



FOR INTERNAL USE ONLY



CCCC

Ambition
"First steps towards sustainability. **Eliminating worst practices** and encouraging continuous improvements"

- Program focus**
- Eliminate the worst social and environmental practices.
 - No consumer communication.

- Producers**
- Open to all
 - Currently in the process of verifying producers

Audits
Self evaluation & 3rd party *verification* every 3-5 years.



Fairtrade

Ambition
"To enable sustainable **development and empowerment of disadvantaged producers** and workers in developing countries"

- Program focus**
- Poverty reduction: economic return and support for cooperatives of small scale growers.
 - Consumer label

- Producers**
- 11 origins, mainly Latin America (Bolivia, Brazil, Colombia, Congo, Costa Rica, Dominican Republic, East Timor, Ethiopia, Guatemala, Honduras, Mexico, Nicaragua, Peru, Tanzania)
 - Only for small-scale growers in cooperatives or associations

Audits
Annual inspection and certification against FLO standards done by FLO Cert (FLO = Fairtrade Labeling Organization)



Rainforest Alliance

Ambition
"To **protect ecosystems** and the people and wildlife that depend on them".

- Program focus**
- Environmental and social aspects.
 - Consumer label / CR program brands

- Producers**
- 11 origins, mainly in Latin America (Brazil, Colombia, Costa Rica, El Salvador, Ethiopia, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru)
 - Open to all

Audits
Annual inspection and certification done by NGOs linked to RA (Sustainable Agriculture Network).



UTZ CERTIFIED

Ambition
"To set a world wide **standard for socially and environmentally responsible coffee** production and sourcing".

- Program focus**
- Producers: professionalism including social and environmental aspects. Good agricultural practices.
 - CR program for brands

- Producers**
- 19 origins, all main countries in Latin America, Africa, Asia (Bolivia, Brazil, Colombia, Costa Rica, El Salvador, Ethiopia, Guatemala, Honduras, India, Indonesia, Kenya, Mexico, Nicaragua, Peru, Tanzania, Uganda, United States, Vietnam, Zambia), all qualities available
 - Open to all

Audits
Annual 3rd party independent inspection and certification by ISO65 accredited certification bodies. In addition: shadow- and surprise audits.



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Price
No premium for farmers. Membership fee

- Market**
- Mainstream market
 - No on-product claims

- Compliance requirements for producers**
- Demonstrate non-use of the unacceptable practices
 - Score average yellow on each of the economic, environmental and social criteria (red scores can be compensated by green scores).

- Labeling & communication**
- No label on-product, but a membership claim on pack is possible.



Fairtrade

Price
Fixed minimum price (121ct./lb) + Fairtrade premium (10 ct/lb) + organic differential (20 ct/lb).

- Market**
- Consumer label → targeted market
 - Fairtrade brand

- Compliance requirements for producers**
- Smallholders can join if they are part of a cooperative or farmer association
 - Compliance with all minimum requirements to become certified
 - Large-scale coffee producers are not allowed to participate

- Labeling & communication**
- One common Fairtrade certification mark, some countries use their own national logo
 - On-pack logo use requires 100% certified coffee



Rainforest Alliance

Price
Certification value negotiated between buyer and seller (between 10-15ct/Lb)

- Market**
- Consumer label/CR program (mainly USA, starting in EU)
 - Co-branding

- Compliance requirements for producers**
- Comply with all critical criteria
 - Comply with at least 50% of the criteria of each principle
 - Comply with at least 80% of all criteria

- Labeling & communication**
- Rainforest Alliance Certified logo
 - On-pack logo use possible with a minimum of 30% certified content



UTZ CERTIFIED

Price
Certification value negotiated between buyer and seller (between 1-10ct/Lb; average 4ct). System costs \$ 1ct/Lb.

- Market**
- Mainstream market (mainly Europe & Japan; starting in North America)
 - Your brand centered; shadow label

- Compliance requirements for producers**
- Comply with 100% of all major control points
 - Comply with 95% of all minor control points

- Labeling & communication**
- UTZ CERTIFIED logo
 - On-pack logo use requires a minimum of 90% certified content
 - Online traceability tool for consumer communication