

4C Global Sustainability Conference

Trade and End Consumer
Market Requirements

By Jan-Michael Wernicke

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LEGISLATION

§§§ - the big why (we need sustainability data) - §§§

- **Coffee is a food product !**
- **EU regulations for Food Safety and Hygiene**
 - Avoidance of contamination
 - Frictionless functioning of the EU market
- **EU regulations for consumer rights**
 - Education about ingredients
 - Liability for (health)damages
- **Principle of Production and Marketing Freedom**
- **Production facility registration requirement**

CONSUMER:

Coffee is staple food, but luxury

Coffee is not grown in Europe

grown in underdeveloped regions

hard, manual work

Coffee is exchange traded

Retail price has to be on offer to be interesting

Roaster and Retailer have the highest profits

Coffee farmers are poor

low education level

less interested in natural resources

Think they know the way of the bean

INDUSTRY:

We love and live coffee

We sell a high quality product

We take care

about the supply chain, the farmer

the environment

the consumer (to consume a great product)

**Our goal is to offer only sustainable coffee,
whose cultivation meets economic, ecological and
social requirements equally**

Why the consumer wants sustainability

- **Have a good cup of coffee any time**
- **To be aware what is consumed**
 - Where does it come from
 - Which ingredients
 - Is it «okay» (healthiness, fairness)
 - Is there any negative effect on the environment (water footprint, Glyphosat)
- **Is there some form of exploitation that would be favored by consumption**
 - On humans (slavery, child labor, unfair treatments)
 - On environment (deforestation, cultivation in monoculture)
- **Are the information trustworthy or only marketing promise**
 - Can I cross check this
 - Can I take someone in regress
 - Who is responsible and liable

Why the trade (and the industry) wants sustainability

- **Secured end to end supply chain**
 - Ability to invest (at origin and at industry level)
 - Cost reduction (long term – no premium)
 - Long lasting business relations
- **Liability insurance**
 - Provide data immediately if needed to both sides
 - Protection against political or social activities
- **Marketing tool**
 - We take care
 - provide help for self-help

The way to success (?)

- **Independent, external certification bodies**
 - Best possible cost-benefit-ratio
 - Mainly accepted certifying body at consumer/industry level
 - In-house programs
- **Easy way of certification**
- **Matching UN Sustainable Development Goals**
- **Synergies with other commodities**
- **Reach 100% - have it as normal**