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Hand in hand – 4C Recognized by the Brazilian Specialty Coffee Association

Recap of the Year 2020

Dear reader,

The year 2020 has proven to be difficult for the global society and economy, with no exception for the coffee and certification sector here. We put a **special emphasis on supporting** our system users and stakeholders in this difficult situation. Through **developing remote solutions for certification audits and conducting regular 4C trainings in a virtual format**, we ensured no disruption of the general certification and learning process. We also organized 4C Online Seminar Series 2020 to support the dialogue and bring together the coffee and sustainability communities. Almost **1000 people** participated in the 4C trainings and events this year, and 4C will continue improving and developing further events to promote sustainability on the agenda of the coffee sector.

According to “The State of Sustainable Markets 2020” report, **4C certified the largest share of the global coffee area**. 4C is currently active in **20 countries with over 300.000 farmers producing a stable volume of 1.6 million tons of 4C certified coffee**. We feel the responsibility and carry it with honor, looking forward to making the coffee supply chains even more sustainable step by step in 2021.

We are proud of what we have achieved together with you in 2020. We intensively worked on strengthening of the 4C standard and, following discussions with stakeholders and public consultation, published a **revised version of the 4C Code of Conduct**. We also introduced **new features and digital tools** to enhance and automatize the certification process, increasing its transparency and user-friendliness. Today, **85% of 4C countries are covered by the innovative risk assessment method**, using the latest remote sensing technologies. Another milestone is the launch of the **4C Integrity Program** to increase credibility, as well as proactively address critical issues, such as child labor, unfair working conditions, or excessive pesticide use.

We welcomed **new system users** and completed the formation of the **4C Advisory Board**, which brings together representatives of different stakeholder groups with years of experience in the sustainability and coffee areas in order to support the 4C management on strategic issues. The 4C Advisory Board is chaired by Dr Rafaël Schneider (Welthungerhilfe) and vice chaired by Michael von Luerthe (MVL coffee).

We also presented a **4C add-on with a special focus on food security**, and intensified our exchange with producers on the topic of increasing **biodiversity on coffee plantations**. We cheered the introduction of the **4C logo on-pack on the Asian market** for the first time by Ajinomoto AGF, Inc. In addition to that, we succeeded in launching **several projects** meant to increase the impact on the ground, including **improving working and living conditions in Colombia** with Melitta Europa and DEG, as well as **reducing carbon emissions and making coffee 4C Climate Friendly** in Vietnam with Simexco, IDH – the Sustainable Trade Initiative, and JDE.

We would like to thank every one of you for your support and wish you happy holidays!

A Welcome to New 4C System Users

We are pleased to welcome new 4C system users who have entered the 4C certification system in the second half of 2020, and who have received a 4C certificate to their first sustainable coffee producing group or obtained a 4C chain of custody certification. These companies have met the strict requirements of the 4C Code of Conduct. **Congratulations!**

Brazil:

- Grano Trading Exportadora e Importadora Ltda.
- Union Trading Comércio, Importação e Exportação Ltda.

Honduras:

- Cooperativa Agrícola Cafetalera San Antonio Limitada, COAGRICAL

Vietnam:

- Golden Coffee Jsc.
- Phi Long Gia Lai Co., Ltd
- Thai Phuc Trading Company Limited

Are you interested in joining the 4C certification, but do not know where to start? Follow this [link](#) to get an overview of the necessary steps or contact us directly via info@4c-services.org.

Invitation to Join the Next 4C Online Seminar Series in January – March 2021: This Time in Spanish!

In 2020, 4C conducted its first online seminar series in English and received positive feedback from the participants, who also expressed their interest in attending another round. **We are pleased that our event was of value and benefit for so many of you and would like to invite you to our next online seminar series in January – March 2021 in Spanish.**

The series will keep the **focus on sustainability challenges and solutions** within the coffee supply chains, **adding Latin American flavor** to the seminar themes. If you would like to learn more about the latest developments in the field, hear from coffee experts around the globe and simply network, this series is for you! Below you will find the description of the series in Spanish and a link to register. We are looking forward to having you with us!



4C tiene el agrado de invitarlos a participar de una serie de seminarios online en idioma español a llevarse a cabo a partir de Enero 2021. Los seminarios estarán dedicados a tratar temas de sostenibilidad en el sector cafetero y en la región de América Latina. Si desean conocer más sobre los últimos avances en este campo y escuchar a expertos en café y a profesionales de la sostenibilidad, ¡esta serie es para ustedes! Se cubrirán varios temas, entre ellos la deforestación, la biodiversidad, la huella de carbono del café y el cambio climático, los desafíos sociales y, por último, pero no menos importante, la sostenibilidad como requisito básico para la aceptación en el mercado.

Las fechas de los seminarios son las siguientes:

- **21 de Enero 2021** - Estableciendo cadenas de suministro de café libres de deforestación y respetuosas con la biodiversidad
- **04 de Febrero 2021** - La huella de carbono del café y estrategias de adaptación al cambio climático
- **18 de Febrero 2021** - ¿Cómo abordar los desafíos sociales en la producción de café?
- **04 de Marzo 2021** - La sostenibilidad como un requisito básico para la aceptación en el mercado

La participación es gratuita, pero es necesario registrarse. Para conocer más sobre los seminarios e inscribirse por favor siga el enlace.

[Register here](#)

Association

We are very glad to communicate that, as of August 2020, **4C** has been accepted by the **Brazilian Specialty Coffee Association (BSCA)** as a sustainability certification standard for its member producers.

Founded in 1991, **BSCA** is internationally recognized for its vanguard in the production of fine coffees in Brazil. For almost 30 years, it has been promoting standards of excellence for Brazilian coffees in the domestic and foreign markets. In its work of disseminating improved quality control techniques in coffee production, marketing and industrialization, **BSCA** is committed to sustainable development through programs, projects and partnerships with public and private entities, both nationally and abroad.



The **4C certification** seal supports the production and processing of **environmentally friendly, socially fair and economically viable** coffee. Since 2006, 4C has been bringing innovative and cost-effective sustainable solutions to the coffee market. Today, 4C certifies **15% of the entire global coffee area**.

In view of this synergy of objectives, 4C is now recognized by BSCA to certify its producing members. **We believe that this partnership will generate positive and sustainable results** for all the actors of this important value chain.



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