



# STARBUCKS

*Ensuring a Future for Coffee Farmers and Families*

26. 2. 2019





# THE GLOBAL IMPACT OF COFFEE

**US \$19**  
billion in global  
coffee exports (p/a)

**125 million**  
livelihoods reliant on coffee

**25 million**  
coffee farmers,  
mostly smallholders

**2.25**  
billion  
cups of coffee  
consumed (p/a)

**70 countries**  
growing coffee





# THE FUTURE OF COFFEE IS NOT GARUNTEED

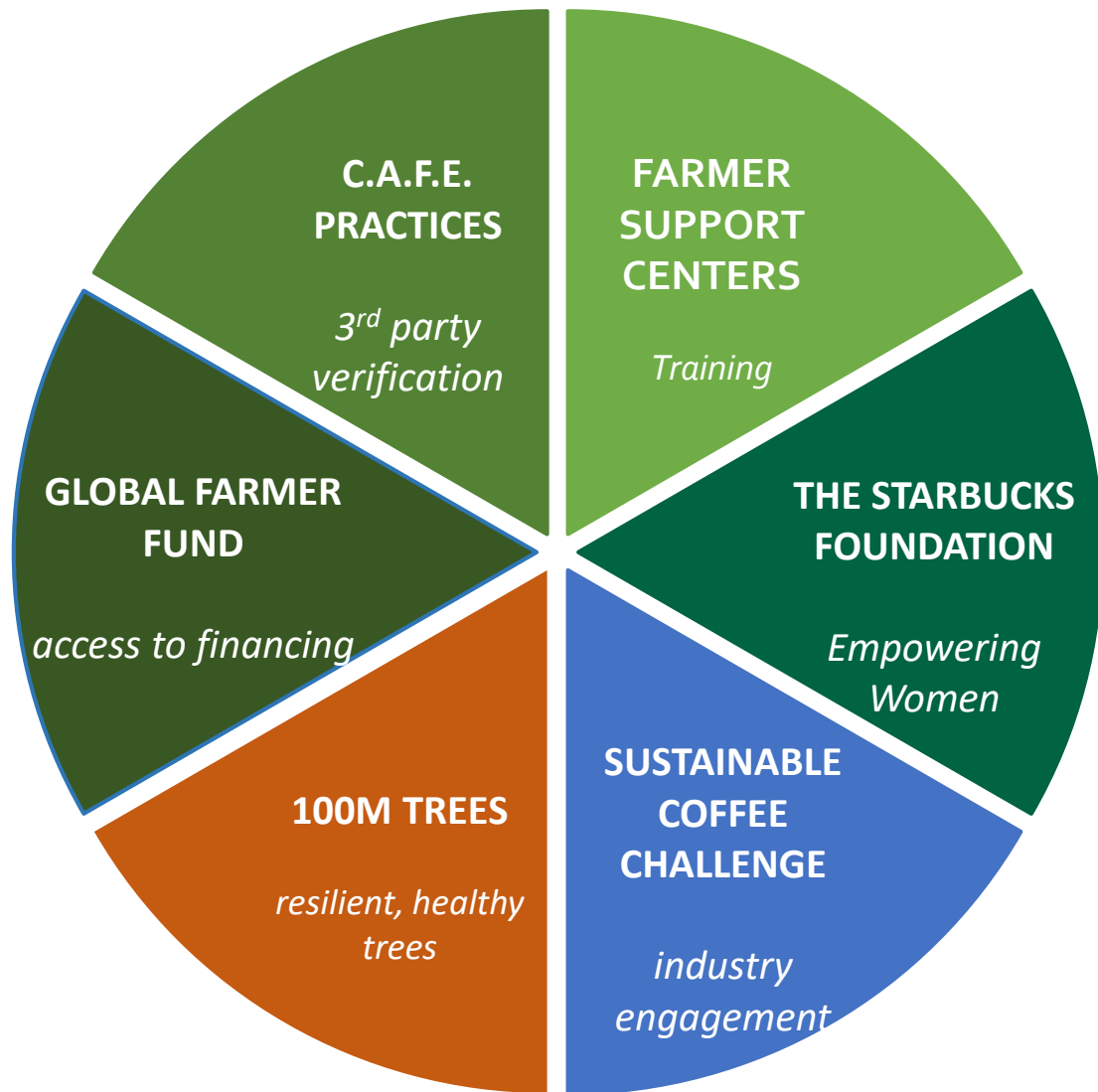


CLIMATE CHANGE & DISEASE

SUPPLY & DEMAND IMBALANCE

96% OF COFFEE COMES FROM SMALL,  
OFTEN VULNERABLE FARMS

# COMPREHENSIVE SUPPORT



# C.A.F.E. PRACTICES

- PRODUCT QUALITY: Good for Starbucks and Customers
- SOCIAL RESPONSIBILITY: Good for communities
- ECONOMIC TRANSPARENCY: Good for famers
- ENVIRONMENTAL LEADERSHIP: Good for the Planet

Starbucks is  
committed to  
100% Ethically  
Sourced Coffee

# ZERO TOLERANCE FOR DEFORESTATION

- 1 As a company we have a policy against any deforestation within our coffee (and other crops) supply chains - C.A.F.E. Practices, which has been in existence for more than 15 years, has a zero tolerance for any deforestation that has occurred since the program began in 2004
- 2 Our C.A.F.E. Practices program promotes sustainable agriculture, shade tree practice, biodiversity and land conservation
- 3 To date, we have seen that more than 99% of our farms not having deforested land as a result of coffee growing.



# FARMER SUPPORT CENTRES





# 100 MILLION HEALTHY COFFEE TREES BY 2025



*100 Million healthy coffee trees  
by 2025*

Through the One Tree for Every Bag Commitment, funds raised for 30 million rust-resistant coffee trees since 2015

More than 6200 families have received healthy coffee trees across El Salvador, Guatemala and Mexico

Nearly 800 jobs were created to support the initial distribution of these coffee trees



\$50 Million commitment to make low interest loans available to help farmers thrive.

Investments through the Starbucks Foundation to empower 250,000 women and their families

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- Lutheran World Relief in Colombia – 3 year project supporting economic opportunities for women and water/sanitation projects in Tolima
- World Neighbors in Guatemala – 3 year project to strengthen financial and food security through economic opportunities by expanding our work together to 3,000 families in 30 Huehuetenango coffee communities
- In 2018, began two new projects in Rwanda and one in Indonesia

# INVESTING IN FARMING COMMUNITIES





# SUSTAINABLE COFFEE CHALLENGE

## CHALLENGE PARTNERS





QUESTIONS?

