



Content

- 2018 - Year of change for 4C
- First two coffee packs carrying the 4C logo on-product
- Successful implementation of 4C trainings
- 4C reaches SAI Silver level

Welcome to the first edition of the new 4C newsletter! With this newsletter 4C intends to inform system users and interested stakeholders about upcoming news and important developments of the system.

2018 - Year of change for 4C

2018 has been a year of change for the 4C system. Several measures have been implemented to further strengthen 4C as a credible and reliable partner of the coffee sector. We adjusted the certification procedure giving more responsibility to Certification Bodies and revised corresponding documents, first and foremost the new audit report template, which is available at the 4C Portal for 4C system users. Innovative technologies have been implemented to facilitate risk assessments and to detect land use change.

Furthermore, the 4C Portal has been extended to mirror the new workflow and further streamline the certification process, providing transparency to all parties involved. We have launched a new website which presents itself in an entirely revised design, allowing a quicker and better navigation. 4C is working on impact assessments and delivering metrics to stakeholders.

We will continue our improvement process by listening to the requirements of key accounts in the markets, 4C units, supply chain operators, auditors and other stakeholders interested in the 4C certification scheme.

First two coffee packs carrying the 4C logo on-product



The first two retail packs of 4C certified coffee carrying the 4C logo are on the Brazilian market: The cooperatives Cocatrel (Cooperative dos Cafeicultores da Zona de Três Pontas Ltda.) and Cooxupé (Cooperative Regional de Cafeicultores em Guaxupé Ltda.) are displaying their commitment of sourcing sustainable coffee beans by using the 4C logo on pack.

If you want to learn more about how to use the 4C logo on your products, please contact info@4c-services.org

Successful implementation of 4C trainings

4C has started a new series of trainings for its users and auditors. In August, September and December 2018, trainings were conducted in six countries: Colombia, Brazil, Vietnam, Indonesia, Kenya and Mexico. More than 210 participants had the opportunity to learn about the 4C system basics and understand the innovations that are being incorporated into the 4C certification system. Details and clarification on the new 4C approach were also addressed.

From now onwards, 4C trainings will be offered on a regular basis. Dates and locations will be announced at the beginning of 2019.

4C reaches SAI Silver level

The sustainability requirements of 4C fulfill SAI Silver level, providing 4C companies further opportunities in the global food and beverage market.

SAI is a platform of the global food and beverage industry aiming at implementing secure agricultural supply chains and protecting the earth's resources through widespread adoption of sustainable practices. At the time being, the platform has over 90 members, many of them being globally leading brand owners of the food and drink industry and retailers.

[Click here for further information on SAI](#)

4C would like to thank you all for the fruitful cooperation and assistance in further developing our system in 2018.

We wish you and your families a happy festive season and all the best for 2019!

Your 4C team