

# Sustainable ProTerra coffee

The seal of sustainability for your beans



# The ProTerra Foundation

The ProTerra Foundation is a not-for-profit organisation which works with businesses across the food and feed supply chains towards a more sustainable agriculture. Working together to create a more equitable, ethical and sustainable future.

## Our Standards



The ProTerra Foundation is the owner of the ProTerra Certification Standard (which has several Interpretations, including the Smallholders' Interpretation), which aims to ensure best practice in sustainable and socially-responsible farming.

It has four key principles:



Foster good agricultural practices;



Secure the supply of sustainably produced, fully traceable,



non-GMO ingredients for feed and food;



Protect the environment, and



Promote that workers and communities are treated with dignity and respect.



## Coffee and Sustainability

Ensuring sustainable farming practices is vital for protecting both the environment and livelihoods now and for future generations. Consumers are increasingly concerned about sustainability and ethical farming practices when it comes to their food and they want to have transparency on the provenance of their food.

The ProTerra label ensures that customers know that their food is sustainably and ethically produced.

# Key facts about the coffee market

Coffee is one of the most traded products in the world. The global coffee market in 2021 was valued at **US\$107.93 billion**. The market value is expected to reach **US\$167.51 billion** by 2027.



2021



2027

## Coffee producing countries by volume global suppliers of coffee beans

Metric tons	Country	Pounds
3,558,000	BRAZIL	7,844,000,000
1,830,000	VIETNAM	4,034,000,000
858,000	COLOMBIA	1,892,000,000
642,000	INDONESIA	1,415,000,000
441,000	ETHIOPIA	972,000,000
390,000	HONDURAS	860,000,000
329,100	INDIA	726,000,000
273,000	MEXICO	602,000,000
270,000	PERU	595,000,000
255,000	UGANDA	562,000,000

**Market volatility & its knock-on effects:** Recent years have seen big fluctuations in the price of coffee, due to the weather and to other factors such as big increases in shipping costs. This has a negative impact on coffee growers, especially small farmers and cooperatives.

**Did you know?** Worldwide, over 125 million people depend on coffee for their livelihoods, yet many are unable to earn a reliable living from this valuable crop. Globally, 25 million smallholders produce 70-80 percent of the world's coffee.

# Key challenges around coffee production



**Land conversion & deforestation** – increasing demand for coffee leads to more and more land being used for growing coffee beans, bringing the risk that fragile ecosystems are destroyed to make way for coffee growing.

- For every cup of coffee consumed, around **one square inch** of rainforest was destroyed.
- In the 1950s, approximately **15% of the earth's surface** was covered by rainforest, whereas today there is **only 6% rainforest coverage**.



**Biodiversity** – land conversion and deforestation have a significant negative impact on biodiversity. Coffee is grown in many areas with rich biodiversity and farmers and those buying coffee have a duty to protect these fragile ecosystems, such as rainforests.

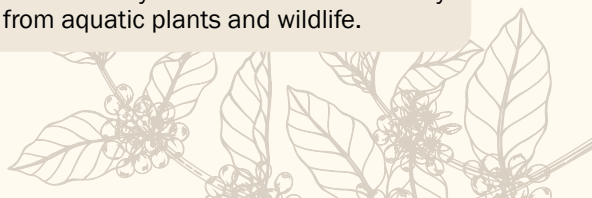


**Impact on the environment and climate change** – all agriculture has an important role in lessening its impact on the wider environment and on climate change.

Coffee cultivation itself is very vulnerable to climate change: **By 2050, the number of regions most highly suited for growing coffee will decline by 50 percent.**



**Pollution** – Coffee production processes use large volumes of water which comes out as contaminated water – a major source of river pollution which triggers eutrophication of water systems and takes away essential oxygen from aquatic plants and wildlife.



# Ethical production



**Workers' rights** – In many key coffee growing countries, coffee workers make up significant proportions of the country's labour force but typically they are paid below the minimum or "living wage" and suffer from precarious working conditions often with no protection or contract.



**Workers risk exploitation**, exacerbated by the fact that they often travel long distances for short term employment around harvests.



**Health & Safety** is a significant issue in coffee cultivation. There is widespread use of agrochemicals, such as pesticides. But these chemicals are not always used safely and there is serious risk to workers' health, especially given a lack of education and training around how to safely use them. Lack of PPE equipment is also a problem for many coffee workers.



**Gender inequality** – The Food and Agriculture Organization reports that if the playing field were made level, women could **increase their farm yields by 20 to 30%**. The ICO estimates that **closing the gender gap could create an extra 30 billion cups of coffee per year.**



# The ProTerra Standard and coffee beans

## Why the ProTerra Standard for coffee

For producers, traders and buyers of coffee who want to ensure that it comes with a quality label, guaranteeing that its cultivation follows the best sustainable and ethical farming practices, the ProTerra Standard gives that seal of approval to certified producers.

## The ProTerra Standard aims to:

### **Protect the environment**

guaranteeing that production is not linked to land conversion or deforestation, protecting biodiversity; preventing pollution and other waste degrading the local environment.

### **Treat workers and communities with dignity & respect**

“responsible business practices help ensure the rights and general wellbeing of workers... To ensure that certified organisations provide a safe working environment.”



# ProTerra - a Global Standard & Global Network

Organisations that share ProTerra Foundation's vision and mission are welcome to become part of the ProTerra Network™ to work together in making sustainable food supply chains a reality.

To go a step further and be ProTerra Standard-certified, retailers, customers and shoppers alike will have the reassurance of knowing that - from seed to sip - their coffee has not led to the destruction of forests, the degradation of fragile ecosystems or the abuse of workers.







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