



HUB REPORT

Sustainable Coffee Challenge

the bridge to 2025

Foreword

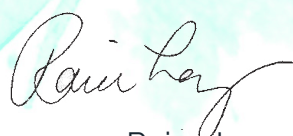
A recent memo from the UN Global Compact highlights a concerning trend - only 15% of the Sustainable Development Goals (SDGs) are on track, and 37% have either stagnated or regressed since 2015.¹ This has prompted the UN to launch a new initiative urging the private sector to translate sustainability commitments into meaningful actions more rapidly.

As we assess sustainability commitments in the coffee sector through our annual stock take, we find clear parallels to this wider trend. At the same time, what were once voluntary endeavors are now increasingly influenced by legislation and guidelines, making sustainability not just a choice but a standard for doing business. The sustainability landscape is evolving, and our planetary boundaries are closing in on us—commitments alone are no longer sufficient, they must be backed by action.

So where exactly are we on our journey to making coffee the world's first sustainable agricultural product? We're encouraged to see that the number of new commitments continues to grow year-over-year and, though more gradually, reporting is increasing too. Yet, this report reveals that significant gaps persist between our collective 2025 targets and our current position. Linear progress won't suffice; we must shift to an exponential trajectory.

This report serves as a synthesis of Sustainable Coffee Challenge partners' commitments, offering insights into what's working, where gaps continue, and practical guidance for closing them. Particularly, we see radical collaboration and landscape-level approaches as two keys to unlocking exponential progress. To be more efficient will also require continued and improved transparency—for partners to be clear about what they're doing and how it's going—to inform the strategic decision-making necessary for the task at hand.

In a world of empty pledges, we can and must defy the status quo to safeguard the future of coffee, the people who grow it, and our planet.



Raina Lang
Senior Director, Sustainable Coffee
Conservation International



¹ <https://forwardfaster.unglobalcompact.org/home>

About the Sustainable Coffee Challenge

Convened and facilitated by Conservation International, the Sustainable Coffee Challenge is a dynamic and diverse coalition of more than 150 partners working to make coffee the world's first sustainable agricultural product. Launched in December 2015, alongside the Paris Climate Conference (COP21), the Challenge brings together companies, governments, NGOs, research institutions and others to transform the coffee sector. Challenge partners are urgently working together to increase transparency and accountability, align around a common vision for sustainability, set meaningful collective targets, and collaborate to accelerate progress toward those goals. Through our Commitments Hub — an online portal accessible at sustaincoffee.org — Challenge partners publicly state their sustainability efforts and report on progress over time. This helps us gauge trends and collective progress toward sector-wide resilience and prosperity: the focus of this report, published annually.

The Sustainable Coffee Challenge is made possible by the generosity of our 2023 Challenge sponsors:

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This Commitments Hub Report is developed with additional support through the Global Environment Facility (GEF) Food Systems, Land Use and Restoration Impact Program (FOLUR):



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Key Findings

170

commitments

made by



100

stakeholders are active in the Hub

PLANET



Commitments

make up

58%

of all commitments in the Hub

Commitments in



45

countries

11 M

non-coffee trees

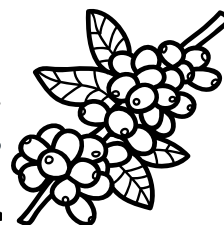
planted



95M

coffee trees

planted



38%

of commitments

target

2025

for their completion date

65%

of the existing hub

commitments tracked

progress

in 2023

Living income
benchmarks
on track for

69%

of ICO countries

45%

of commitments

tag

SDG12

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Biodiversity



commitments

increased

\$1.3B



invested in **42** commitments

There is a **45%**

increase in the number of
of commitments tracking
progress on impacts
year-over-year



Chapter 01 Introduction

Introduction

The Sustainable Coffee Challenge launched the Commitments Hub in 2016 to fill the sector's need for a platform to house sustainability commitments and to monitor its progress. With the spirit of transparency and accountability, the goal is to enable the sector to better track commitments, progress toward achieving them and to recognize openings for enhanced collaboration on strategic issues. In 2017, reporting opened on the Hub, and in 2019 the first annual Hub Report was published.

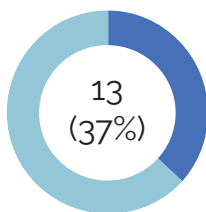
The 2023 Commitments Hub report reviews 170 commitments made by 100 stakeholders in coffee sustainability. The report analyzes data in the Commitments Hub system from June 2022, the deadline for annual reporting against the previous calendar year, to June 2023. The annual Hub Report document assesses this time period for any observable trends across commitments and their metrics and is laid out in a

few main sections. Sections include but are not limited to the sector's collective investment, investments by coffee origins, stakeholders who are reporting progress against their commitments and reflections on multi-stakeholder collaboration. In the "Dashboards for Our 2025 Targets" section, you will note progress against the Challenge's 2025 targets via our guiding compass points: People, Planet, Coffee and Markets. We're pleased to highlight one case study for each of these focal areas. Review the Annex for reporting stakeholders and non-reporting stakeholders.

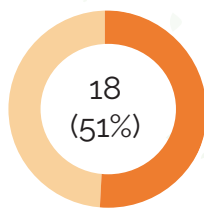
For this year's report, thirty-five commitments were retired and removed. Commitments were retired if they are set to mature prior to the year 2021 with no reporting, set to mature prior to the year 2021 and were achieved (100%), or commitments from an organization that is no longer in business or stated in error

“

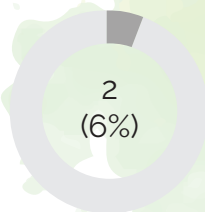
Transparency in sustainability reporting involves accurate data management and sincere storytelling. Although it can be challenging, this fosters a corporate culture that encourages both internal and external collaboration.



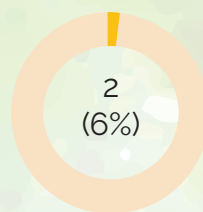
Past maturity date, never reported on



Past maturity date, completed

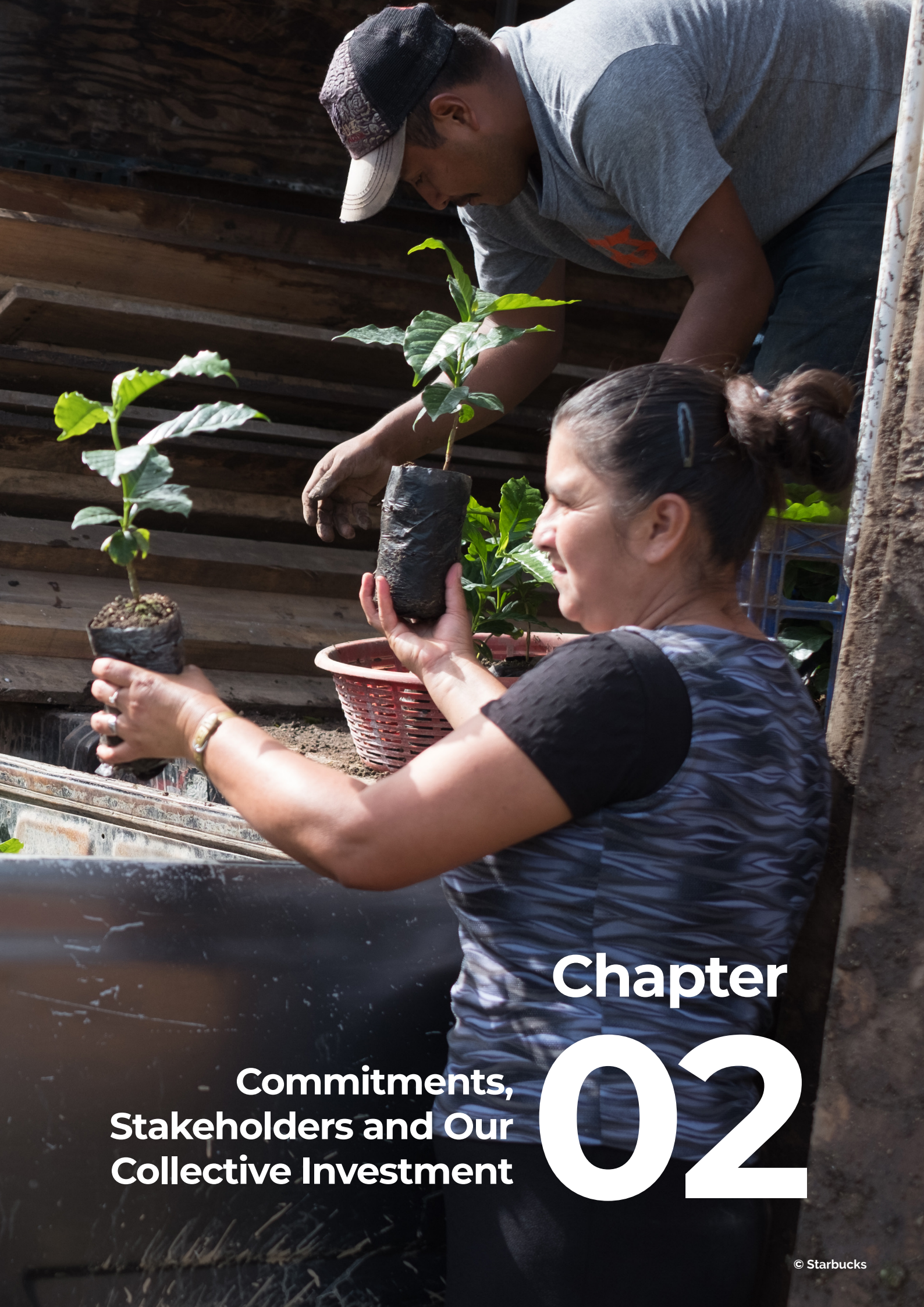


Change in partner status



Stated in error

35 Retired Commitments



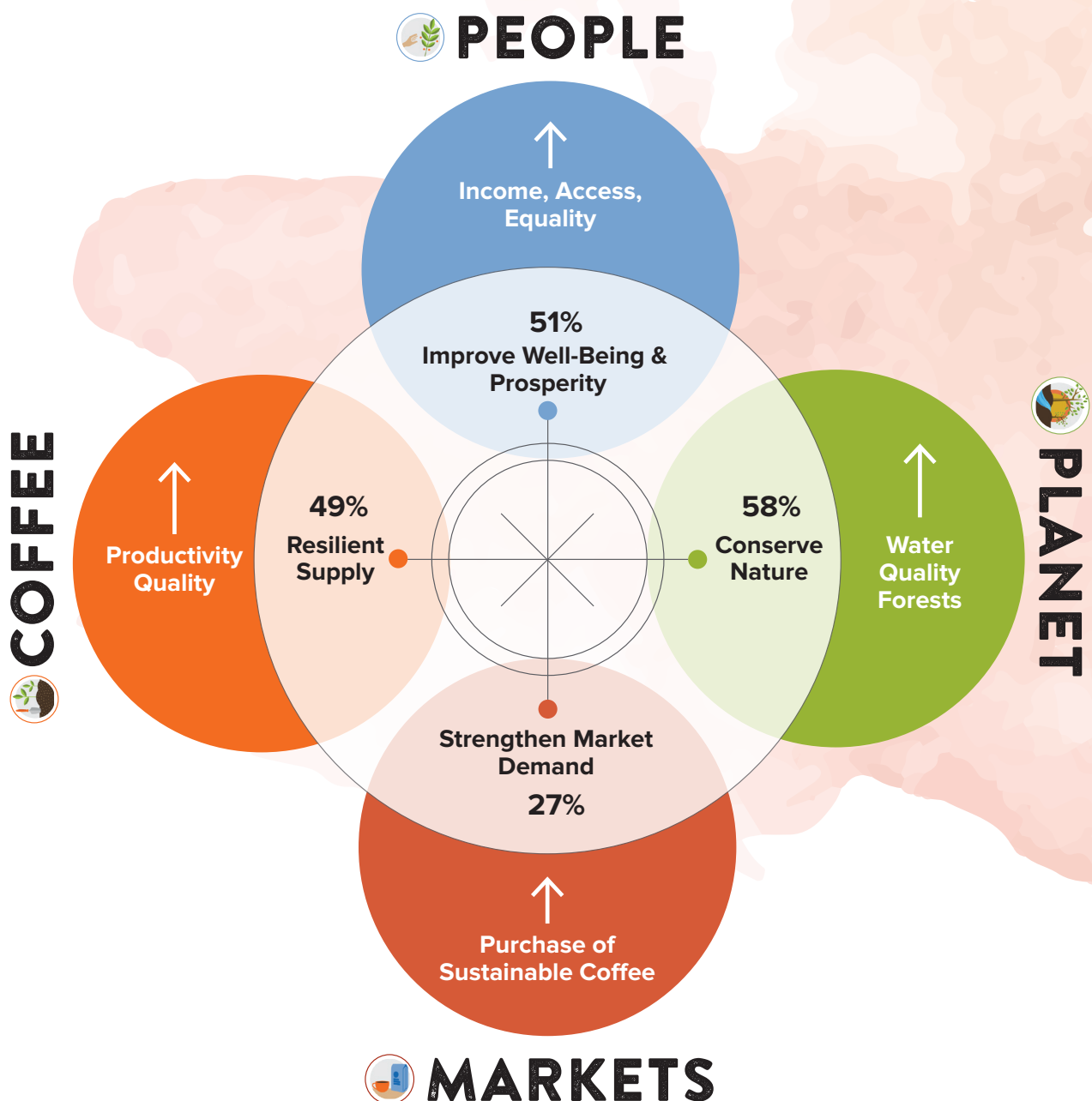
**Commitments,
Stakeholders and Our
Collective Investment**

Chapter 02

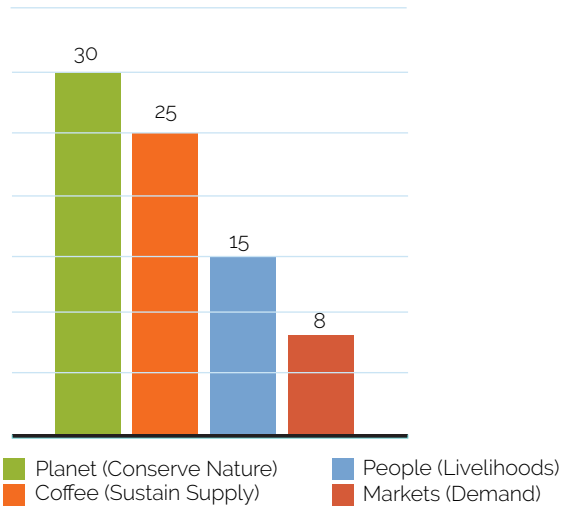
Commitments, Stakeholders and Our Collective Investment

Of the 170 active commitments, there is a clear stakeholder focus on Planet (58% of commitments). The largest percent change year-over-year was also in this focal area (13% growth), representing an increased focus on nature across the sector.

Commitments by Focal Area



Commitments by Primary Focal Area



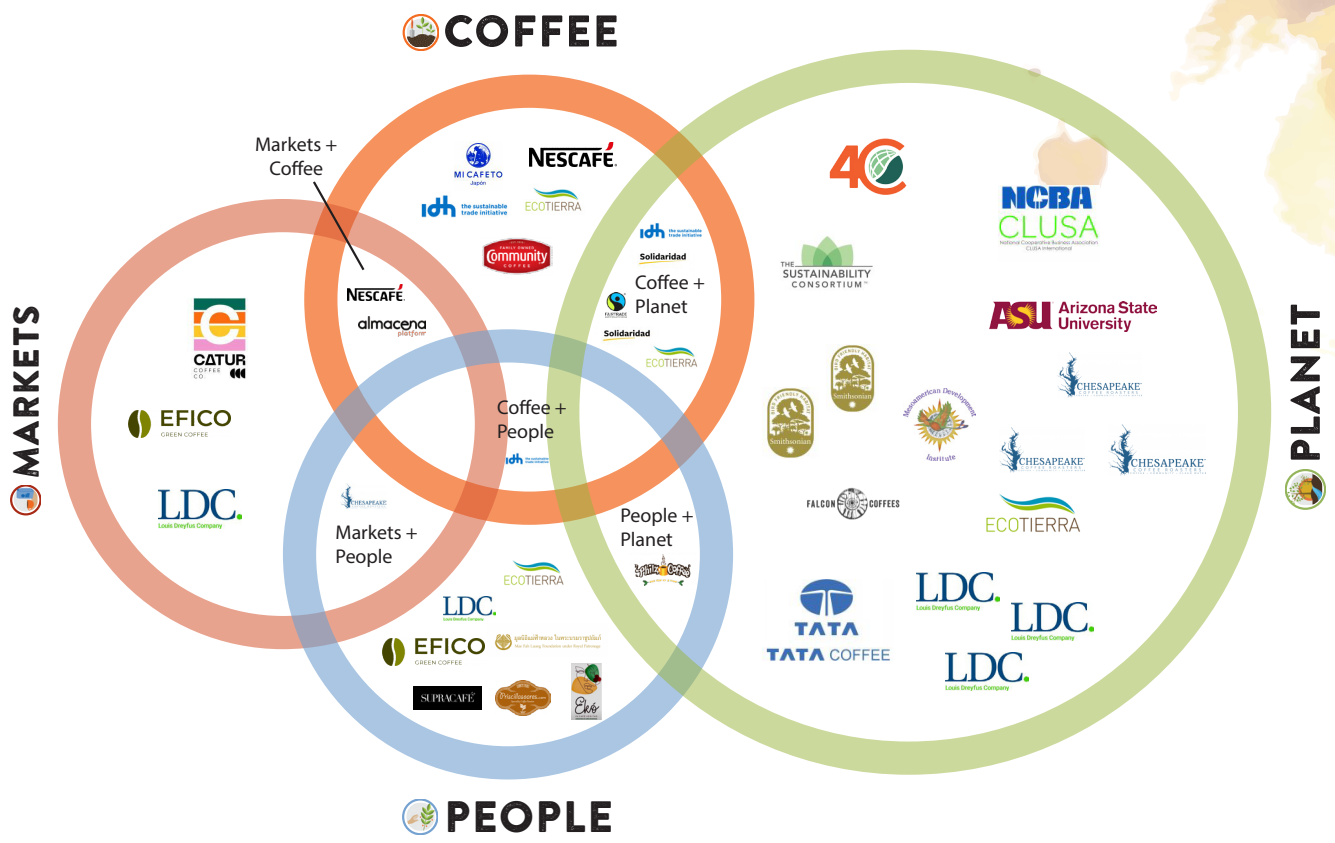
Since partners can select multiple focus areas for each commitment, questions were added this year asking partners to weight their significance. These weightings were used to determine the primary focus areas of commitments. 78 commitments provided answers to these questions, with 38% of commitments answering Planet (30 commitments) and 25 commitments noting a primary focus on Coffee.

The Main Focus of New Commitments

Last year's Hub Report featured 33 new commitments to coffee sustainability, whereas this year features 41, growth of almost a quarter (24%). These 41 new commitments provided their primary compass point, and the results are showcased in the Venn diagram of new commitments by focal area. Of the 41 new commitments, more than half

(54%) selected Planet as the primary focus. Five commitments made by 4 stakeholders selected equal focus on both Planet and Coffee, showing how stakeholders created a relationship between securing supply via supporting nature. Two commitments by two stakeholders selected equal focus on Markets and Coffee.

New Commitments by Primary Focal Area



This year's report features most commitments being made by roasters, followed by traders, retailers and non-profits or institutions, which is largely similar to the 2022 Hub Report (roasters, retailers, traders, non-profits). The Sustainable Coffee Challenge continues to work with the International Coffee Organization and GEF FOLUR to stimulate the increase of commitments within the government agencies stakeholder category. Please review the "Change of Composition of Stakeholders with Commitments Over Time" section of this report for more stakeholder insights.

Commitments by Stakeholder Type



4% Producers/Co-Ops



21% Traders



28% Roasters



19% Retailers



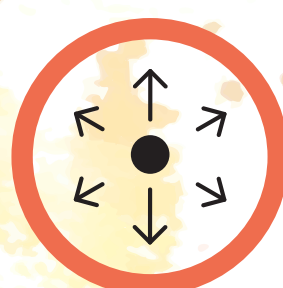
0% Government Agencies



6% Multi-stakeholder
Initiatives or
Associations



17% Nonprofits/
Institutions

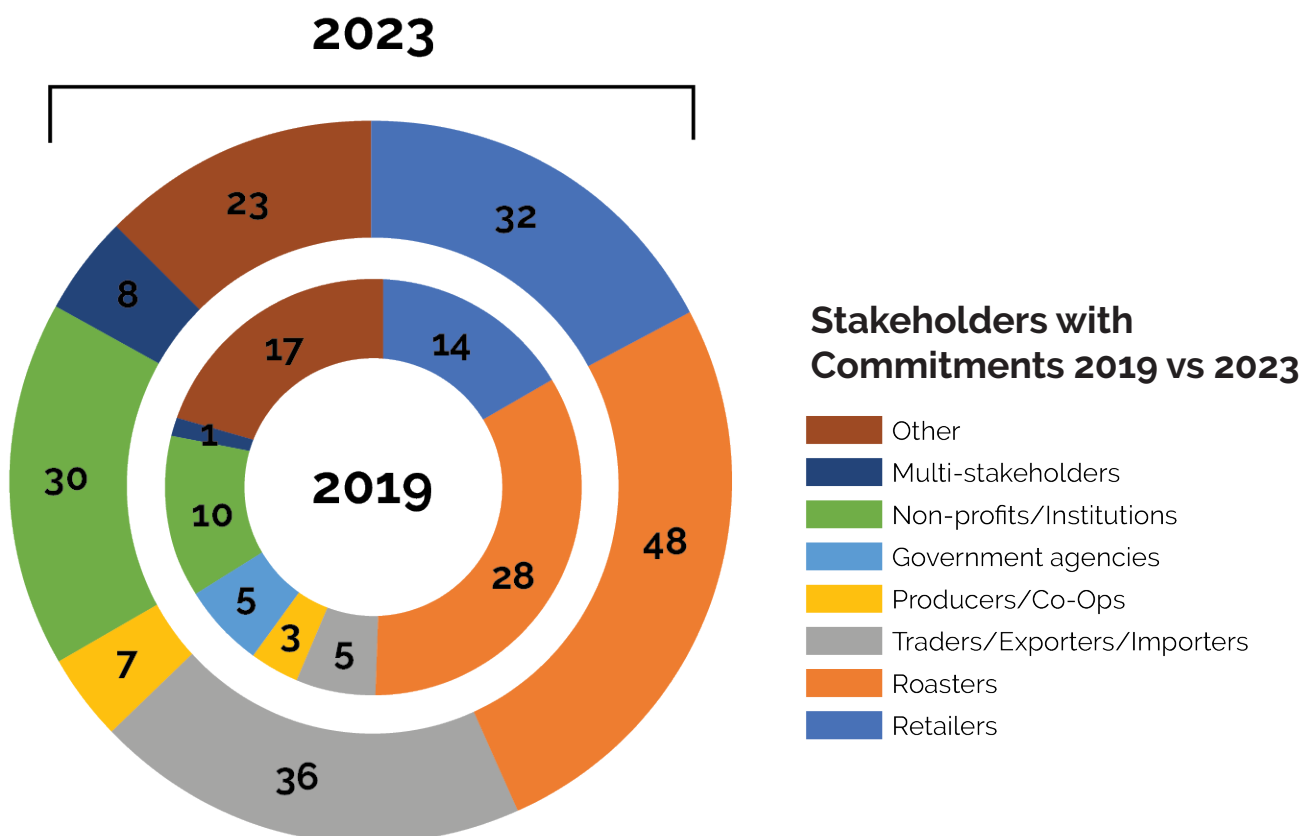


13% Other

Change in Composition of Stakeholders with Commitments Over Time

By the year 2017, shortly after the Hub launched, there were 21 stated commitments. Given that this year there are 170 commitments – including 41 new, and 35 recently retired – this shows 7x growth. Additionally, there has been a 450% increase in partners stating commitments, from 18 in 2017 to 100 organizations in 2023.

The first time we analyzed commitments and published a Hub Report was in 2019. Since that time, the most absolute growth has been in the trader/exporter/importer category, moving from 5 to 36 commitments. Furthermore, we've seen a growth in commitments from roasters and retailers, with a combined increase of 38 new commitments since 2019.

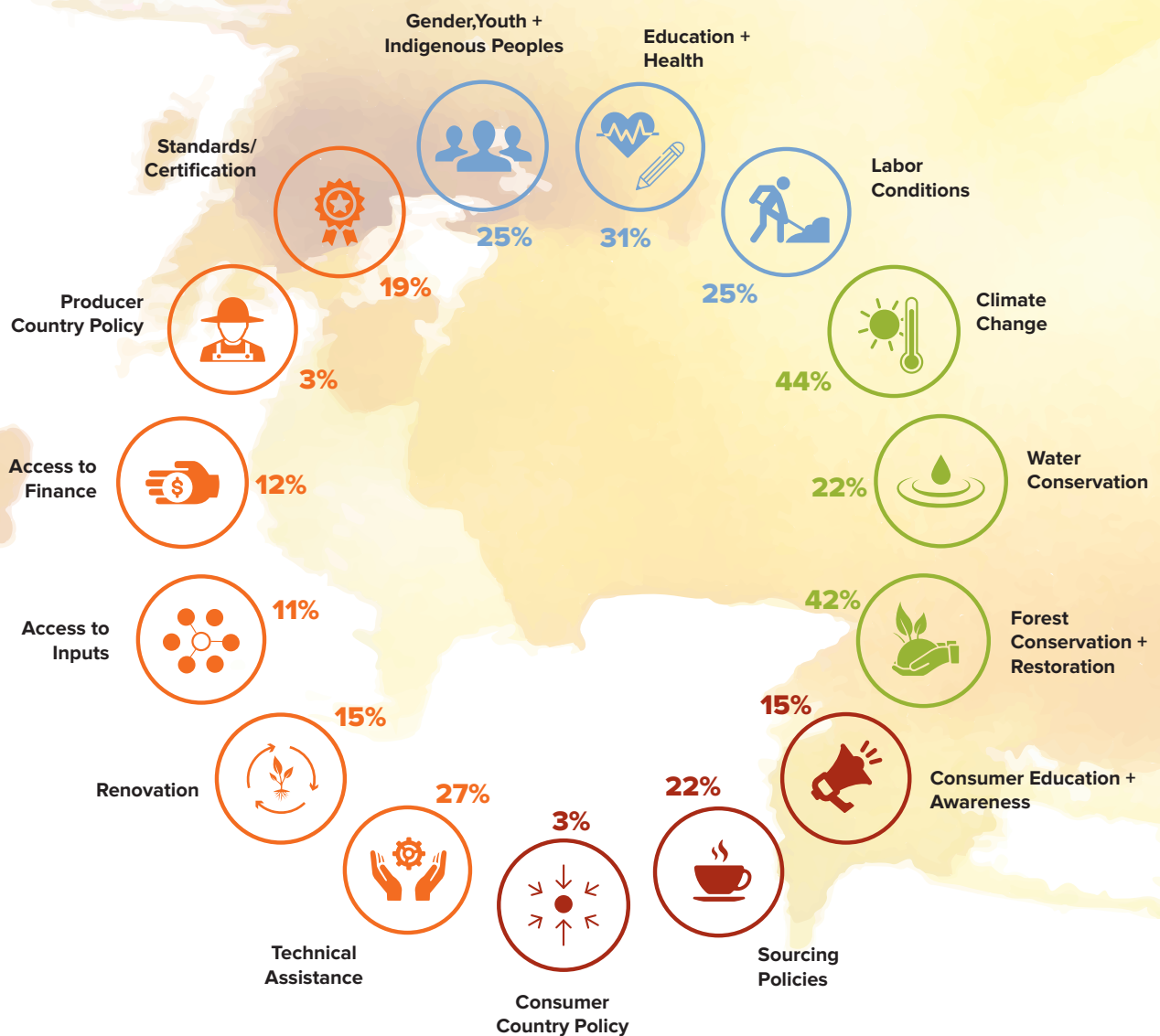


Commitments by Intervention Pathway & SDG

Coffee and Planet associated intervention pathways² were tagged by the most Hub commitments. Access to both finance and inputs, were the most tagged intervention pathways for commitments this year, showcasing almost a doubling in growth year-over-year (43% and 38%, respectively). These two pathways are housed in the Coffee compass

point. Commitments tagging forest conservation and restoration grew by 20% since last year, and water conservation related commitments grew by 15% (Planet compass point). The remaining intervention pathway in the top 5 most tagged was technical assistance (12% growth), however climate change also saw 12% growth year-over-year.

Commitments by Intervention Pathway



² <https://www.sustaincoffee.org/framework/>

Many commitments in the 2023 Hub Report (45%) selected SDG 12 – Responsible Consumption and Production, as a Sustainable Development Goal (SDG) that their efforts work towards. The second most selected SDG tagged was SDG 13 – Climate Action (35% of commitments), followed closely by SDGs 8 (Decent Work and Economic Growth) and 15 (Life on Land). Generally, we're seeing less

change year-over-year by partners selecting a wide array of SDGs when stating new commitments. This could perhaps signal that newer stakeholders have become more pointed when it comes to SDG selection across their coffee commitments and reporting structures.

Commitments by United Nations Sustainable Development Goal



Of that total investment, \$300,167,305M USD funnels towards 26 specific countries.³

Investment
Ranking



\$84 Million



\$74 Million



\$73 Million



\$69 Million

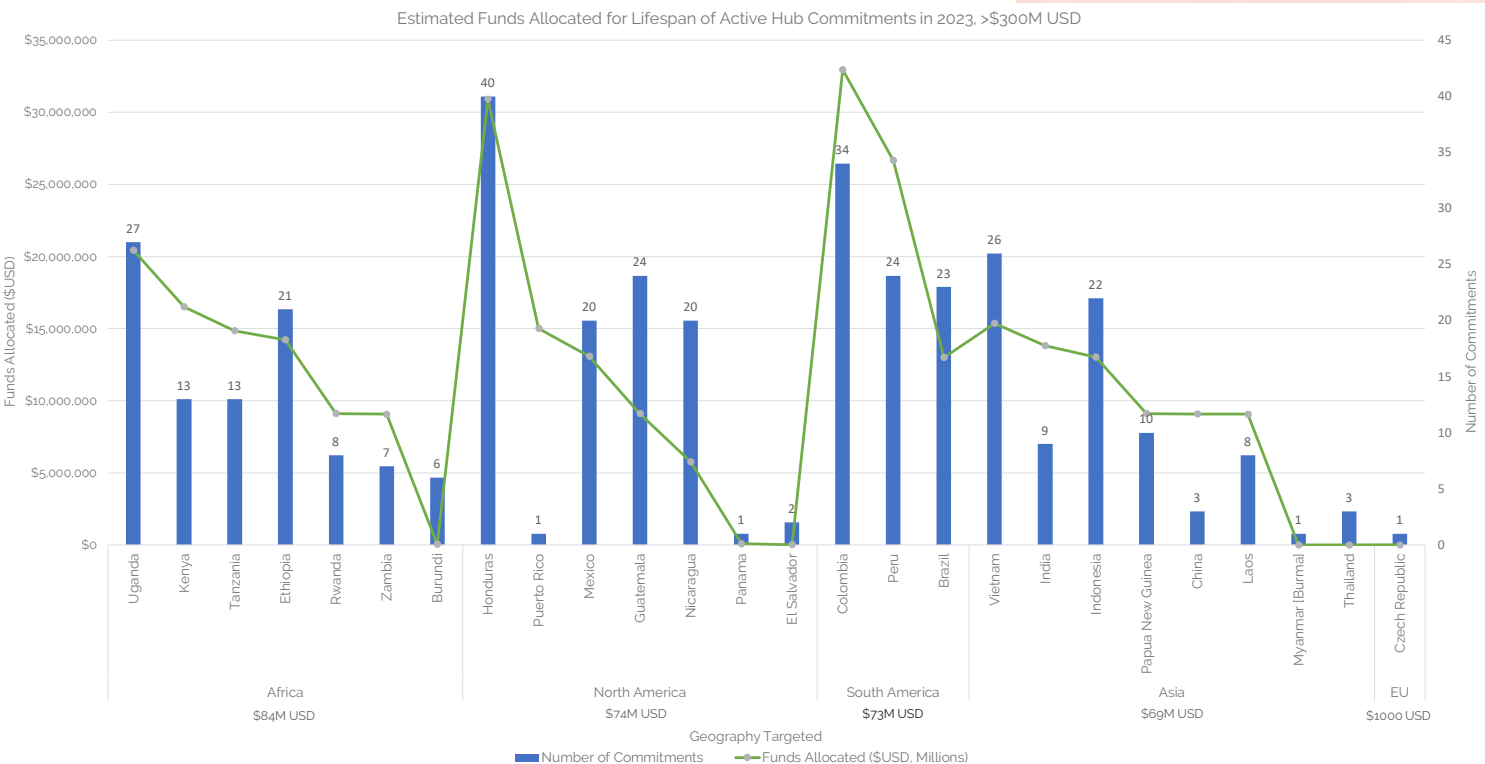
Africa: This year, Africa is the continent with the most funds allocated for investment. Within Africa, Uganda has 27 commitments and \$20M USD directed towards completing those commitments, followed by Kenya, with 13 commitments and \$16M USD worth of investment allocated.

North America: Investment guided towards North America was the second highest continent with funds allocated for coffee sustainability investment, totaling \$74M USD. In Honduras alone, 40 commitments concentrated \$31M USD to the country, and Puerto Rico has one commitment directing \$15M USD. This marks a change in the funding prioritization in Latin America, as in the previous year, Colombia was the

country with the most amount of funding directed towards commitments, followed by Peru.

South America: The total funding for South America totaled \$73M USD across commitments, placing it in third behind Africa and North America.

Asia: Commitments in Asia totaled \$69M USD, with Vietnam featuring 26 commitments worth \$15M USD, followed closely by India, at \$14M USD from 9 commitments.



³ If stakeholders selected multiple countries, investment was divided equally across the number of countries.

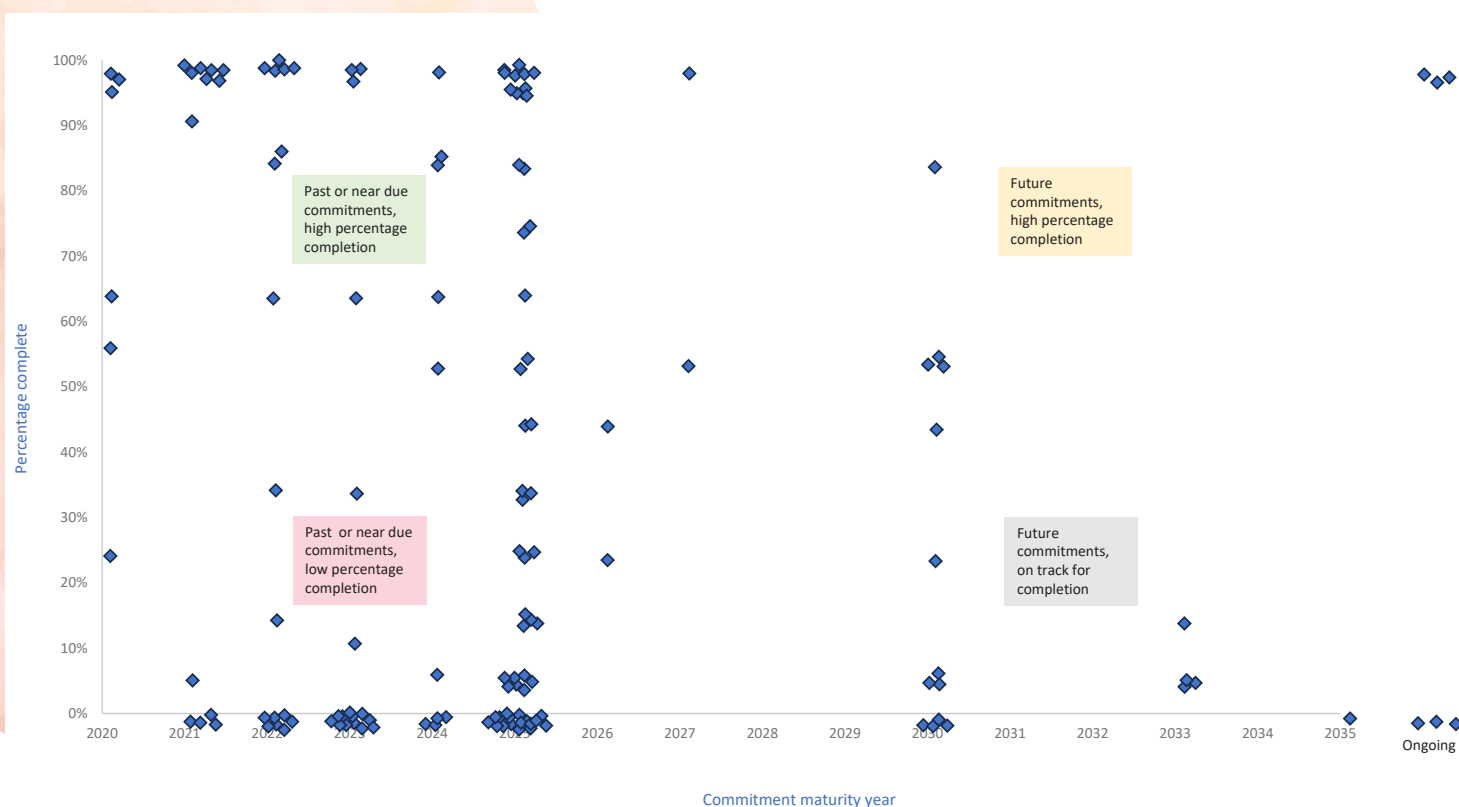
Commitments Percentage Completion

To get a better understanding of how Challenge partners are doing in relation to achieving their commitments, we've analyzed the distribution of commitments per target year by the percentage reported as complete. While most commitments in the Hub are set to mature in 2025, as shown in the graphic, there is a large clustering of past or near due commitments that have either not been reported on or are at a very low completion rate. This could indicate that

partners are having difficulty achieving what they've set out to do, or that they simply find it enough to state a commitment but not come back to report on progress.

Note that this graphic only examines commitments that have been previously stated and does not account for the 41 new commitments that have been added to the Hub during this period and have yet to be reported on.

Distribution of Commitments Per Target Year and Percentage Progress Reported





Chapter
03
**Stakeholder
Progress Since
Last Report**

Stakeholder Progress Since Last Report

It is no secret across sustainability that reporting is a huge hurdle. Sustainability has a data problem that's way bigger than coffee. It's easy to find news articles and academic research covering the complicated nature of sustainability reporting, and marketing campaigns for "sustainable products" only adds to consumer confusion.

What can the Commitments Hub share about how coffee stakeholders fare in terms of reporting? Overall, 2023 marks an increase in Hub stakeholders and commitments reporting progress, year-over-year. There is a 52% increase in the number of unique stakeholders reporting in the Hub (from 33 in 2022 to 50 in 2023).

“Actions – and data – speak louder than words.”

In total, 31 stakeholders did not report progress this year, which are listed in the Annex. While at first glance, it seemed like 50% of stakeholders were non-reporting

(100 stakeholders – 50 reporting = 50), yet seven stakeholders had on-going commitments or commitments that were recently completed and eligible for analysis, and 12 stakeholders stated new commitments, meaning that their commitment did not necessarily require annual reporting.

In addition to stakeholders, there is a 45% increase in the number of commitments tracking progress on impacts year-over-year (58 in 2022 to 84 in 2023). These 84 commitments represent more than half (65%) of existing commitments tracking progress in the Commitments Hub. The reason for an increase in reporting could be due to a changing reporting landscape writ large, or perhaps an improved system user design has helped facilitate easier reporting. Please review the Annex to see stakeholders who reported in 2023 and click on the link to view their partner page with reporting updates. 65% of coffee commitments tracking progress this year is an improvement, but the remaining 35% must not escape accountability.

Coffee Reporting and Assurance

What are the underlying motivations that drive stakeholders to state and report against commitments related to their organization's sustainability strategy?



- Regulatory requirements
- Consumer interest
- Shareholder inquiries
- Peer benchmarking

- Reach new stakeholders
- Contribute to aggregate sector progress
- Differentiation through storytelling
- Collaboration

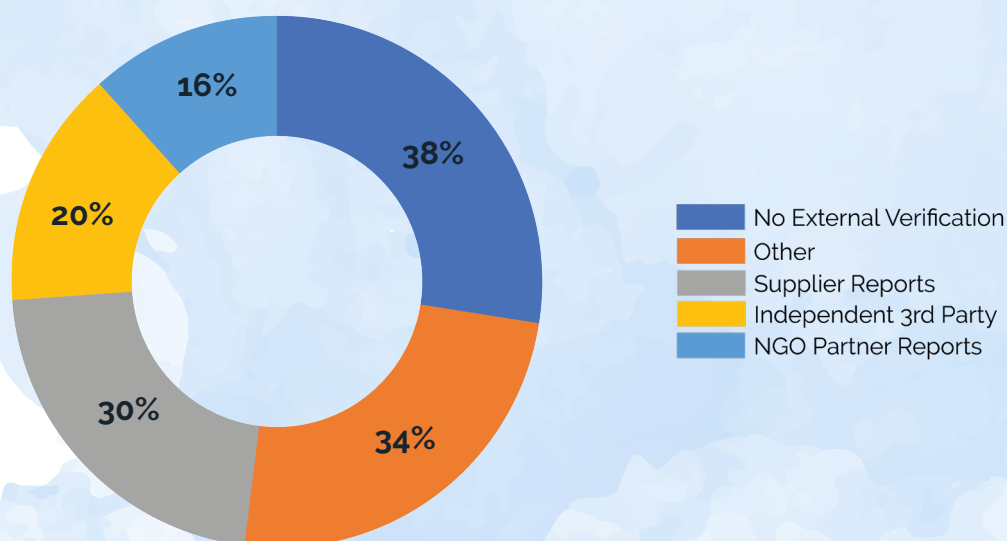
The process that builds up to stating a commitment takes time – around a year, according to many Challenge partners. At the 2023 All-Partner Meeting, the Challenge asked attendees, “How long do you estimate that it takes your organization to develop and state a public coffee sustainability commitment in the Hub?” 32% of 28 respondents said up to a year, followed by 29% who answered more than a year. When asked, “What’s the added value of the Challenge’s Commitments Hub Report for your organization?,” some responses included: alignment and collaboration for impact at scale, global industry view on progress, benchmarking and contextualizing, internal advocacy, sharing solutions/success stories across landscapes, and a tool for internal progress tracking in addition to public reporting.

For the time being, “limited assurance” of ESG (Environmental, Social, Governance) data is acceptable to most investors, yet

Harvard’s analysis of comments on the climate disclosure rule proposed by the Securities and Exchange Commission, shared that this is likely to change.⁴ “Equally, in the European Union several historic pieces of legislation are in development (e.g., CSRD, CS3D) that will push mandatory due diligence, including reporting.” Reporting is shifting from voluntary to mandatory.

Most Challenge stakeholders this year are self-reporting and provide no external verification (38% of reporting stakeholders). No external verification was followed by “other” methods, including project-specific reporting systems and requirements, followed by supplier reports. 34% of reporting stakeholders multi-selected which type of assurance was used for their various commitments. This Hub Report is currently the sole coffee report that mandates response in its surveys to how assurance is provided that the commitment is true.

Methods of Assurance/Validation that Reporting Hub Stakeholders Used in 2023



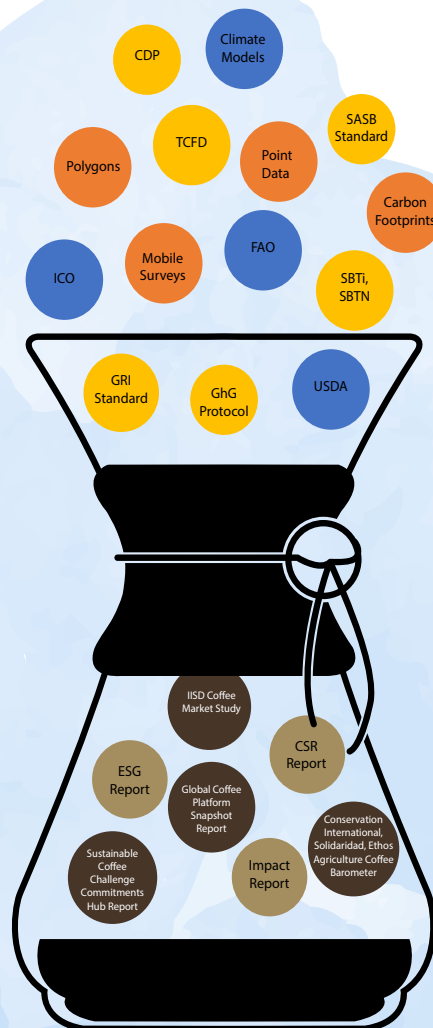
Coffee Sector Reports

As we review individual and collective reporting structures, an interplay between coffee supply chain level sustainability reporting, and coffee sector sustainability reporting emerges. Coffee supply chain data, publicly available coffee industry data sources and climate and nature

reporting frameworks and standards all inform, influence and ultimately “filter into” corporate-level sustainability reports as well as coffee sector reports. Each of the sector reports provide a distinctive view of what the sector grapples with.

⁴ <https://corpgov.law.harvard.edu/2022/10/13/whats-esg-got-to-do-with-it/>

Filtration of Coffee Sustainability Data into Various Coffee Sector Reports



Coffee supply chain
data, publicly available
coffee industry data
sources and climate
and nature reporting
frameworks and
standards

Corporate level
sustainability reports
and coffee sector
reports

If we investigate sector wide coffee reports in 2023, at least four seek to explore the complex nature of sustainability issues in coffee. It is notable that the Challenge is unique in looking at funds allocated per-country, as well as types of assurance methods in reporting. The Coffee Barometer provides a view into conventional volumes and VSS procurement, and in its latest edition introduced a new approach to

assess strength and maturity of coffee sustainability strategies of the leading roasters. Some of these reports may go into more depth on specific topics, e.g., GCP Snapshot report, as well as the Specialty Coffee Transaction Guide. The reports illustrated here are published at yearly, bi-yearly or periodic intervals. This coffeemaker depiction of coffee sustainability data and reports is not exhaustive.



**Dashboards:
2025 Targets**

**Chapter
04**

Dashboards for our 2025 Targets

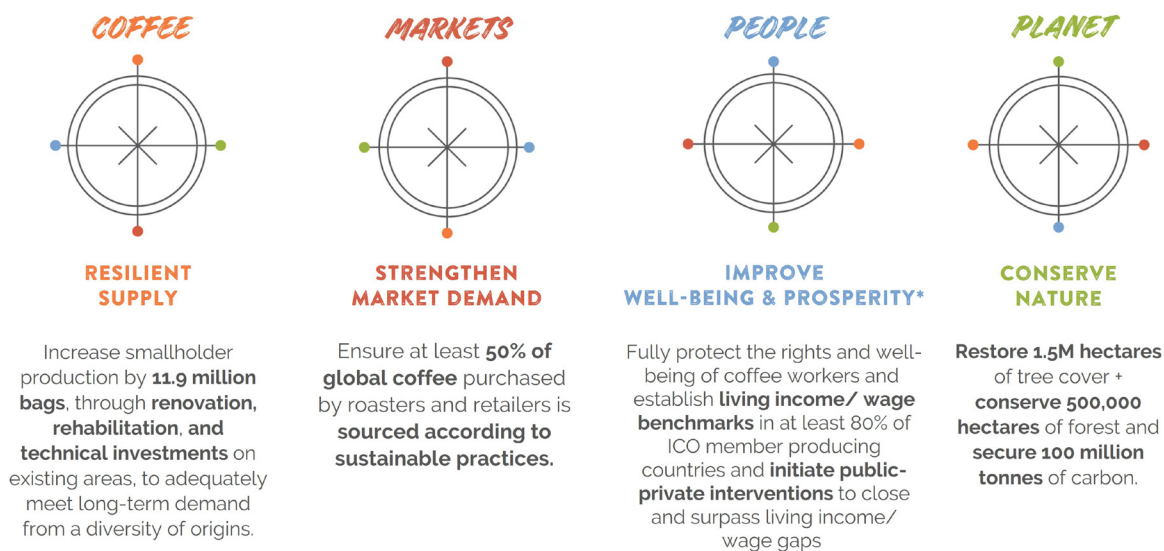
At the Sustainable Coffee Challenge's 2023 All-Partner Meeting, we showcased a timer with a countdown to 2025, and at that time, it was ~1,000 days away. As we approach the end of the year with the publication of this report, that time is only growing nearer—around 800 days away at the time of writing.

As a reminder, our 2025 targets tell us whether we're on track to reach our 2050 goals. They are organized around our guiding compass to direct efforts towards People, Planet, Coffee (supply), and Markets. They were developed collaboratively by Challenge partners along with standardized metrics for measuring progress towards them:

“

In sustainability terms, we are approaching the proverbial midnight; while we have 2025 targets, stakeholders are not on track to achieving them.

Our Collective 2025 Targets



The following pages are divided by target focus area/compass point, each with a dashboard overview illustrating how individual partners' commitments aggregate and stack up against the targets themselves. Each dashboard is prefaced with key takeaways as well as practical recommendations for

closing progress gaps. The dashboards are followed by partner case studies from a diverse range of actor types demonstrating commitment leadership and sharing their experiences and perspectives. See the annex for more info on our data analysis methodology.



PEOPLE

PEOPLE

The capacity for coffee farmers and farm workers to earn a living income is essential to ensuring a future supply of quality coffee and linking coffee's production to the protection of nature. 88 commitments tag People in the Hub, and 15% of those are newly stated commitments. 65 stakeholders stated these People commitments, and most were made by roasters (28% of stakeholders) followed by retailers (22%), non-profits (22%), traders/exporters/importers (20%), others (14%), multistakeholder initiatives

(5%) and producers/coops (5%). 9% of these stakeholders categorized themselves as more than one of multi-stakeholder type.

28 of the 88 People commitments use standardized metrics. Beyond the standardized metrics, people-related commitments are also tracking progress related to creating jobs, agricultural vocational trainings for youth, percent of farmers with diversified incomes, and support directed to cooperatives/producer groups.

PEOPLE Key Takeaways

- Compared to 2021 figures, 2022 shows marked increases in funding and farmers impacted by farm-level investments, trainings, and efforts to close the living income gap.
- The rate of investment put towards programs, projects or facilities has not increased at the same pace as the increase in farmer and farm workers impacted at the farm level, which more than doubled.
- There are now living income benchmarks for 69% of ICO member-producing countries, signaling that we are likely on track to reach the 80% target by 2025.

What Does Leadership Look Like in the PEOPLE Category?

Significant effort has been made by multistakeholder initiatives to identify living income benchmarks and gaps in coffee origins. Companies seeking to support coffee farmers and farm workers, beyond social training and investments, can use these studies to identify living income gaps in their own supply chains and take steps to close the gap. While little research has been conducted on this in coffee, studies looking at corporate efforts to close income gaps in cacao often conclude that there is little evidence that corporate sustainability programs lead to measurable and meaningful increases in incomes for farmers. Best-practices⁵ to focus on closing living income gaps in a meaningful way include, 1) Ensure that programs and investments have clear living income goals and targets embedded as KPIs to track change in actual incomes for farmers and farm workers; 2) Shift away from tendencies toward minimizing sourcing costs to improved alignment between procurement policies

and sustainability programs, especially focusing on farm profitability rather than farm productivity; 3) Embed key enabling conditions (e.g. land tenure, gender equity, farmer organization, etc.) in program design and prioritize collective action to reach scale as well as transparency on income data. Further, to ensure a holistic approach to improving the rights and wellbeing of farmers and farm workers, we recommend that partners go beyond outputs and start tracking the impacts of investments (e.g., reduction in OHS incidence, improved access to services, increased pay, etc.). Additionally, the reach and outcomes of these types of investments in this area should increasingly be distinguished between farm owners and workers as well as between marginalized groups. This depth and richness in reporting will also support and enable the Sustainable Coffee Challenge to move from activity-based reporting to sharing aggregate outcomes and impacts.

⁵ Summarized from a recent [report by Oxfam](#) providing recommendations for companies in the cacao sector, which we feel translates to coffee.

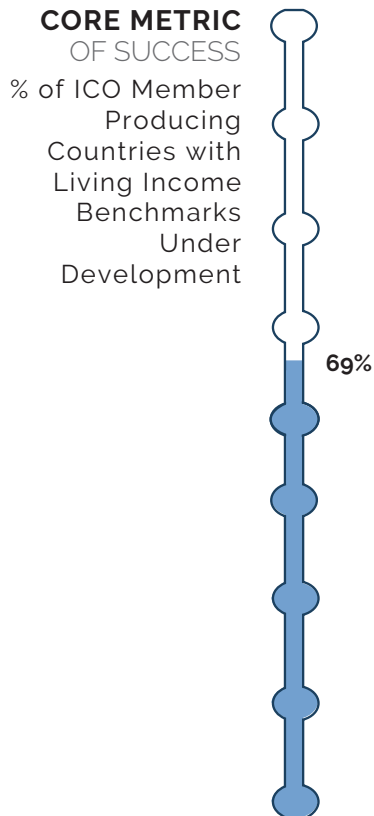
PEOPLE Dashboard



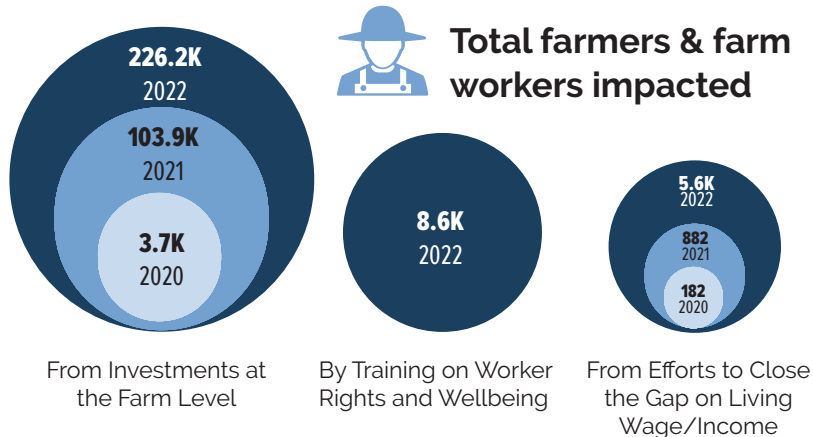
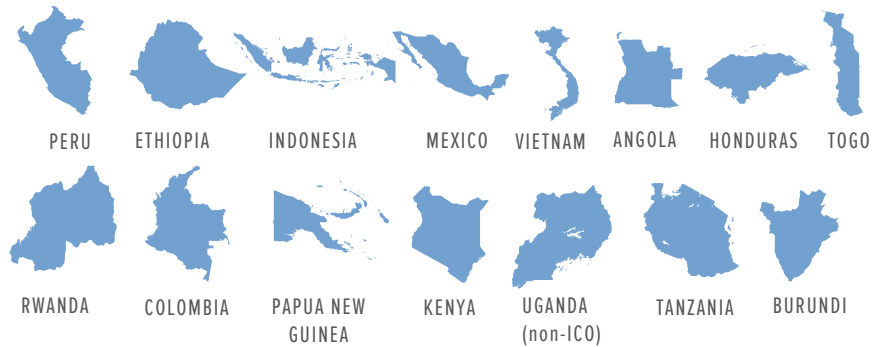
PEOPLE
2025
TARGET

Partner progress on standardized metrics for our collective 2025 target for Farmer and Farm Worker Wellbeing + Prosperity. [Click here](#) for a live-updated version.

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/living wage gaps; and fully protect the rights and wellbeing of coffee farmer households and coffee farm workers.

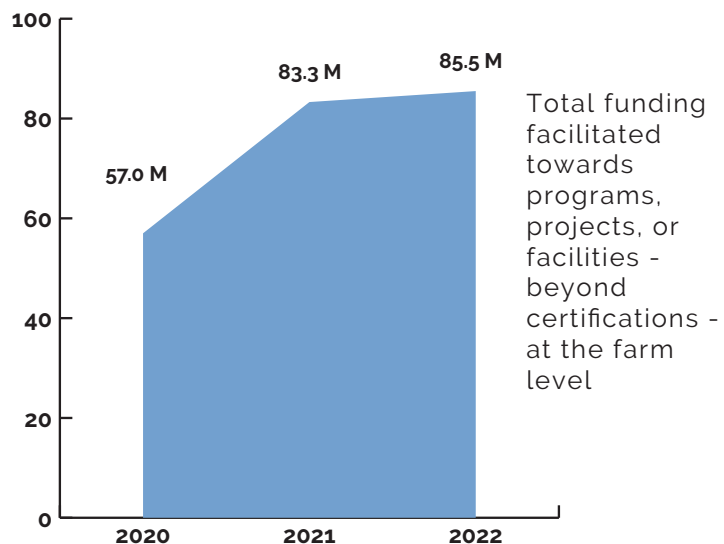


Places where SCC members are participating in the development of new living income/wage studies



2023
02

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





PEOPLE Case Study - *Sucafina*

What are your organization's current perceptions around efforts to ensure coffee farmer and worker wellbeing and prosperity/ how is the topic evolving?

Caring for People is one of Sucafina's Sustainability Strategy pillars. We believe in putting people first – by respecting and promoting human rights across our supply chains, investing in the development and wellbeing of our employees, and supporting the coffee communities that surround our operations.

With over 12 million farming families in more than 70 countries, the sheer scale and reach of the global coffee trade means that we have a potential blind spot when it comes to identifying producers and understanding the social and economic conditions of coffee production. Global certification schemes have contributed by bringing much more traceability and transparency. But, certified coffee accounts for only a portion of what is produced annually around the world and those schemes don't go deep enough in some cases.

New directives on corporate social responsibility are demanding more from all of us. This is welcomed.

How is your organization responding to these changes?

While accountability rests with individual companies, landscape approaches and partnerships are the only means of tackling systemic issues. So, while humility – and a

commitment to continuous learning – are the order of the day, active engagement with relevant stakeholders has to be a priority.

In 2022, we launched our own responsible sourcing program – IMPACT – which is proving to be an important tool to structure our decision-making. For example, where and how should we engage and act in key areas relevant to farmers (like regenerative agriculture and living income) and to customers and regulatory requirements (such as carbon emissions, deforestation, and human rights)? IMPACT provides data on where farmers are (baselines) and what they need (gaps and opportunities), so we can set up programs that benefit farmers and customers.

Tell us more about the specific activities involved in implementing your company/ organization's commitment to measure the Living Income Gap in 8 countries by 2024.

In 2022, we developed a methodology to determine the current income of farming households in the countries where we operate. Analyzing the available living income benchmarks based on the Anker methodology allows us to measure the Living Income Gaps. To that aim, we hired a sustainability metrics advisor with special focus on supporting smallholder farmers to sustainably intensify their farming system and obtain a decent income. We trained the internal teams involved in the roll-out plan and we are planning to deploy these Living Income Gap studies in Burundi, Kenya, Papua New Guinea, Rwanda, Tanzania, Uganda, and Vietnam in 2023, and Indonesia in 2024.

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COFFEE

COFFEE

Ensuring a high-quality supply of coffee on existing lands from a diversity of origins is an imperative part of our mission. Overall, 83 commitments tag Coffee in the Hub, and 20% of those are newly stated. 65 stakeholders made the Coffee commitments, and most are made by roasters (31% of stakeholders) followed by retailers (22%), non-profits (20%), others (15%), traders/exporters/importers (12%), multi-stakeholder initiatives (9%) and producers/coops (8%). 11% of stakeholders

multi-selected the stakeholder type that they affiliate with.

25 out of the 83 Coffee commitments use standardized metrics. Beyond the standardized metrics, Coffee-related commitments are also tracking progress related to the number of farms with improved practices, wastewater management, trainings for youth, and countries targeted for research and development.

COFFEE Key Takeaways

- There continues to be investments targeting improved productivity in smaller producing countries, signaling industry interest in maintaining a diversity of coffee origins. This year, countries such as Laos, PNG, Rwanda, Tanzania and Zambia have been added to prioritized places.
- Similar to the Planet category, we have seen continued investment in the distribution of coffee trees, with a total of 93.1 million seedlings provided since the start of the 2025 target analysis.
- In the interest of understanding how investments lead up to collective progress, the Challenge has taken the liberty to use several data assumptions to determine the land impacted by new coffee seedlings. While assumptions hold an inherent set of challenges,

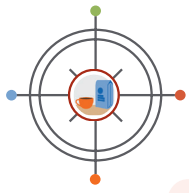
they serve the purpose of creating a common reference point for calculations. To estimate the impact of these new seedlings on coffee areas, using an assumption of density of 3,500 seedlings per hectare, the 93.1 million new seedlings that have been provided by Challenge partners to date have the potential to positively impact 26,612 hectares in addition to the 26,789 hectares with improved management already reported. For perspective, with total global coffee production estimated to cover ~11 M hectares, combined, that represents <.05% of coffee lands. Knowing that not all farmers completely renovate areas using the same planting approach or plant seedlings at this density, this is a conservative estimate.

What does leadership look like in the COFFEE category?

For several years, the Sustainable Coffee Challenge has promoted crop renovation and rehabilitation as a mechanism to not only improve yields on existing land but to support climate adaptation measures that help mitigate adverse economic impacts for farmers, and ultimately, reduce the risk of expansion of coffee's spatial footprint. Leadership means continued investments in climate adaptation measures, particularly in areas of higher climate vulnerability to help ensure that consolidation of supply in a few key origins doesn't occur. This includes the provision of climate-resilient varieties and investment in broader coffee R&D, but also includes regenerative agriculture activities that promote soil health and

conservation measures, among other best practices. Coupled with training for farmers, investments in this category can maintain or improve yields and quality and reverse declining productivity trends. Where our insights fall short is in how the improved practices and coffee seedlings are impacting volumes produced. While it is much easier to collect data on activity-based efforts such as seedlings provided, tracking data on impacts on yield is more challenging as it requires a before and after farm-level measurement, and attribution of investments. We hope to see more companies and organizations tracking impacts at this level and reporting on increased production as we move closer to 2025.

COFFEE Dashboard



COFFEE 2025 TARGET

Partner progress on standardized metrics for our collective 2025 target for resilient supply. [Click here](#) for a live-updated version.

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.

CORE METRIC OF SUCCESS

Additional volume produced due to renovation, rehabilitation or technical assistance

2022
Progress

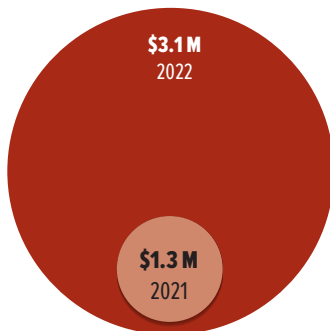


ORIGIN DIVERSITY

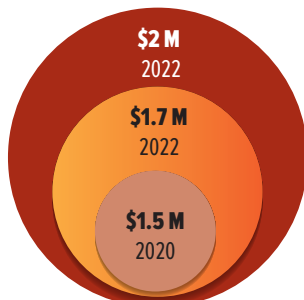
Places where technical and/or financial support was provided.



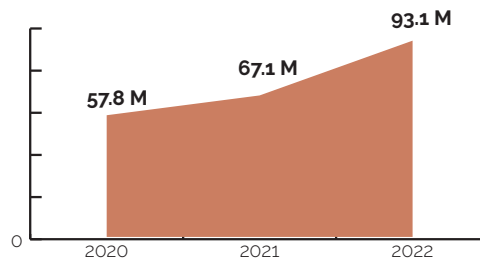
Total Funding Facilitated to Improve Production



Funding facilitated in R&D that could impact future production

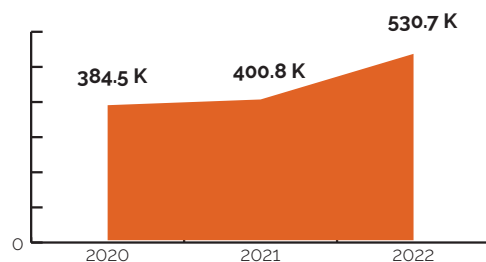


Funding facilitated in R&R and technical assistance



Total # of coffee trees distributed or sold

26.7K
reported # of
hectares with
improved
management



Total people trained on practices that lead to improved yield

26.6K
projected # of
hectares with
improved
management





COFFEE Case Study - *World Coffee Research*

What are your organization's current perceptions around efforts to sustain coffee supply into the future and how is the topic evolving?

A growing body of evidence points to a continued crisis for the long-term, sustainable supply of coffee. The magnitude of the challenge requires not just applying best practices in more places with more farmers—it requires innovation to create step-change in coffee agricultural systems. A recent study by economists at Michigan State, commissioned by WCR, concluded that in order to sustain a diverse supply of coffee (e.g., from many countries) in the face of both rising demand and negative impacts of the climate crisis would require an additional \$452 million per year of investment into innovation—and this doesn't include investments needed to finance R&R, or to invest in farmer training on existing best practices. The good news is that we see coffee companies stepping up, not only to make their own investments in agricultural innovation, but also in advocating for increased investment from public sources of science investment.

How is your organization responding to these changes?

Given that the innovation crisis is so large and persistent, and because research timelines are long for a tree crop like coffee, we are focusing the highest ROI action to accelerate innovation—in particular, on unleashing the potential of coffee varieties and breeding to address coffee's supply and sustainability challenges. Breeding is a highly

efficient and relatively affordable way, at a global scale, to tackle issues like increasing yields and climate resilience for farmers, prevent losses to diseases and pests, increasing quality in the cup, and reducing climate emissions and deforestation from coffee farming. We are also substantially increasing our advocacy efforts to raise awareness about coffee's innovation crisis and to drive more resources toward coffee R&D globally and to focus on solving the problems that matter most, like helping farmers increase their yields.

Please tell us more about the specific activities involved in implementing your organization's commitment to expand access to improved varieties for coffee producers around the world.

In 2022, we launched the first global collaborative breeding program in over 50 years for coffee, bringing modern breeding approaches pioneered in other crops to a network composed of 9 participating countries; the program will allow countries to create better arabica varieties that are climate resilient and targeted to their unique markets, and get them to farmers faster than in the past. In 2024, we will launch a similar Robusta breeding program. We are also enhancing our efforts to bring more investment to coffee agricultural R&D generally, and to make sure that funding goes to the most relevant, actionable research that will help farmers continue to succeed with coffee.





MARKETS

MARKETS

The volume of sustainably sourced coffee is largely used by the sector as a yardstick of success for coffee sustainability but is a topic that is always evolving, this year increasingly due to the pressures of new mandatory environmental and human rights due diligence requirements. 46 commitments tag Markets in the Hub, and 20% of those are newly stated commitments. 46 stakeholders made these Markets commitments, and most are made by roasters (26% of stakeholders) followed by retailers (17%), traders/exporters/importers (17%), others (15%), NGOs make

up (13%), multi-stakeholder initiatives (7%) and producers/coops (4%). Nine percent of these stakeholders affiliate with multiple stakeholder types.

28 of the 46 Markets commitments use standardized metrics. Beyond the standardized metrics, Markets-related commitments by and large aim at sourcing a percentage of total coffee purchased according to voluntary sustainability standards/certifications.

MARKETS Key Takeaways

- Commitments linked to sustainable sourcing purchases represent more than 16% (28) of all commitments in the Hub. Interestingly, we're seeing traders proactively move towards publicly stating commitments to increase the uptake of sustainable sourcing commitments as opposed to being reactive to customer needs.
- When complementing sustainable volumes reported through the Hub with data in the recently published GCP Sustainable Coffee Purchases Snapshot 2022,⁶ an estimated 28.8% (up from 23% last year) of world coffee exports purchased by roasters and retailers meets one of the schemes recognized under the GCP Equivalence Mechanism.⁷ The total volume (sustainable and conventional) of coffee from the roasters and retailers that reported through the GCP and/or the Challenge, represents 37.2% (quite consistent with 38% in 2022) of global exports, of which 77.4% (up from 61% in 2022) was sourced through one of the GCP-recognized schemes.
- 10 new Markets-related commitments were added to the Hub this year. While six are more traditional commitments to sustainable sourcing, four focus on traceability and value returned to origin. Those commitments come from a small roaster who is intentionally allocating additional premiums to support protected areas. See a case study from them later in this section.

What does leadership look like in the MARKETS category?

The Markets dashboard shows an uptick in commitments that promote sourcing in a sustainable and responsible manner. While this is encouraging, more needs to be done to ensure both uptake as well as impact in this area. The 2023 Coffee Barometer emphasizes that "the direct benefits to farmers, such as price premiums and access to new markets, are constrained by the industry's ability to absorb the total volume of certified coffee." A positive trend that we've noticed is sourcing strategies increasingly coupled with explicit internal policies

framing how these purchasing practices are implemented. For instance, expected climate change impacts on specific supply chains and production regions is becoming an important business issue that will inform sourcing strategies and decisions. This reinforces the notion that sustainability and purchasing are two sides of the same coin. Furthermore, there's been a shift in recent years from compliance to outcomes-based approaches. While this theoretical shift has meant more companies talking about the value back to origin that they're providing,

⁶ https://www.globalcoffeeplatform.org/wp-content/uploads/2023/09/GCP_Snapshot_22_final.pdf

⁷ This is a conservative estimate, only including volumes reported by roasters and retailers to avoid double-counting

there are few able to communicate data-backed impacts. Companies who are leading in this space not only purchase verified or certified coffee, but also have responsible business practices that promote value back to origin in the form of premiums, payment terms, investments and/or in-kind inputs. We encourage Challenge partners to champion new commitments as well as opportunities for collective action that will surface because of mandatory environmental and human rights due diligence requirements

related to forests and labor. To ensure consistency and stimulate transparency on sustainable sourced volumes across the industry, the Challenge encourages partners to contribute complementary reporting efforts, such as the annual GCP Snapshot report as well as the periodical publication of the Coffee Barometer.

MARKETS Dashboard



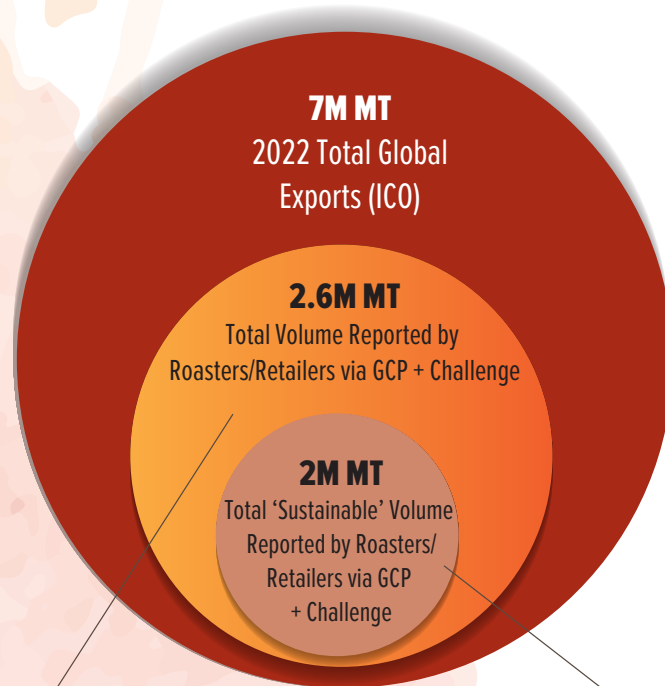
MARKETS
2025
TARGET

Partner progress on standardized metrics for our collective 2025 target for strengthening market demand for sustainably sourced coffee. [Click here](#) for a live-updated version.

2025 Target: Ensure at least 50% of global coffee purchased by roasters and retailers is sourced according to sustainable practices.

CORE METRIC OF SUCCESS

Total volume purchased (by roasters + retailers)
According to Sustainable Sourcing Practices



37.2% of Total Exports

28.8% of Total Exports

2023
06

of New Commitments Made to Sustainable Sourcing

2023
02

of New Commitments Focused on the Increase of Volume of Coffee or % of a Company's Supply Chain Fully Traceable to Farm

2023
02

of New Commitments Focused on Increasing % of Total Value Across the Supply Chain Returned to Origin



MARKETS Case Study - *Chesapeake Coffee Roasters*

What are your organization's current perceptions around sustainable coffee sourcing practices and how is the topic evolving?

Chesapeake Coffee Roasters prides itself on our mission, "Coffee, Community, Clean Water." Our supply chain is dependent on sources of clean water for quality coffee production, a great cup of coffee and for healthy living in general. Since 2002 we have promoted education and volunteerism promoting preservation of the Chesapeake Bay and its watershed. That vision has evolved to include the welfare of the environment in coffee-growing regions as well. We have seen a similar evolution within the Specialty Coffee industry.

How is your organization responding to these changes?

Our buying decisions are the largest commitment we can make in helping to ensure sustainable wages & working conditions. This year our goal is to purchase at least 70% of our coffees certified Fair Trade and Organic. In addition, 35% of our coffees are certified as having been grown in a bird friendly environment by the Smithsonian Migratory Bird Center. Additional commitments include financial support of the Hellbender Salamander Research via the Maryland Zoo, donations to the Oyster Recovery Partnership, and the use of premiums to help protect a rainforest in Nicaragua (Gold Mountain Coffee).

Tell us more about the specific activities involved in implementing your organization's commitment that 75% of your remaining (not certified organic) coffee purchases must be direct trade, fair trade practice or organically

grown but not certified.

We understand that not all great coffees come with certifications, and just because a coffee is not certified organic does not mean that the production was not environmentally friendly or worker-positive.

This Commitment is a more challenging goal to implement partly because it does not fall neatly within the calendar year. The effort to know how coffees are grown requires research and relationship building that can be one or more steps removed. Our goal is to know more about the communities and producers that grow and process our coffees and use that information as a helpful input in making further buying choices.

Within the last six months, we have been replacing coffees that were not certified with their certified equivalents and this will influence our measurement achievements. In addition, some of our coffees are grown using methods that do not include petroleum-based pesticides and that incorporate water-conserving methods (examples include El Salvador – BioKrop and our Colombia – Tio Conejo). These coffees are not certified, are brokered by the families who coordinate the sale of their beans and others, and may rely on a third-party import companies to help with logistics. We believe they are still "sustainable" and should be recognized as such. Our obligation is still to inform our customers. Ultimately this is a question of relationships and the occasional site visit to build understanding and assure that we are living up to our goal of being environmentally responsible.

© Chesapeake Coffee Roasters





PLANET

PLANET

Climate change impacts have been felt in farming communities for quite some time, but with the world on track to break the record for the hottest year in history, an increase in global temperature by 1.5°C in the tropics is a near-term reality. Climate impacts are a symptom of humanity's over-extraction from nature, necessitating mutually reinforcing efforts that support improved farm management and increase the protection and restoration of forests and biodiversity, reducing emissions in turn. 98 commitments tag Planet in the Hub, and 24% of those are newly stated commitments. These Planet commitments were made by 66 stakeholders, most of which are roasters

and non-profits (24% of stakeholders, each), followed by retailers (17%), traders/exporters/importers (17%), others (14%), producers/coops (8%) and multi-stakeholder initiatives (6%). 6% of these stakeholders multi-selected the stakeholder type that they affiliate with.

34 of the 98 Planet commitments use standardized metrics. Beyond the standardized metrics, Planet commitments are also tracking progress related to reducing the percent of freshwater used in cultivation and processing and are also often encompassed within broader sustainable sourcing commitments.

PLANET Key Takeaways

- While there was a 20% increase in commitments focused on restoration and protection, we're still not seeing partners report on the impacts of those initiatives on land. This could be due to the timeline for implementation of actions like restoration, or, for the emissions indicators, because the coffee sector lacks an agreed-upon methodology for emissions accounting.
- However, we do know that restoration activities, in the form of tree planting, are occurring, as there has been a continued increase in non-coffee trees planted reported year-over-year.
- We've seen an uptick in new biodiversity commitments this year. Specifically, they are focused on shade tree research to foster bird species density and richness, price premiums dedicated to the management of protected areas, and certifications with specific focuses on biodiversity.

What does leadership look like in the PLANET category?

To show leadership in this space, Sustainable Coffee Challenge partners should consider leveling up the ambition and transparency of climate and nature targets and strategies. These efforts should first be rooted in the mitigation hierarchy: firmly prioritize avoiding and minimizing emissions above attempting to compensate for them. Beyond those basics, public time-bound supply chain decarbonization strategies, enterprise-wide policies that promote forest conservation and nature-positive targets (to halt and reverse nature loss) can provide the internal mandate for necessary investments towards restoration or protection actions in landscapes. This includes on-farm activities that mitigate emissions from farming, reduce water use and waste, and/or support for broader landscape efforts

where land degradation has occurred or is a threat. Investments in forest protection, management or restoration, programs should include a robust monitoring plan that meets globally recognized carbon and biodiversity standards, as well as benefit-sharing mechanisms for landowners that are designed in partnership with communities.

Corporate guidelines and standards (e.g., SBTi FLAG, GHG Protocol, SBTN, etc.) continue to evolve and be updated in the months and years to come. These – in addition to legislative developments – which will increasingly provide a level-playing field in terms of requirements and best-practices around corporate action on climate and nature. Even though specificities of these guidelines are yet to be set in

stone, the Sustainable Coffee Challenge urges partners to take immediate action now given the urgency of the climate crisis. To get started, partners are encouraged to publicly state and

track climate commitments through the Hub and share experience as well as challenges for implementation – collectively we can remove barriers and move towards action on the ground.

PLANET Dashboard



PLANET
2025
TARGET

Partner progress on standardized metrics for our collective 2025 target for conserving nature. [Click here](#) for a live-updated version.

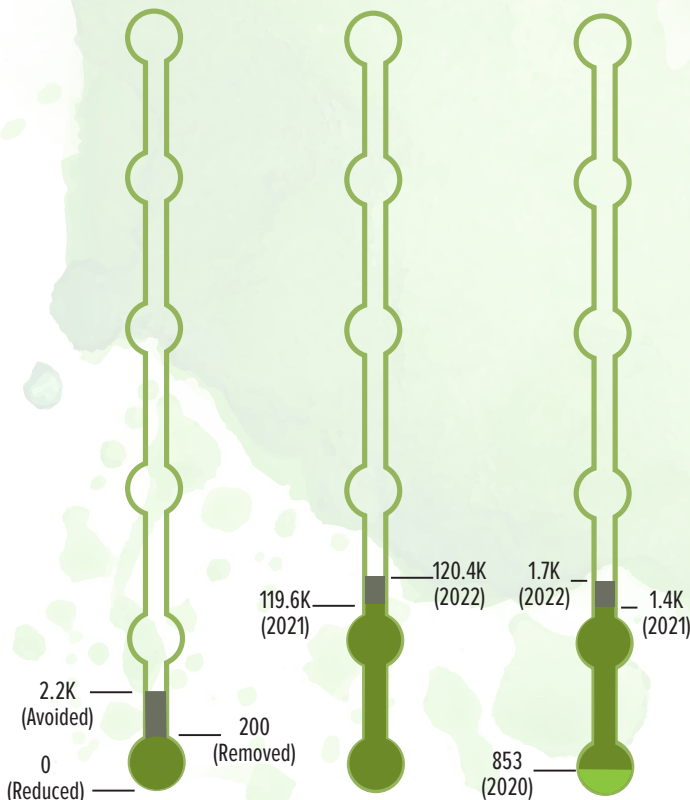
2025 Target: Restore 1.5 million hectares of tree cover + conserve 500,000 hectares of forest, securing 100 million tonnes of carbon.

CORE METRIC OF SUCCESS

t-CO₂e
Secured

Conserved

Restored

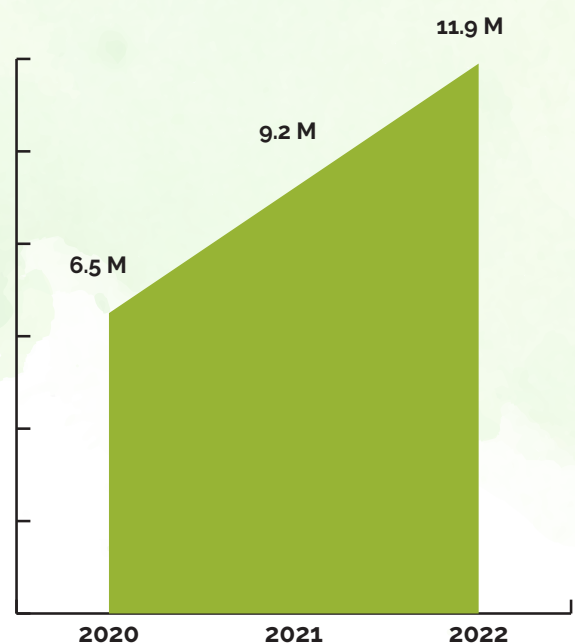


2023
00

of New
Commitments
Focusing on
Freshwater
(Quality + Quantity)

2023
05

of New
Commitments
Focusing on
Biodiversity



of non-coffee trees distributed to increase tree cover on/around coffee farms



PLANET Case Study - *Keurig Dr. Pepper*

What are your organization's current perceptions around efforts to conserve nature alongside coffee production/how is the topic evolving? How is your organization responding to these changes?

In 2021, Keurig Dr Pepper (KDP) committed to a new goal of supporting conservation and regenerative agriculture on 250,000 acres of land, which represents approximately 50% of the land used to grow three of KDP's priority crops (coffee, corn and apple), by 2030. The dual focus of regenerative production and conservation stewardship supports supply chain resiliency and reflects the interdependency between the agricultural and non-agricultural land supporting our supply base.

This work is not new to KDP, as we have invested in holistic support to coffee farmers for decades. However, we have seen growing interest in regenerative agriculture across our supply chain, including our upstream suppliers, our downstream customers, and our peers. The key appeal of regenerative agriculture is its flexibility to promote bespoke approaches for improving soil health, water quality and replenishment, biodiversity and farmer resilience, while also reducing GHG emissions and sequestering carbon. Complementarily, conservation of forests and other high-value landscapes is vital to safeguarding biodiversity and ecosystem health. Through this public commitment, we are building on the learning and legacy of our work in coffee

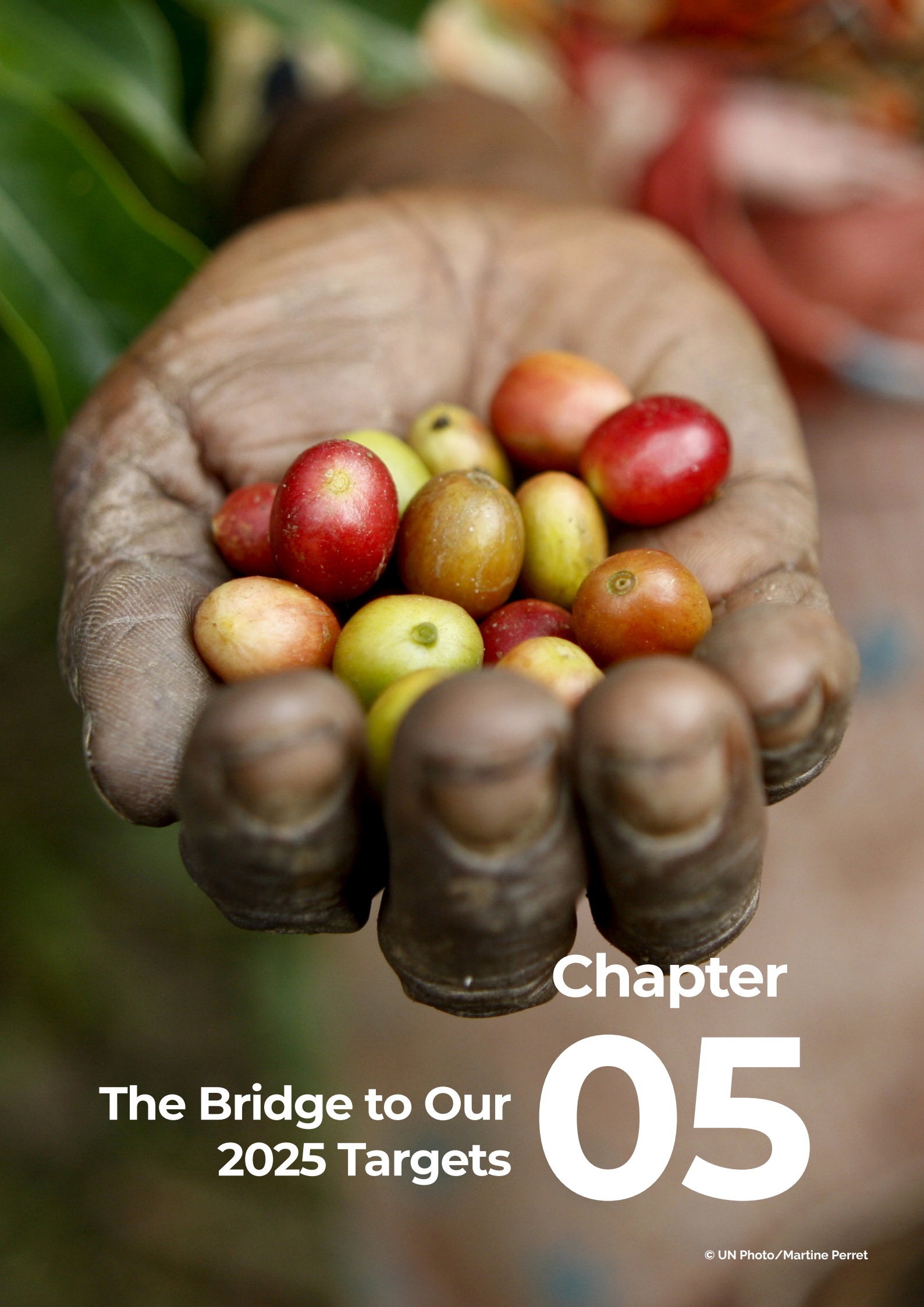
to deepen and expand our support to the growers and the land that we rely on to supply us with high-quality ingredients.

Going beyond the commitment summary you provided in the Hub, please tell us more about the specific activities involved in implementing your organization's commitment to support regenerative agriculture or conservation on 250k acres of land by 2030.

Because each cropping system, geography and climate is different, the activities for each regenerative agriculture and conservation project vary. In setting this goal, we found that aligning on a clear definition of regenerative agriculture and developing a transparent and rigorous monitoring, reporting, and verification system is paramount. Progress is measured via a standardized set of metrics that can be found on our website. Depending upon the crop and the contextualized needs of the farm, outcomes that KDP may monitor and track progress against include living soil cover, crop diversification, overstory tree cover, net GHG emissions reductions, net improvement to nitrogen balance, execution of farm-customized technical assistance, and both on- and off-farm conservation. This methodology was developed in partnership with experts, including significant outreach to growers, NGOs and industry organizations, to maximize credibility and rigor.

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Chapter
05
**The Bridge to Our
2025 Targets**

The Bridge to Our 2025 Targets

By the time this report is published, we'll have less than 2.5 years until the end of 2025. If we don't start making drastic changes before 2025, the world is expected to become unlivable, according to the United Nations.⁸ How do we make farmers, and in turn the coffee sector, more resilient, in the face of that ominous fact?



**Transparency
seeds
collaboration -
John Doerr**

To bridge the gap between supply chains and scalable action, the Sustainable Coffee Challenge has been promoting landscape, and jurisdictional approaches, as one of the critical pieces in the puzzle to address sustainability issues in a holistic manner. The Sustainable Coffee Challenge, hand in hand with the ICO Coffee Public-Private Task Force, convenes the multi-stakeholder dialogue across the sector (global and regional) about landscape and jurisdictional approaches in coffee.

A core component of landscape interventions is to bring all relevant landscape partners – public, private, communities, civil society – into a multi-stakeholder convening platform to co-develop a clear action plan with goals and targets for the landscape and plan interventions with partners. This will be essential to identify wide-ranging needs across partners as well as root causes of issues and will



What is a resilient landscape

A resilient landscape is a place (usually with jurisdictional boundaries) where people steward natural capital alongside sustainable production systems at a scale that enhances the long-term human well-being of communities. By incorporating both the coffee farmland and the surrounding natural ecosystem or political boundary, sustainable landscape interventions can more effectively address the economic, social and environmental issues within the particular landscape or jurisdiction.

help to create co-ownerships and alignment between stakeholders on priority-setting.

Additionally, by leveraging available tools and science, landscape partners inform decision-making and action planning based on science and enable rigorous monitoring of interventions and progress. An effective way to embed this in landscape action planning is by conducting a landscape assessment, which provides a data-driven baseline understanding about current conditions – production, environmental, community, governance – in the landscape. Over the past year, Conservation International, IDH, and Rainforest Alliance have conducted three landscape assessment in San Martin (Peru), Mt Kenya (Kenya), and Central Highlands (Vietnam) using a collaborative tool called LandScale. This work has been facilitated through the Sustainable Coffee Challenge and the ICO Task Force with financial support from

⁸ <https://apnews.com/article/climate-united-nations-paris-europe-berlin-802ae4475c9047fb6d82ac88b37a690e>

GLZ, served as proof of concept and will be replicated in other landscapes in the coming year.

To reach the necessary scale and impact at the landscape level, it is critical to increase and leverage investments by public and private actors into landscape-level interventions. While private sector players are keen to address risks that impact their supply chains and businesses, governments are looking to contribute to public goods and benefits for communities in the landscape.

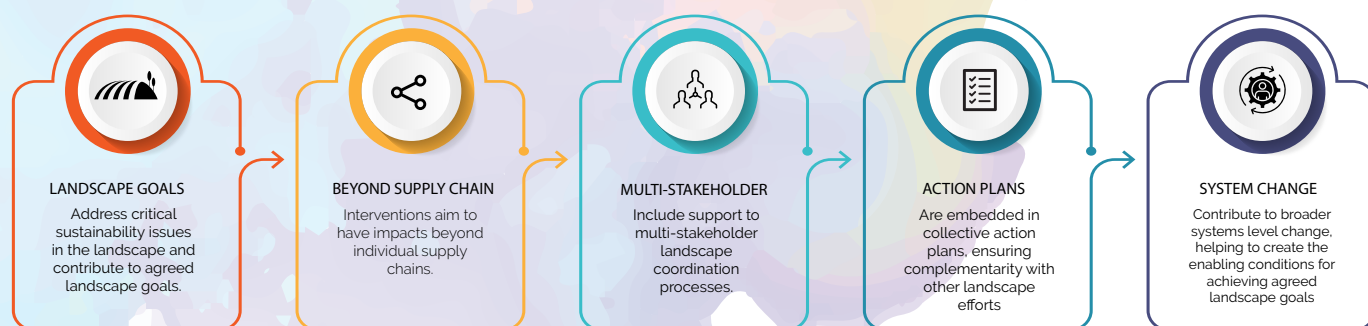
Building on groundwork to date (e.g., knowledge exchange, advocacy, LandScale assessments, etc.) the Sustainable Coffee Challenge aims to be a broker to support and scale landscape-level initiatives on the ground. Concretely, this will drive much-needed collective action and investment from industry actors into critical coffee landscapes. This will also stimulate alignment and complementarity between parallel efforts of industry and public donors and will enable the industry to more effectively tap-into and complement and public-funded programs, such as Global Environment Facility's FOLUR program (see text box), the emerging Green Climate Facility AROMA program and others. These programs aim to unlock co-financing from industry to reach their desired impact – industry commitment will be key.



GEF FOLUR

The **Global Environment Facility's (GEF) Food Systems, Land Use and Restoration Impact Program (FOLUR)**. This \$345 million program led by the World Bank works in 27 countries to restore degraded landscapes and intensify sustainable land management practices. These projects take an integrated and cross-commodity landscape approach to drive transformation, within eight commodity sectors: beef, cocoa, coffee, maize, palm oil, rice, soy, and wheat. 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 supports relevant GEF-FOLUR project teams on the ground and government entities in these countries to link landscape efforts to global initiatives, such as the Sustainable Coffee Challenge and the ICO Task Force, and stimulate private sector engagement and complementarity investments.

To support companies in exploring how to engage in and (co)finance landscape interventions, ISEAL Alliance – together with a consortium of NGOs – recently released a position paper⁹ that provides targeted guidance on what constitutes landscape action. The paper provides 5 important components:



Characteristics of Landscape Investments and Actions

Landscape approaches will accelerate progress towards our 2025 targets. Challenge partners are encouraged to explore how landscape interventions will deliver on sustainability commitments, be embedded in due diligence risk assessment and mitigation (e.g., EUDR, CSRD, etc.) and – above all – address supply chain risks – environmental and social – that cannot be tackled at farm-level.

⁹ https://iseal.org/sites/default/files/resource/2022-12/What-constitutes-a-company-landscape-investment-or-action_ISEAL_12-2022.pdf



Conclusion

Conclusion

Sustainable coffee comes from healthy natural ecosystems and their peoples. As Conservation International stated this September during a panel on coffee, chocolate, and forests at New York Climate Week: we can't let forthcoming corporate standards, guidance, or regulation be a scapegoat for postponing individual and collective change. While scientifically backed and accurate data is imperative, we caution stakeholders to not get trapped in data quicksand. We must move swiftly and invest in efforts to protect and restore nature and support prosperous livelihoods of coffee producing communities as time ticks towards 2025.

Rather than thinking "what can nature do for my business," we all must start with the crucial question, "what is our organization's impact on nature and people and how can we re-design to ensure that impact is positive?" Many stakeholders already have this mindset. This report showed that most commitments indicating primary focal areas selected Planet (conserve nature). This year's 2025 targets dashboards also demonstrated that stakeholders see nature as an asset, with 93M coffee trees planted, 11M non-coffee trees planted and an uptick in commitments related to biodiversity. These figures echo that Challenge partners continue to invest in a future that holds fast to the vision of coffee becoming the world's first sustainable agricultural product, but we still need bigger and bolder actions.

We are continuously encouraged to see the increased alignment across different multi-stakeholder initiatives

across the sector to rally around a collective vision of a prosperous future for coffee. We look forward to deepening collaboration and alignment with the ICO Task Force as well as the GCP to further explore how we measure progress and drive action on the ground.

In terms of sparking action, we find that behavior change is driven by incentives. So how can we formulate commitments and their associated programs and initiatives from the get-go with behavior change in mind? While the Sustainable Coffee Challenge has sought to guide partners on how to address complex issues in coffee, actions taken by partners – either individually or collectively – should all be underpinned by the desire to positively impact farming communities.

To properly communicate on those impacts, how we capture, store and report on efforts is through data. Eco-systemic change through radical collaboration and landscape-level action will only happen with sound science, and accurate data to measure and guide our efforts. We hope that in 2024, you can devote time and strategic thought to the change that coffee needs, and then that you transparently commit to necessarily ambitious actions and report progress against your existing commitments in the Commitments Hub so that we can continue to demonstrate collective impacts across the sector.



Annex

Reporting Hub Stakeholders



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Reporting Hub Stakeholders cont.



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<https://l.linklyhq.com/l/1tsVw>

Non-Reporting Hub Stakeholders in 2023 with Active Commitments

This list of 31 stakeholders identifies those who did not report annual progress during this year's reporting cycle. In several instances, organizations and partners on this list have reported progress in previous years. To establish consistency on annual reporting requirements as part of the Challenge's partner circles, Hub Reports will identify non-reporting stakeholders and organize partners into circles accordingly.

Adoro Caffè Limited	Committee on Sustainability Assessment	Lagom Coffee Roastery
Allegro Coffee Company	Cooperative Coffees	Moyee Coffee
Arbor Day Coffee	Dunkin'	Pelican Rouge Coffee Roasters
Barrie House Coffee Roasters	ecogrounds Coffee	Ritma Green
Bay Coffee & Tea Company	Elements Coffee	Selecta
Boncafé International	Enveritas	Société Ets. Michel Najjar
British Coffee Association	Farmers Trade Coffee Company	Strategies for International Development
Buna Qela Charity Association	Gorilla Conservation Coffee	Streamliners Espresso Bar
Café Africa	Gorongosa Coffee	Walmart
Carico Café Connoisseur	iFinca	
Coffee Friend	Irrigation Technologies	

Additionally, we urge Challenge partners - particularly industry players - without active commitments in the Hub to make sure that your company delivers on this critical requirement to be recognized as a Challenge partner. We recently introduced [new partner circles](#) to reinforce partner expectations and encourage active engagement in our community. We will organize partners into the partner circles in the coming months.

About the Dashboards Data

Last year's report was the first to include systematic progress-tracking toward the Challenge's 2025 targets after the rollout of standardized metrics.¹⁰ Due to increased uptake of these standardized metrics this year and further training for partners on how to use the metrics, some numbers reported in last year's report have shifted—in most cases up, but in some cases down. For instance, if a partner transitioned a non-standardized metric to a

standardized metric where the two were interchangeable, their historical data was transferred to the standardized metric too, causing last year's numbers to go up. Conversely, in some instances, incorrect metric use was discovered, and that data was removed. The figures and trends below are based on the latest data in the Hub and the headers of each dashboard provide a link to a live-updated version.

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¹⁰ https://www.sustaincoffee.org/assets/resources/SCC_2025-Metrics_merged.pdf



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