT

Environmental risks — climate action failure, extreme weather, biodiversity loss, natural disasters — now present the greatest risk to economic stability and social cohesion (WEF Global Risks Report, 2022). As a crop dependent on highly specific temperatures and rainfall patterns to sustain production, coffee is feeling the heat. Not only is climate change threatening the future suitability of growing regions with major shifts or entire loss, it is also amplifying social and economic challenges already facing producers and the industry at large. Adapting farms and buffering communities against climate impacts is a daunting prospect, with smallholder farmers, and women in particular, the most vulnerable and at risk.

In a year where the nature and climate crisis have been in the news constantly, it has been heartening to see the coffee sector poised for action. More corporate partners are preparing science-based targets to reduce emissions, there’s growing curiosity about nature’s role in addressing climate change, and proposed legislation calls for more stringent due diligence around deforestation-free coffee sourcing. At the same time though, many climate commitments have gotten caught in the weeds as international standards for setting and measuring science-based targets for climate and nature are still being finalized. Nonetheless, Challenge partners must continue and ramp up efforts to conserve nature and tap into its potential for climate adaptation and mitigation to sustain coffee and the livelihoods connected to it.

Stakeholders with commitments related to **PLANET**

USA LOGISTIC AND DISTRIBUTION, CORP. KOPI SELIR INDONESIA LOUIS DREYFUS COMPANY  
 MAE FAH LUANG FOUNDATION UNDER ROYAL PATRONAGE REDSTART ROASTERS SAKURA ADORO CAFFE LIMITED  
 MOTHER PARKERS TEA & COFFEE MESOAMERICAN DEVELOPMENT INSTITUTE SNV  
 COFFEE FRIEND DUNKIN' NATIONAL AGRICULTURAL EXPORT DEVELOPMENT BOARD TOUTON  
**OFI-OLAM FOOD INGREDIENTS** PUR PROJET SOLAR LIFESTYLE  
 THE CHAIN COLLABORATIVE BON APPÉTIT MANAGEMENT COMPANY SOCIÉTÉ ETS. MICHEL NAJJAR  
 BRITISH COFFEE ASSOCIATION NEUMANN KAFFEE GRUPPE THE COFFEE SOURCE CARICO CAFÉ CONNOISSEUR  
 RGC COFFEE SELECTA JACOBS DOUWE EGBERTS BUNA QELA CHARITY ASSOCIATION  
 BARKA COFFEE STATEMENT COUNTER CULTURE COFFEE SUCDEN COFFEE KROGER  
 SUSTAINABLE HARVEST COFFEE IMPORTERS ICO COFFEE PUBLIC-PRIVATE TASKFORCE 4C SERVICES  
**PELICAN ROUGE COFFEE ROASTERS**  
 IFINCA ALBERTSONS COMPANIES KEURIG DR PEPPER IRRIGATION TECHNOLOGIES  
 MOUNTAIN HARVEST MERCON  
 RAINFOREST ALLIANCE SMITHSONIAN BIRD FRIENDLY ECOTIERRA  
 NESPRESSO CENTER FOR COFFEE RESEARCH & EDUCATION COOPERATIVE COFFEES  
 GORONGOSA COFFEE GORILLA CONSERVATION COFFEE TRILLIANT FOOD & NUTRITION MEIRA  
 WORLD COFFEE RESEARCH CHESAPEAKE COFFEE ROASTERS ENVERITAS KAUAI COFFEE COMPANY  
**PLANET** CLIMATE NEUTRAL GROUP ARBOR DAY COFFEE ALLEGRO COFFEE COMPANY  
 STRATEGIES FOR INTERNATIONAL DEVELOPMENT STARBUCKS



## Active Commitments Linked to Planet: Conserve Nature

When analyzing the 87 commitments tagging **PLANET** this year, it's notable that 23 of these commitments are newly stated since the previous Hub Report, representing the largest year-over-year growth when compared to the other three compass points.

A quarter of these **PLANET** commitments are stated by roasters (25% of commitments), followed by non-profits or institutions (22%), retailers (21%), traders (20%), others (13%), producers/co-ops (9%), multi-stakeholder initiatives or associations (7%) and governments (1%). Note that stakeholders may multi-select stakeholder type.

**PLANET** commitments span 32 unique countries. Countries containing more than 10 commitments include: Honduras (20 commitments), Guatemala (15), Colombia (15), Uganda (12), Peru (12) and Vietnam (10). More than a quarter of these planet commitments are targeting completion in 2025 (27 commitments), followed closely by 2020, 2021, and 2022 (11 commitments in each, respectively), and 2030 (9 commitments). The rest of the target years feature smaller percentages.

The **PLANET** compass point of the Challenge's Sustainability Framework has three intervention pathways, and 72% of **PLANET** commitments tagged their commitment as focused on climate change

(63 commitments), followed by forest conservation and restoration (63% of commitments, or 55 commitments), and water conservation (33% of commitments, or 29 commitments).

These **PLANET** commitments also tagged **PEOPLE's** education and health (39% of **PLANET** commitments), and the other two people intervention pathways were also tagged by 29% of these commitments, respectively, further solidifying the connection between **PLANET** and **PEOPLE** seen in the **PEOPLE** section. Twenty-eight percent of **PLANET** commitments also tagged technical assistance, under the Coffee compass point.

About half (47%) of the 87 **PLANET**-related commitments have reported progress (percentage complete of commitment, not necessarily progress against metrics) at some point during the lifespan of the commitment, with 10% of commitments tracking at 100% complete, another 7% at 90-99% complete, 5% at 0-10%, 10-20%, and 30-40% complete, respectively, and the rest of the commitments spanning the remainder of the ranges.



## Progress Against 2025 Target

Collectively, partners in the Sustainable Coffee Challenge have reported that they have restored 271 hectares of land and protected 0 hectares of forest during the previous year. As we look to 2025, the 2021 reported values show little to no progress. That said, over 6.8 million non-coffee trees have been reported as distributed. This could mean that partners are used to tracking project activities such as trees distributed and have less data on the land impact of those trees in terms of hectares. For the illustrative purpose of understanding the potential impact of tree distribution, CI used an average tree density of 450 trees per hectare for restoration, which could imply an impact on >15,000 hectares of land. Again, this assumption is illustrative as partners fail to report on restoration approaches (i.e.: full block restoration, living fences, increased shade cover in coffee areas, riparian restoration, etc.).

In addition to the impact on land that these investments in nature have resulted in, partners quantified the carbon value of their efforts. While the cumulative 2025 target aspires to secure 100 million tonnes of CO<sub>2</sub>, partners have reported on the carbon impacts based on three categories: sequestration, avoided emissions and reduced emissions from restoration, conservation and improved management practices, respectively. Together, 3,383 tonnes of CO<sub>2</sub> have been secured, 1,183 from sequestration and 2,200 from avoided emissions. Important to call out, as with any

other reporting, when partners report carbon figures they are asked to note the type of assurance provided and to upload documentation that provides backing to their statement. This assurance may or may not be in accordance with recognized carbon accounting methodologies and standards, which remains an area for future attention as there is increasing convergence on principles for transparency and credibility on claims around voluntary corporate action.

Lastly, the Challenge is interested in tracking the number of new commitments that go beyond land use and carbon. During this reporting period, there were 3 new commitments that include a focus on biodiversity and 4 commitments focused on freshwater (quality and/or quantity). Actions related to freshwater include reduction of effluents from processing, promotion of water conservation during cultivation and processing, and increasing access to clean water.



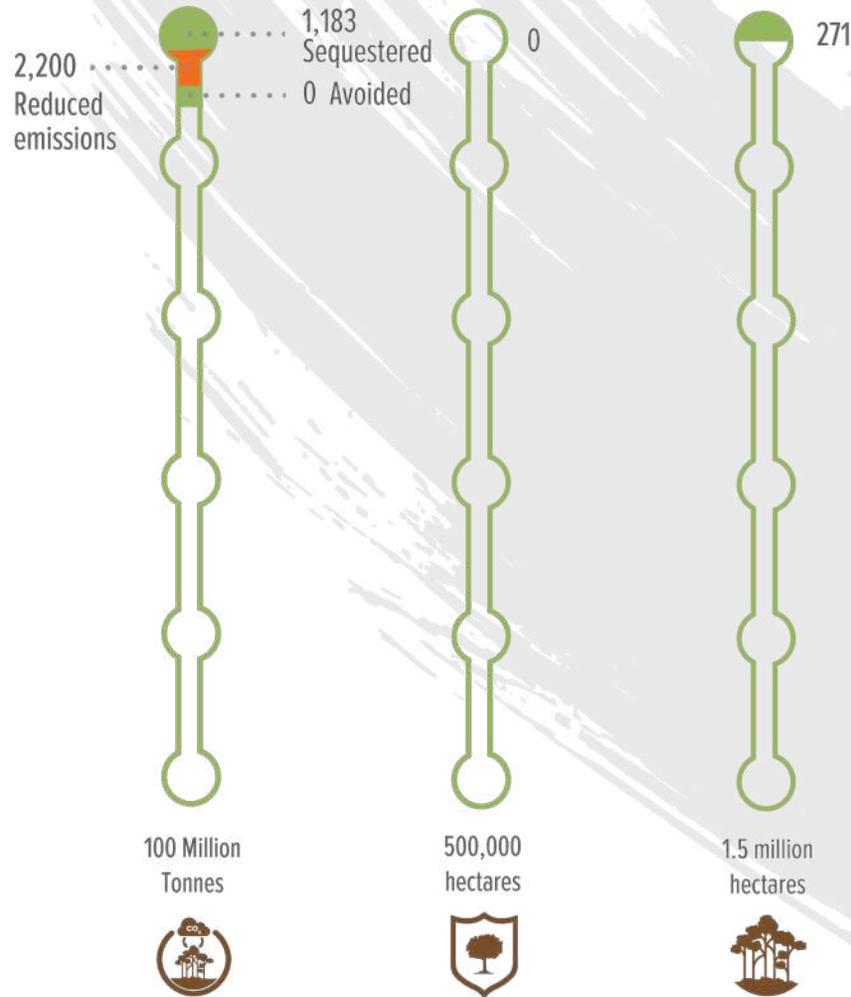
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# PLANET 2025 TARGET

Restore 1.5 million hectares of tree cover + conserve 500,000 hectares of forest, securing 100 million tonnes of carbon.

## INDICATORS OF SUCCESS



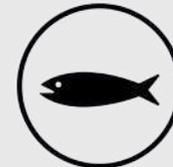
**6,865,382**  
Number of trees (non-coffee) distributed

**\$2.1 M**  
Invested in projects related to nature

**3** new commitments focused on biodiversity



**4** new commitments focused on freshwater





## PLANET CASE STUDY - *ofi*

**Commitment:** To reduce on-farm untreated coffee wastewater effluent by 50%.

### Related 2025 Challenge Target + Metric—PLANET

Restore 1.5M hectares of tree cover + conserve 500,000 hectares of forest and secure 100 million tonnes of carbon

- ▶ # of new commitments focusing on freshwater (quality + quantity)

### What challenge is ofi attempting to address through this commitment?

We know from [AtSource+](#) data that on-farm emissions are responsible for much of our coffee footprint and that treating wastewater and improving crop residue management are some of the most significant ways to avoid production of powerful greenhouse gases like methane and nitrous oxide. We have been trialing de-carbonization practices on our own coffee estates, which according to AtSource+ data, can reduce total GHG emissions for our washed coffee by 10-50%, depending on the origin and processing setup.



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### How does this commitment impact your organizational goals?

At **ofi**, our purpose is "*Be the change for good food and a healthy future*". Having a positive impact in communities and landscapes by bringing in decarbonization activities as set out in our Coffee LENS goals is one way we will achieve our Purpose. Initiatives undertaken by our country teams for products such as coffee, cocoa, and almonds, include upcycling crop residues, installing wastewater treatment systems, remediating wet/saline areas in our almond orchards, and reducing water use in processing. Effective implementation requires both investment in processing equipment and incentivizing behaviour change on the ground to replace traditional methods of biomass waste disposal with climate-smart practices.

### What insights does ofi have for others who may want to state a similar commitment?

Since the launch of our sustainability commitments for coffee under Coffee LENS in 2020, we've achieved a 13.4% reduction of on-farm untreated wastewater effluent, with a target of 50% by 2025. Contributing activities include the installation of 300+ wastewater treatment systems, eco-filters, and eco-pulpers. Having our own estate operations has also helped us improve crop residue management that is proven to be key to lowering our carbon footprint.

For example, we are piloting air bubbling systems in wastewater in wastewater treatment ponds which have the potential to cut methane and nitrous oxide emissions by >90%. Meanwhile, trials run on our certified arabica estates in Laos are determining the amount of fresh wastewater that can be applied to the coffee fields for irrigation and nutrient recycling, without compromising tree health. The more wastewater we can redirect from the anaerobic conditions of treatment ponds, the more we can reduce methane and nitrous oxide emissions. Similarly, by returning coffee residues - wastewater as well as pulp - to the field shortly after processing, we prevent them from decomposing anaerobically in ponds or big heaps. This helps cut these emissions to almost zero.



Installing an air bubbling system in a wastewater treatment pond

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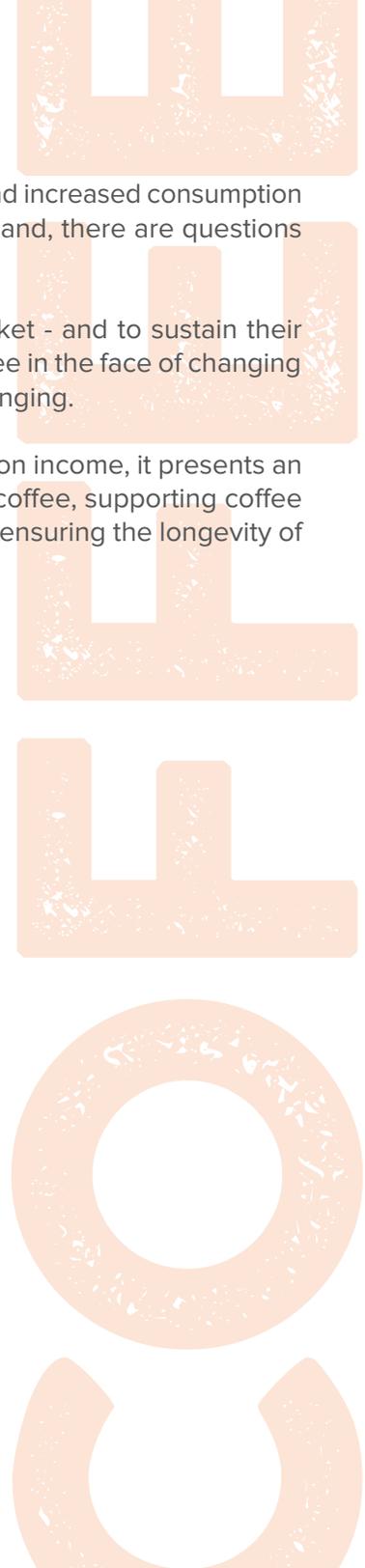
The balance between supply and demand remains tight, as domestic coffee consumption in producing countries and increased consumption in Europe, the United States and Asian markets continues. While global supply has so far met increasing demand, there are questions as to whether supply from a diverse set of coffee origins can keep up in the future.

Coffee farmers rely on productive and resilient trees to maintain their place as growers in a competitive market - and to sustain their livelihoods. However, many coffee-growing regions are struggling to maintain the quality and supply of their coffee in the face of changing weather patterns, aging trees, diseases like coffee rust, and volatile market prices that make reinvesting challenging.

Improving coffee yield on existing area not only increases farm performance, which can have a positive impact on income, it presents an opportunity to mitigate the expansion of coffee's spatial footprint. As Challenge partners look to the future of coffee, supporting coffee farm renovation + rehabilitation and providing agronomic technical assistance has become a critical element in ensuring the longevity of the industry, particularly to maintain quality and diversity of origins.

### Stakeholders with commitments related to **COFFEE**

**DUNKIN'** **COUNTER CULTURE COFFEE** **BARKA COFFEE STATEMENT** **CERTIFICAFÉ** **CAFÉ AFRICA**  
**LAGOM COFFEE ROASTERY** **ECOGROUNDS COFFEE** **PUR PROJET** **RAINFOREST ALLIANCE** **SELECTA**  
**NESPRESSO** **REILY FOODS** **KOPI SELIR INDONESIA** **COMMUNITY COFFEE COMPANY**  
**WALMART** **ARBOR DAY COFFEE** **SNV** **THE CHAIN COLLABORATIVE** **SOLIDARIDAD**  
**4C SERVICES** **WHOLE FOODS MARKET** **ALSEA** **MOTHER PARKERS TEA & COFFEE** **ENVERITAS**  
**FARMERS TRADE COFFEE COMPANY** **STARBUCKS** **WORLD COFFEE RESEARCH**  
**KEURIG DR PEPPER** **MOUNTAIN HARVEST**  
**USA LOGISTIC AND DISTRIBUTION CORP.** **SMITHSONIAN BIRD FRIENDLY**  
**IFINCA** **MOYEE COFFEE** **KROGER** **NATIONAL AGRICULTURAL EXPORT DEVELOPMENT BOARD**  
**JACOBS DOUWE EGBERTS** **ECOTIERRA** **MERCON** **CLIMATE NEUTRAL GROUP** **RITMA GREEN**  
**NESCAFÉ** **BARRIE HOUSE COFFEE ROASTERS** **EFICO** **GORILLA CONSERVATION COFFEE**  
**MEIRA** **SUSTAINABLE HARVEST COFFEE IMPORTERS** **CENTER FOR COFFEE RESEARCH & EDUCATION**  
**AHOLD DELHAIZE** **MCDONALD'S** **SUMMIT COFFEE CO.** **BUNA QELA CHARITY ASSOCIATION**  
**KAUAI COFFEE COMPANY** **CARICO CAFÉ** **CONNOISSEUR** **IRRIGATION TECHNOLOGIES**  
**PHILZ COFFEE** **OFI-OLAM FOOD INGREDIENTS** **BRITISH COFFEE ASSOCIATION** **GORONGOSA COFFEE**  
**SUCDEN COFFEE** **MAE FAH LUANG FOUNDATION UNDER ROYAL PATRONAGE**  
**NEUMANN KAFFEE GRUPPE** **ADORO CAFFE LIMITED** **PROGRESO FOUNDATION** **MI CAFETO**  
**COFFEE** **FUNDACION COHONDUCAFE** **WESTROCK COFFEE** **THE COFFEE SOURCE**  
**ALBERTSONS COMPANIES** **COMMITTEE ON SUSTAINABILITY ASSESSMENT**



## Active Commitments Linked to Coffee: Resilient Supply

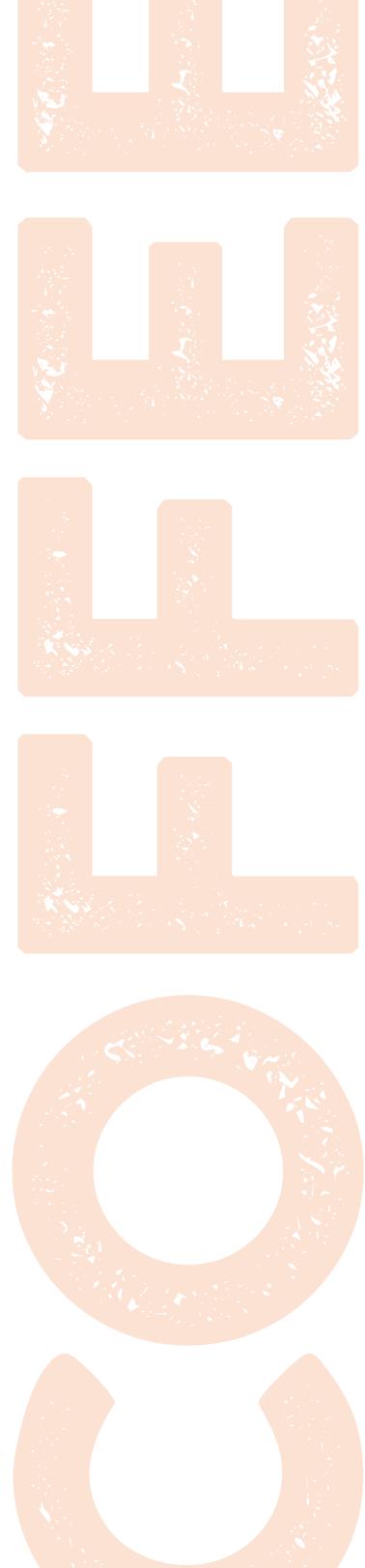
When analyzing the 86 commitments tagging **COFFEE** this year, 11 are newly stated since the previous Hub Report, a smaller portion than **PEOPLE** and **PLANET**. A quarter of these commitments are stated by roasters (29% of commitments), followed by retailers (26%), non-profits or institutions (23%), others (13%), traders (12%), producers/co-ops (9%), and multi-stakeholder initiatives or associations (6%), and governments (2%). Note that stakeholders may multi-select stakeholder type.

**COFFEE** commitments span 30 unique countries. Countries containing more than 10 commitments include: Honduras (17 commitments), Colombia (13), Nicaragua (11) and Uganda (11). Almost a quarter of the **COFFEE** commitments are targeting completion in 2025 (23 commitments), followed closely by 2020 (21 commitments). The rest of the target years feature a smaller number of commitments.

The **COFFEE** compass point of the Challenge's Sustainability Framework has six intervention pathways, and 47% of **COFFEE** commitments tagged their commitment as focused on technical assistance (40 commitments), followed by standards/certification (45% of commitments, or 39 commitments). 27% of **COFFEE** commitments tagged renovation (23), 16% tagged access to finance (14), 15% tagged access to inputs, and 6%, or 5 commitments, tagged policy-producing countries.

A portion of **COFFEE** commitments also tagged **PLANET** intervention pathways: climate change (44% of commitments) and forest conservation and restoration (41% of commitments) as well as **PEOPLE's** intervention pathway, education and health (40% of Coffee commitments). Thirty percent of **COFFEE** commitments also tagged sourcing policies (**MARKETS**).

55% of the 86 **COFFEE**-related commitments have reported progress (percentage complete of commitment, not necessarily progress against metrics) at some point during the lifespan of the commitment. With 24% of active **COFFEE** commitments tracking between 90-100% completed, the pinnacle of all compass points, it seems that commitments focusing on topics in **COFFEE** are more frequently reported on by Hub stakeholders. Another 5% of **COFFEE** commitments are tracking at 40-50% complete, and the rest of the commitments span ranges the remainder of the ranges from 0-89%.



## Progress Against 2025 Target

As a result of renovation, rehabilitation or related technical assistance that increases yield, Challenge partners have committed to increase the global production of coffee by 11.9 million bags by 2025. As of this report, no Challenge partners have reported on production increases in their supply chain or project due to these interventions. However, partners have reported that investments are being made in Brazil, Colombia, El Salvador, Guatemala, Honduras, Indonesia, Mexico, Nicaragua, Peru, Uganda and Vietnam that have the potential to increase farm production. This includes the provision of over 25.5 million coffee seedlings and technical assistance to over 503,384 people. Of the people trained, 1,077 were via programs with youth. In addition, Challenge partners reported that \$3.2 million was invested in actions to improve production during this reporting period. Of that, roughly \$1.3 million was put towards R&R and technical assistance, \$1.7 million towards research & development that could impact future production and \$155,000 disbursed for renovation loans.

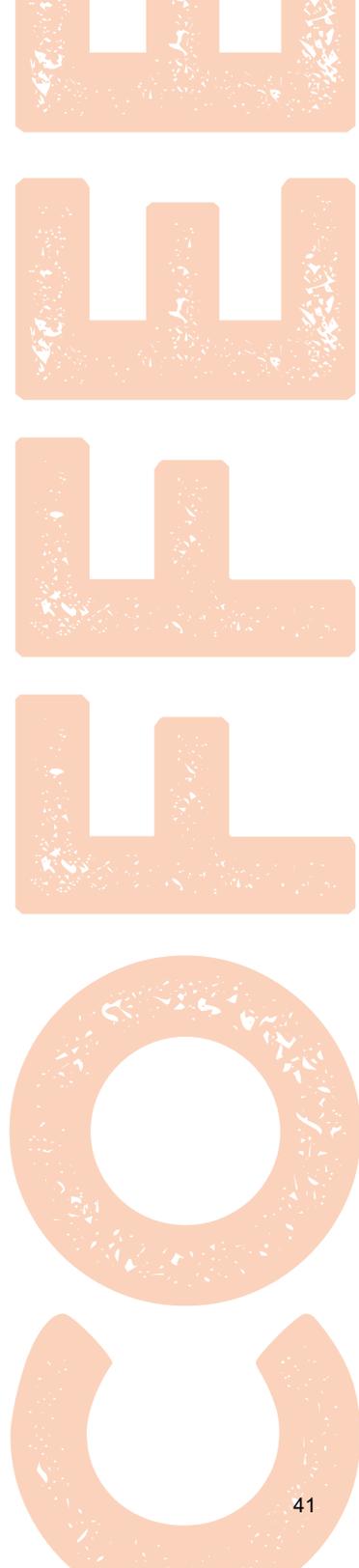
In the interest of understanding how investments ladder up to collective progress, the Challenge has taken the liberty to develop several data assumptions. While assumptions hold an inherent set of challenges, they serve the purpose of creating a common reference point for calculations. To estimate the impact of these new seedlings on

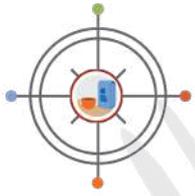
coffee areas, using an assumption of density of 3,500 seedlings per hectare, new seedlings had the potential to positively impact 7,280 hectares. Knowing that not all farmers completely renovate areas using the same planting approach or plant seedlings at this density, this is a conservative estimate.

For the purpose of the 2025 target related to resilient supply, when production data is unavailable, CI and partners in the Resilient Supply Collective Action Network agreed to use proxy metrics to track progress against the increased volume target. This means that two years following the initial reporting of seedlings distributed, CI will calculate the additional production volume generated from the new coffee trees. For more information on how the calculation will be made, visit the metrics one-pagers on the [sustaincoffee.org](http://sustaincoffee.org) site.



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## COFFEE 2025 TARGET

Increase smallholder production by 11.9 million bags through renovation, rehabilitation, and technical investments on existing areas to adequately meet long-term demand from a diversity of origins.

### INDICATOR OF SUCCESS

Additional volume produced due to renovation, rehabilitation or technical assistance

2022  
Progress



## ORIGIN DIVERSITY

Places where technical and/or financial support was provided to increase production



# 503,384



People trained on practices that lead to improved yield

**\$1.3M**

Funding facilitated in R&R and technical assistance.

**\$1.7M**

Funding facilitated in R&D that could impact future production.

**\$155 K**

Funding disbursed for renovation loans

# 25M

 Coffee seedlings distributed or sold

Hectares with improved management **> 7,000**



# \$3.2M

Funding invested in actions to improve production.

Baseline: 2020 Global production as reported by the ICO 169.9 million 60-kilo bags



## COFFEE CASE STUDY - *Mercon*

**Commitment:** We are committed to double the number of farmers supported by our LIFT multi-services Program in all our Origins in 2025. The LIFT Program includes capacity building and technical assistance to increase quality and productivity and to improve socio-environmental practices, access to financing and premium markets, community development and farm business management.

### Related 2025 Challenge Target + Metric—COFFEE

Increase smallholder production by 11.9 million bags, through renovation, rehabilitation, and technical investments on existing areas, to adequately meet long-term demand from a diversity of origins

- ▶ Names of countries where technical and/or financial support was provided



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### What challenge is Mercon attempting to address through this commitment?

This is a multifaceted commitment. One interesting component Mercon aims at rolling out in Nicaragua, in collaboration with key supply chain partners, is a LIFT carbon incentive mechanism which allows to unlock the potential of insetting investments to improve the LIFT farms' environmental and economic performances.

### How does this commitment impact your organizational goals?

Mercon has a clear roadmap to a 100% sustainable supply chain management by 2030 and this commitment fits perfectly within our agenda. We recognize the importance of the collaboration among all partners of the supply chain, service providers and civil society.

### What insights does Mercon have for others who may want to state a similar commitment?

Technical assistance is an essential component to enable climate services via a carbon incentive mechanism. An important challenge to consider is to gradually assess and calibrate phase by phase the feasibility, robustness, acceptance and return to farmers viability of monitoring tools and carbon mechanisms.



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# MARKETS

The Sustainable Coffee Challenge was initially launched – in December 2015 – on the premise that industry commitments to responsible and sustainable sourcing help send clear demand signals and incentives throughout coffee supply chains to stimulate the uptake of sustainable production practices and promote equitable value distribution. Especially in times when geopolitical instability, as well as the global pandemic, continue to cause volatility in the coffee market, it is critical for industry players to reinforce supplier relationships.

While it benefits the sector to have standardized approaches to track sustainable purchase across the industry, it should be emphasized that sustainable sourcing is a topic that is never static and will always evolve. Companies are increasingly devising ways to reach beyond assurance to address systemic and fundamental challenges in coffee sourcing. Today, coffee roasters and retailers are exploring innovative business models and associated themes (e.g., direct trade, value distribution, landscape or jurisdictional sourcing, transparency and traceability, payment for ecosystem services, etc.) with the aim to incentivize sustainable production practices and increase the uptake of sustainable sourcing by buyers.

Additionally, increased legislative requirements in consuming countries are requiring industry players to deepen their in-house understanding about environmental and human rights risks in their supply chains. In this context, companies are ever more pressured to put rigorous accountability in place to provide backing to supply chain due diligence as well as fair business conduct.

### Stakeholders with commitments related to **MARKETS**



## Active Commitments Linked to Markets: Strengthen Market Demand

When analyzing the 59 commitments tagging **MARKETS** this year, 7 are newly stated since the previous Hub Report, the smallest number of new commitments within all compass points. **MARKETS** commitments are stated mostly by roasters (40% of commitments), followed by retailers (31%), other (17%), and non-profits or institutions (16%). Commitments made by traders comprise 12% of commitments, commitments made by producers/co-ops are 5% of commitments, and commitments made by multi-stakeholder initiatives or associations represent 3% of commitments. Note that stakeholders may multi-select stakeholder type.

**MARKETS** commitments span 32 unique countries. Unlike the other compass points, **MARKETS** commitments do not exceed 10 per-country, likely because the compass point has the highest percentage of globally focused commitments (51%). Countries containing more than 5 commitments include: Colombia (9 commitments), Nicaragua (8), Honduras (7), Peru (6), Guatemala (6), Ethiopia (5), and Brazil (5). A large portion of **MARKETS** commitments targeted completion in 2020 (34% of commitments), followed by 2025 (27% of commitments), 2021 (10% of commitments), on-going (8% of commitments), and 2024 (7% of commitments), with the rest of the target years less targeted (with 5% or less commitments, respectively).

The **MARKETS** compass point of the Challenge's Sustainability Framework has three intervention pathways and 75% of **MARKETS** commitments tagged their commitment as focused on sourcing policies (44 commitments), followed by consumer education and awareness (46% of commitments, or 27 commitments), and 12% of **MARKETS** commitments tagged policy – consuming countries (7 commitments). In the other intervention pathways, more than 30% of **MARKETS** commitments also tagged **COFFEE's** standards/certification (39% of commitments), and two categories in **PLANET**: forest conservation and restoration (37% of **MARKETS** commitments) and climate change (32%).

Forty-six percent of the 59 **MARKETS** related commitments have reported progress (percentage complete of commitment, not necessarily progress against metrics) at some point during the lifespan of the commitment, with 17% of commitments tracking at 100% complete. Five percent of **MARKETS** commitments are at 90-99% complete, 5% at 0-10% complete, 3% at 80-90% complete, 3% at 40-50% complete, and the remainder of commitments in the other ranges.



## Progress Against 2025 Target

The 2025 target for the **MARKETS** compass point is “ensure at least 50% of global coffee purchased by roasters and retailers is sourced according to sustainable practices.” Traditionally, sourcing commitments have been linked to purchased volumes that are certified or verified according to specific sustainability schemes. This remains a core component in the sustainability strategies of many industry partners in the Challenge.

Currently, the hub includes 28 commitments (16%) related to sustainable sourcing, of which 7 were newly stated during this period. The 28 commitments related to sustainable purchases are made by actors across various links in the supply chain – traders, roasters and retailers – and represent a large variety in company size. Additionally, we have seen 2 new commitments that focus on increasing the % or volume of coffee that is traceable to the farm, which is one of the “additional metrics” identified to track quantitative progress towards the 2025 **MARKETS** target.

As the focus on the Commitments Hub report expands to include aggregate reporting against our 2025 targets, alignment on associated metrics for this target is an area that requires further attention. For example, most of the companies with commitments related to sustainable purchases (28) report progress using % of total volume as sustainable purchases or year-over-year increase. For previous years this has not been an issue given

that companies are focused on reporting progress against their individual commitments, both within the Hub and in terms of what gets posted on partner pages on [sustaincoffee.org](https://sustaincoffee.org). However, the fact that only 7 out of those 28 companies also provided a MT figure for their sourcing commitment limits the ability to quantify and aggregate the entire impact of all sourcing commitments towards the 50% target. Should the other companies transition to reporting on MT (sustainable and total volumes sourced), it would provide powerful data to improve our understanding of progress against the 2025 target. In addition, partners who have achieved and plan to maintain (or improve) their sourcing targets should keep reporting year-over-year, demonstrating their continued efforts in this area.

It should also be noted that the sector-wide scope of the 2025 target for the **MARKETS** compass point was deliberately set to inspire and capture the entire global coffee sector. Therefore, for this target, the Challenge Secretariat aims to complement and triangulate what gets reported through the Hub with data and findings from peer initiatives. However, further alignment across a range of sector initiatives and other data collection efforts on what qualifies as sustainable coffee purchases as well as on associated methodologies will be necessary to enhance the availability, representativeness, and accuracy of sustainable coffee purchases across the industry.



# MARKETS

In April 2021, the ICO Public-Private Task Force (CPPTF) adopted a nearly identical sustainable sourcing target for its 2030 roadmap as the Challenge’s **MARKETS** compass point target. This effort and alignment by members of the ICO Task Force will encourage public and private actors to rally around and contribute to a unified set of collective sector-wide targets. Moving forward, the desire is that members of the CPPTF state and track progress on their individual commitments towards these collective goals via the Challenge’s Commitments Hub.

Comparing the data in the Global Coffee Platform’s recent annual snapshot report with the reported volumes through the Challenge Hub, more than 38% of the total coffee volume sourced by companies that reported through GCP Snapshot and/or Challenge Hub was purchased as sustainable coffee through schemes recognized under the GCP’s Equivalence Mechanism. This represents at least 23% of global coffee exports or approximately 16% of global coffee production, purchased as sustainable. However, this is likely a conservative estimate, due to underreporting and lack of consistency in reporting metrics for sustainable purchases in the Challenge Hub, along with an underrepresentation of stakeholders across the industry.

To put those percentages in perspective, according to the 2020 Coffee Barometer, in 2019 a total of 2,534 MT was purchased as standard-compliant coffee (7 standards in scope) across the industry. This figure represented approximately 25% of the 169M bags of total production reported by the ICO for crop year 2019/2020. However, new research by the International Institute for Sustainable Development’s (IISD) State of Sustainability Initiative estimates that in 2020, 38% of the total volumes purchased by the 10 largest coffee roasting companies was compliant

with a voluntary sustainability standard, which based on the IISD data represented approximately 17% of 2020 global coffee exports or roughly 13% of global coffee production. While we can see some trends by comparing findings across these different reports, it also reinforces the need for alignment in methodologies to enhance accuracy and consistency.

As noted, alignment and consistency in metrics and methodologies for monitoring will be key. This will avoid comparing apples and oranges, and to allow for tracking trends and progress across the sector over time. Moving forward, the Challenge Secretariat will continue to deepen collaboration on this topic with the GCP, but also with other organizations and initiatives, such as the Coffee Barometer (next edition expected early 2023), the ICO Taskforce, the IISD State of Sustainability Initiatives, and others.

## Alignment with the GCP on tracking sustainable purchases

To track volumes purchased of sustainably – or at least responsibly – produced coffee across the coffee industry in a consistent and accurate manner across different multi-stakeholder initiatives, the Challenge Secretariat has been exploring alignment and collaboration with the GCP.

Specifically, the GCP's Equivalence Mechanism provides a useful instrument to facilitate this alignment. Through this instrument, the GCP assesses individual schemes against its Coffee Sustainability Reference Code along with a set of 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. Currently, the equivalent 3rd party schemes are: 4C, C.A.F.E Practices, Certifica Minas, Fairtrade and Rainforest/UTZ; and the equivalent 2nd party schemes include: SMS Verified (ECOM), Enveritas Gold and Enveritas Green, Guaxupé Planet (Exportadora de Café Guaxupé),

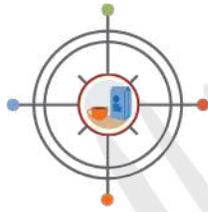
LIFT (Mercon), Nespresso AAA, NKG BLOOM, and AtSource Entry Verified and AtSource Plus (ofi).

Pending the release of the revised version of the GCP's Equivalence Mechanism (v.2.0), the Challenge plans to formally accept volumes purchased according to any of the schemes (2nd or 3rd party) that are recognized through the GCP's Equivalence Mechanism to count progress towards the 2025 target for the **MARKETS** compass point.

In light of the revision, the Challenge Secretariat has flagged the opportunity to develop public-facing summaries of the assessment results for each of the recognized schemes. This would further enhance the added value and credibility of this system, allowing stakeholders to better navigate specific attributes of individual schemes and recognizes the heterogeneity across schemes. Additionally, it is desirable to further expand of the list of recognized equivalent schemes.



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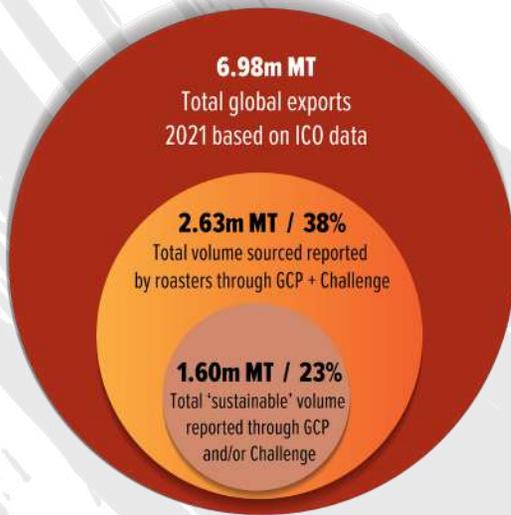


# MARKETS 2025 TARGET

Ensure at least 50% of global coffee purchased by roasters and retailers is sourced according to sustainable practices

## INDICATORS OF SUCCESS

Total volume purchased according to sustainable sourcing practices



**7** new commitments to **sustainable sourcing**

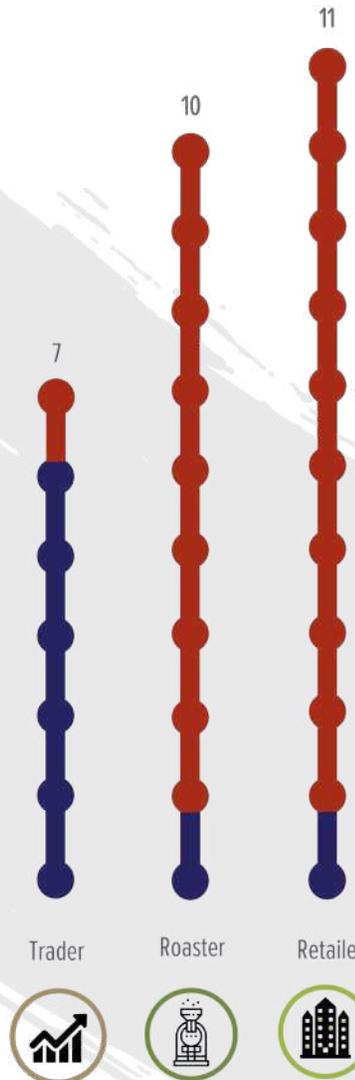
**28** Commitments by Challenge partners reporting on % of coffee sourced as sustainable

**2** new commitments focused on **increasing the % or volume** of coffee that is **traceable** to the farm.

## SOURCING COMMITMENTS BY SUPPLY CHAIN ACTORS

"% sourced sustainable volumes"

● 100% Target  
● <100% Target



COFFEE MARKETPLACE



# THE COFFEE SOURCE

## MARKETS CASE STUDY - *The Coffee Source*

**Commitment:** We are committed to sourcing 100% of coffee with a sustainability scheme by 2025. This can include coffee under certification or verification programs, with community level projects, or any other demonstratable sustainability initiative. .

### Related 2025 Challenge Target + Metric—MARKETS

Ensure at least 50% of global coffee purchased by roasters and retailers is sourced according to sustainable practices

- ▶ # of metric tons (MT) of Green Bean Equivalent (GBE) coffee sourced via recognized voluntary sustainability standards (VSS)

### What challenge is The Coffee Source attempting to address through this commitment?

As a coffee importer we are constantly bridging the needs and desires of our buyers and those of the coffee producing communities, and this of course extends to the initiatives that ensure a just and prosperous livelihood of people and the environment that make the coffee possible. Most of the coffee communities have significant challenges because agriculture will always come with some level of risk, and there are a lot of outside variables that can shift the reality of farmers really quickly. Our challenge as an importer is understanding what those challenges are, supporting origin in how to confront and overcome them, and translating or reaffirming this message to our buyers in order to ensure that they understand and are committed to investing in sustainability as something completely normalized. Related to this, our other challenge is to make sure that the intentions and commitments our buyers are making are translated in the initiatives and schemes that have the most impact for the coffee farmers, even if that means taking a longer path, going an extra mile to do a community level project -for example-, or supporting two different schemes that tackle different challenges.



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## How does this commitment impact your organizational goals?



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As we understand the importance and complexity of sustainability and we set commitments that challenge us as a company to do more each year, we've had to also make changes in our organization that can support and ensure that we are constantly growing and getting closer to those goals. Although we have been developing community level projects for more than 14 years, we officially structured a department around 6 years ago with a clear pathway in increasing community level projects that tackle challenges that are sometimes left behind under more common sustainability schemes and that have the capacity to strengthen the relationship between buyer and origin. As a company, we also have had to involve every single department in sustainability to ensure that we are all in the capacity to identify challenges and be able to understand and explain sustainability to anyone we interact with. This means monthly company meetings just to talk about sustainability, and a Sustainability Committee with representation of every department. This has also led us to invest more in data management and impact measurement, and constantly learn about different subjects online and especially on the ground, which we can do easily since we are based at origin.

## What insights does The Coffee Source have for others who may want to state a similar commitment?

As we approach 30 years being importers and almost half of those years working actively in sustainability initiatives, we've learned many valuable lessons along the way. Here are some of our favorites:

1. Avoid overgeneralizing or assuming that the challenges and solutions to support origin are the same and applying a “copy-paste” approach.
2. Take the time to transfer the knowledge and tools that come from working with communities.
3. Invest in involving the entire organization in sustainability, as it is very common that sustainability departments become their own island which makes having impact harder.
4. Invest in developing a specific sustainability strategy and engage in all the different platforms that are constantly analyzing, debating, and strengthening the understanding of each concept.
5. Focus on available data, and work towards increasing data that reflects impact and is also valuable to buyers.
6. Understand how each buyer in connecting to their consumers to be able to collect and transfer information and impact in formats that add value to their company's and that make sense also at origin.



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# MOVING FROM PROJECTS TO MULTI-STAKEHOLDER COLLABORATION

Since its inception, a crux of the Sustainable Coffee Challenge has been to scale individual investments in critical places for coffee sourcing. Over the years, we have seen increasing collaboration across partners and global initiatives. In response, last year, the Challenge launched the ‘Matchmaking Mechanism’: a forum providing partners in the Sustainable Coffee Challenge seeking collaborators a space to share their project ideas and form partnerships. While operationally simple, the Matchmaking Mechanism has resulted in successful collaborations, such as funding for the living income benchmark in Peru.

## Aligning Across Initiatives

The wicked problems facing the sustainability of the sector require unprecedented investment and radical collaboration at all levels in and around the supply chain. A range of multi-stakeholder initiatives – each with its distinct niche, focus and stakeholder network – are working to establish partnerships between public and private actors across the sector. As one of the leading initiatives in this space, the Sustainable Coffee Challenge actively contributes to the efforts of other initiatives and programs that have emerged over the past few years.

At the same time though, this Hub Report illustrates that most commitments remain at the level of individual organizations or small groups, are project-based, and are measured in terms of activities rather than outcomes. The Sustainable Coffee Challenge is continuing to work towards practical and actionable ways for partners to focus investments on key coffee landscapes to address issues holistically and accelerate impacts.

For instance, the International Coffee Organization’s Coffee Public-Private Task Force (CPPTF) was established in 2019 and brings together 18 private sector ‘Sherpas’ and 16 public sector representatives of ICO member countries, both importing and exporting. The Taskforce has gained traction and momentum around its ambitious 2030 goals towards achieving a prosperous, sustainable, and inclusive coffee sector. The Taskforce intends to utilize the Commitments Hub to capture and track efforts – collective, as well as the individual efforts of its industry and government members – that contribute

to delivering on the Taskforce 2030 roadmap.

Within coffee producing countries, public and private stakeholders are increasingly organized within national platforms or roundtables – often supported by organizations like the Global Coffee Platform, UNDP, Solidaridad, and others. These forums enable public and private stakeholders within producing countries to foster the enabling environment for sustainable coffee production, through alignment on country policies and priorities and by developing joint action plans to address critical challenges.

While multi-stakeholder commodity initiatives at the global and national level are key vehicles for sector transformation, there is a growing recognition that ultimately the transition to more sustainable production models requires extensive collaboration through multi-stakeholder governance at the landscape or jurisdictional level. Under the umbrella of the ICO CPPTF, Conservation International leads a technical workstream on Resilient Coffee Landscapes. Through this workstream, Conservation International aims to increase awareness of the need and opportunity for public-private collaboration through integrated landscape approaches that address key environmental, social and economic challenges facing coffee producing communities.

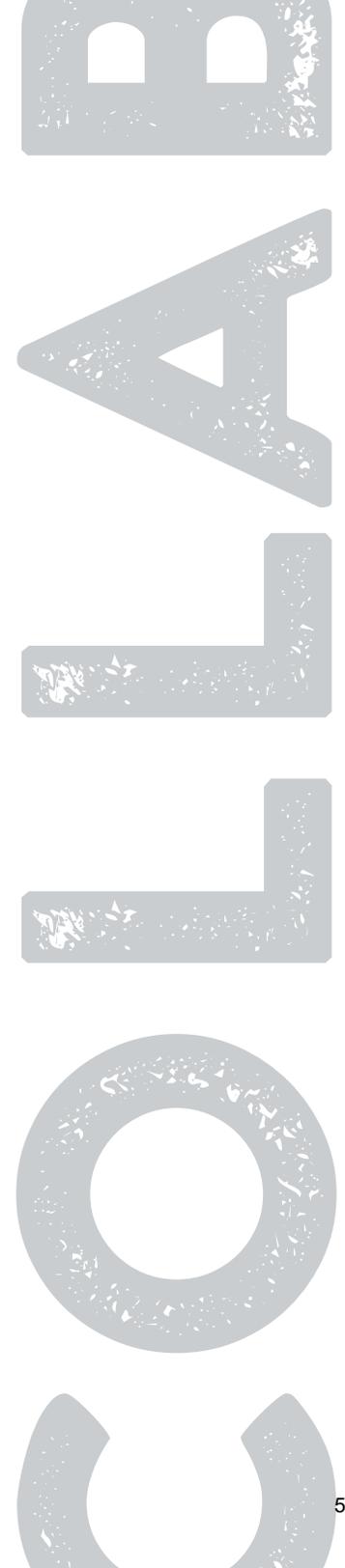
In this context, it is also worth calling out the Global Environment Facility’s (GEF) Food Systems, Land Use and Restoration Impact Program (FOLUR) program that was formally launched in November

2021 alongside COP26 in Glasgow, Scotland. This \$345 million program led by the World Bank will work over the next seven years in 27 countries to restore degraded landscapes and intensify sustainable land management practices. The program targets the production and value chains of eight key commodities: beef, cocoa, coffee, maize, palm oil, rice, soy, and wheat. While these projects take an integrated and cross-commodity landscape approach to drive transformation, coffee has been identified as a focus commodity for the planned projects in nine countries (Burundi, Ethiopia, Guatemala, Kenya, Indonesia, Madagascar, Mexico, Peru, Uganda). Conservation International will provide technical assistance to FOLUR country teams to link in-country efforts to global initiatives, such as the Sustainable Coffee Challenge and the ICO Task Force.

Looking ahead, the Sustainable Coffee Challenge will continue to advocate for closer alignment and coordination between this diverse set of collaborative initiatives at the global, national, and landscape levels.



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This is the fourth edition of the Commitments Hub report and the first time where the Challenge Secretariat has aggregated reported results of individual efforts to paint a picture of progress against commitments. Since the first report in 2019, the number of commitments doubled (from 83 to 166) and the number of stakeholders stating commitments increased by 91% (from 55 to 105). While this signals a significant increase in public commitments in a relatively short period, with only 36% of stakeholders returning to report on their commitment (albeit this represents a 230% increase since 2019), this year's report amplifies the need for more transparency on progress against commitments. The main driver behind the lack of reporting is unclear, though in a previous survey conducted by the Challenge, 19% of respondents believed stating a commitment was enough to showcase that their organization is sustainable. In today's world, this response is simply not acceptable. Citizens, shareholders, activists, and media aren't satisfied with only understanding

who does what. They also expect companies and other organizations to show how they are making progress towards commitments.

Looking forward, the Sustainable Coffee Challenge will double down on efforts to increase use of the Commitments Hub, both through simplifying the system used for reporting as well as by conducting individual outreach to stakeholders with commitments to review metrics and stressing the importance of reporting. Additionally, given that commitments currently stated in the Hub only scratch the surface of what is being done in coffee, partners with new commitments will be encouraged to state them in the coming year.

Transparency is the building block for accountability. With 2025 around the corner, if the coffee sector truly wants to become the world's first sustainable agricultural product, accountability is key to ensuring that individual efforts contribute to collective goals that protect the future of our planet.



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# APPENDIX X

# APPENDIX A - STAKEHOLDERS BY UN SDG

Name of Stakeholder	Number of Commitments	SDG 1	SDG 2	SDG 3	SDG 4	SDG 5	SDG 6	SDG 7	SDG 8	SDG 9	SDG 10	SDG 11	SDG 12	SDG 13	SDG 14	SDG 15	SDG 16	SDG 17
4C Services	2		■						■				■					
Adoro Caffè Limited	1		■										■	■				
Ahold Delhaize	1	■	■						■				■			■		
Albertsons Companies	1				■			■	■				■					■
Aldi South Group	2	■	■			■			■				■			■		
Allegro Coffee Company	1		■						■				■					
Alsea	1	■		■	■	■	■		■		■			■				■
Arbor Day Coffee	1	■	■				■		■				■	■		■	■	■
Barka Coffee Statement	2		■						■		■		■			■		
Barrie House Coffee Roasters	1		■										■			■		
Bay Coffee & Tea Company	1												■					■
Bon Appétit Management Company	1		■											■				■
Boncafé International	1									■			■					
British Coffee Association	1												■					
Buna Gela Charity Association	1													■				
Café Africa	1	■				■			■				■			■		
Cafinco	1		■							■				■				
Carico Café Connoisseur	2		■											■		■		■
Center for Coffee Research & Education	2	■	■	■		■			■	■	■		■					
CertifiCafé	1	■				■					■							
Chesapeake Coffee Roasters	1		■		■								■					
Climate Neutral Group	1															■		
Coffee Friend	1								■				■					■
Committee on Sustainability Assessment	1								■									
Community Coffee Company	1		■		■						■							■
Conservation International	1	■		■					■									
Cooperative Coffees	2		■						■				■					
Counter Culture Coffee	2			■			■			■		■				■		■
Dunkin'	2	■	■	■	■	■			■	■			■					
eco business Fund Development Facility	1								■				■					
ecogrounds Coffee	2	■	■		■		■		■		■		■	■		■		■
Ecotierra	1	■							■		■	■	■	■		■		
Efico	1	■				■										■		
Elements Coffee	1						■							■				
Enveritas	2											■	■	■		■		■
Equal Origins	1		■						■				■			■		
Farmer Brothers	1			■		■												
Farmers Trade Coffee Company	1												■					
Fundacion Cohonducafe	1			■	■													

Gorilla Conservation Coffee	1								■					■				
Gerongosa Coffee	1			■					■									
Holonic	1		■	■	■		■							■		■		■
ICD Coffee Public-Private Task Force	2	■	■	■	■	■	■		■		■			■		■		■
IFinca	1													■	■		■	■
Irrigation Technologies	1	■												■				
Jacobs Douwe Egberts	3	■	■	■			■		■	■				■	■		■	■
Kaui Coffee Company	1														■		■	
Keurig Dr Pepper	4						■		■					■	■			■
Kopi Selir Indonesia	1	■						■	■			■		■	■		■	
Kroger	2								■					■	■			
Legom Coffee Roastery	1						■		■			■		■	■		■	■
Louis Dreyfus Company	1	■	■	■			■							■			■	■
Mae Fah Luang Foundation under Royal Patronage	1	■	■	■			■		■					■	■		■	■
Massimo Zanetti Beverage USA	1																■	
McDonald's	1													■	■		■	■
Meira	2	■	■	■			■		■	■				■			■	■
Mercon	2	■	■	■	■	■	■		■	■	■			■	■		■	■
Mesoamerican Development Institute	1																■	
Mi Cafeto	1					■				■		■						
Mother Parkers Tea & Coffee	2	■	■				■		■		■				■			■
Mountain Harvest	1		■	■			■								■			
Moyea Coffee	1	■				■	■	■							■			
National Agricultural Export Development Board	1								■								■	■
NESCAFÉ	4	■							■		■			■	■		■	■
Nespresso	1														■			
Neumann Kaffee Gruppe	1	■					■							■	■			■
ofi - Olam Food Ingredients	6	■	■	■			■		■		■	■		■			■	■
Ornda Origins	1		■						■									
Pelican Rouge Coffee Roasters	4	■	■	■	■		■		■		■			■	■		■	■
Philz Coffee	2	■												■	■		■	■
Progreso Foundation	1	■					■				■							■
PUR Projet	2	■					■								■			■
Rainforest Alliance	2	■							■		■			■			■	
Redstart Roasters	1	■							■		■							
Rilly Foods	2	■	■			■	■	■	■		■			■	■	■	■	■
RGC Coffee	6	■	■	■			■		■	■	■	■		■	■		■	■
Ritma Green	2								■					■	■			■
Sakura	2								■	■		■						
Selecta	3	■												■				
Smithsonian Bird Friendly	4	■	■	■			■	■	■		■			■	■		■	■

SNV	2	■											■	■				
Société Ets. Michel Najjar	2	■	■			■	■		■					■		■		■
Sodexo	1	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Solar Lifestyle	1													■		■		
Solidaridad	1												■	■		■		
Starbucks	5	■		■		■	■						■	■		■		
Strategies for International Development	1												■			■		
Streamline Espresso Bar	1												■					■
Sucafina	2												■		■			
Sudan Coffee	4	■	■			■		■	■				■	■		■		■
Summit Coffee Co.	1	■																
Supracafe	1								■									
Sustainable Harvest Coffee Importers	1	■		■		■								■		■		■
Target	1								■				■	■		■		■
The Chain Collaborative	1													■		■		■
The Coffee Source	1													■				
The Sustainability Consortium	1							■						■				
Touton	3	■	■		■		■	■	■	■	■	■	■	■		■		■
Trilliant Food & Nutrition	1	■				■			■		■		■					
USA Logistic and Distribution, Corp.	1												■					■
Walmart	1																	
Westrock Coffee	3	■	■	■	■			■	■			■	■	■		■		
Whole Foods Market	1	■	■			■	■		■		■		■			■	■	
Williams Sonoma	1												■					
World Coffee Research	1												■					

# APPENDIX B - STAKEHOLDERS BY INTERVENTION PATHWAY

Name of Stakeholder	Number of Commitments	Labor Conditions	Education & Health	Gender, Youth & Indigenous Peoples	Forest Conservation and Restoration	Climate Change	Water Conservation	Consumer Education & Awareness	Sourcing Policies	Policy-Consuming Countries	Access to Finance	Access to Inputs	Technical Assistance	Policy-Producing Countries	Standards/ Certification	Renovation
d/c Services	2	■	■	■	■	■	■	■	■	■				■	■	
Adoro Caffe Limited	1	■	■		■	■		■	■					■	■	
Ahold Delhaize	1								■						■	
Albertsons Companies	1	■	■		■			■	■						■	
Aldi South Group	2	■	■						■							
Allegro Coffee Company	1						■									
Alsea	1												■			
Arbor Day Coffee	1		■	■	■	■	■	■	■						■	
Barka Coffee Statement	2	■	■	■	■	■	■		■		■					
Barrie House Coffee Roasters	1	■	■	■									■		■	
Bay Coffee & Tea Company	1							■					■			
Ben Appelt Management Company	1	■	■		■	■										
Bonsafe International	1				■	■		■								
British Coffee Association	1	■	■		■	■										■
Buna Qelis Charity Association	1		■	■	■	■							■		■	
Café Africa	1												■	■		
Cafino	1	■	■		■	■	■		■							
Caruso Café Connoisseur	2				■	■		■				■	■			■
Center for Coffee Research & Education	2					■		■					■			
CertiCafé	1					■	■					■			■	
Chesapeake Coffee Roasters	1	■			■	■	■									
Climate Neutral Group	1		■		■	■			■						■	
Coffee Friend	1		■	■		■										
Committee on Sustainability Assessment	1		■	■									■	■		
Community Coffee Company	1		■												■	
Conservation International	1								■							
Cooperative Coffees	2															
Counter Culture Coffee	2		■	■	■	■	■	■								■
Dunkin'	2	■	■		■	■	■						■		■	■
eco business Fund Development Facility	1		■													
ecogrounds Coffee	2		■										■			
Ecoterra	1	■														■
Elico	1		■												■	
Elements Coffee	1							■								
Envirotas	2		■		■										■	
Equal Origins	1			■												
Farmer Brothers	1								■							
Farmers Trade Coffee Company	1	■			■											■
Fundación Cohensudcase	1		■	■									■			
Gorilla Conservation Coffee	1		■	■	■		■	■					■		■	
Gorongosa Coffee	1	■	■	■	■	■	■	■	■	■			■			
Holonic	1		■													
ICO Coffee Public-Private Task Force	2	■	■	■		■										
iFinca	1	■		■				■	■	■		■			■	
Irrigation Technologies	1				■	■	■						■			■
Jacobs Douwe Egbiers	3	■	■	■	■	■	■				■	■	■		■	■
Kaui Coffee Company	1				■											■
Keurig Dr Pepper	4	■				■	■	■	■		■	■	■		■	■
Kopi Selir Indonesia	1	■	■	■	■	■	■	■	■				■			■
Kroger	2	■	■		■	■		■	■						■	
Lagom Coffee Roastery	1							■			■					
Louis Dreyfus Company	1	■			■	■	■									
Mae Fah Luang Foundation under Royal Patronage	1											■	■			



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