

Sustainability

Manifesto

2022/23





"We, the managing partners of List + Beisler, have clearly acknowledged that sustainability is not just an option but the fundamental essence of our existence. Embracing sustainability is not merely an act of responsibility but a strategic choice ensuring our long-term success. By cultivating and nurturing sustainable practices throughout our operations, we not only protect our planet but also empower our industry. Let us be the beacon of change, showing the world that a thriving green coffee business can coexist harmoniously with nature, providing future generations with a truly sustainable sip of excellence."

Philip von der Goltz
Managing Partner and CSO, List + Beisler



WHERE WE ARE COMING FROM

One of the most fascinating yet challenging things about international trade is the interdependence between people of different places and cultures. At List + Beisler, we have successfully fostered these relationships since 1901 – this does not happen accidentally. From the very beginning, we realized our role in the supply network. We are a linchpin, a connector between coffee-producing and coffee-consuming countries and people.

For some, it might be obvious to see how an importer can act as a connector... But, what may not be as obvious is how we all become what biologists call crosslinkers. As our world shrinks through more interconnectedness, we see this phenomenon playing out more and more. Famously, the first person to shed light on this reality was Alexander von Humboldt, a German polymath, geographer, naturalist, explorer, and proponent of environmentalism, who revolutionized the Western conception of nature. He was heralded as a genius scientist and networker for cultural and ecological systems from different parts of the earth. Humboldt coined the concept that the natural world is interconnected, which he called the "web of life". This web of life is an intricate system in which all living things are interconnected and dependent on each other for survival, forming a large chain of causes and effects. No substance and no activity should be considered in isolation.



"Embracing sustainability is not merely an act of responsibility but a strategic choice ensuring our long-term success"

WHERE WE ARE COMING FROM

Here at List + Beisler, we agree with Humboldt's view on interconnectedness. We also see daily evidence that many of the "web of life" strands are now broken, and more are being broken daily. Even in the early 1800s, back in the days of Humboldt, he had discovered the devastating damage caused by colonial plantations on Lake Valencia in Venezuela. He was the first scientist to warn of the dramatic consequences of human-made climate change.

Today we are already living with the impacts of climate change and global warming. We find ourselves in a world where human-made climate change is at a global crisis level. Coffee-Growing regions are no exception where it has become more than evident. Pests are spreading into areas they were never able to reach before. Rains pour in formerly dry regions. Biodiversity is collapsing. Dry air is pushing deeper into what used to be cloud forests. Soil is eroding, with mudslides wiping out entire coffee-spotted hillsides. Drought and flooding affect the same regions and alternate their negative impact on nature and humans. We hear frightening and paralyzing bad news every day.

This unsafe situation forces coffee farmers to reconsider whether coffee production is worth the risks. When faced with these hardships, many of the upcoming generations of farmers have already begun leaving the farm in search of more stable jobs in urban areas.

Climate change does not just threaten coffee production; it threatens food production worldwide. Between a climate less conducive to food production and a global economy and business reality disproportionately rewarding city workers compared to farmers, the future outlook is dire. Facing one of the most significant threats in human history does not come easy. Nonetheless this situation, we at List + Beisler are still optimistic. We are confident that if we put our minds and joint actions together to solve these multiple crises, we can achieve the needed change. We are fully committed, dedicating our energy and creativity to solving these numerous problems. After all, every obstacle comes with an opportunity. We know that we have the chance to rethink and redesign our actions and create a better coffee future: for coffee-farming families, farmer associations, exporters, roasters, and coffee lovers worldwide.

Over the past few years, we have done a lot of research, talked to experts, and had many internal discussions on potential solutions for environmental and humanitarian challenges. If we are serious about finding solutions to these global issues, we are sure that our efforts must be deeply science-based and not purely ideology-driven. Furthermore, several approaches can be co-actively correct and effective.

After mature consideration, we have decided how to move forward to generate impact. We know this direction is correct, progressive, and meaningful.

This is why we would like to introduce you to our holistic Sustainability Program:

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FIVE KEY AREAS OF ACTION:

01. L+B Farming Accelerator

The main and most important project is the **L+B Farming Accelerator**. This project philosophy consists of our holistic approach to improving farmers' livelihoods while at the same time reducing Greenhouse Gas emissions. In this area of action, the impact is paramount.

02. Certifications

We continuously support and encourage the work with Certifications (Voluntary Certification Schemes: VCS) such as Fairtrade, Organic, and Rainforest Alliance.

03. Coffee Knowledge

We are convinced that knowledge is power. A better understanding of the coffee world and its mechanics and interactions of production, commercialization, logistics, roasting, marketing, etc., will surely make the coffee value chain more resilient. We help to create and disseminate this knowledge and industry insights. This is what we genuinely call **Coffee Knowledge**.

04. Social Responsibility

The fourth component of our program is Social Responsibility. We have therefore installed a **Quick Relief Social Fund**. This enables us to immediately react and reach out to our partners in case of natural disasters (such as hurricanes) or other circumstances (e.g. Covid-19) and bring efficient help directly there where it is most needed.

05. L+B In-House & Logistics

We are aware that our operations produce Greenhouse Gas emissions. Hence, we reduce our L+B Inhouse & Logistic GHG emissions wherever possible and impactful with a mix of different mitigation and reduction tools.



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All our efforts are aligned with the United Nation's Sustainable Development Goals, the European Due Diligence on Deforestation, and the German Supply Chain Act – and naturally embedded within our **Code of Conduct for Responsible Business Practices**.



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sustainability web





Deep-dive into
the five key
areas of

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#1

FARMING ACCELERATOR PROJECT

After many years of working in coffee, particularly designing sustainable value chains, we realized that despite many efforts on alternative solutions, the most significant impact – yet often underestimated and overlooked – is achieved directly at the farm level. This is why our "**Farming Accelerator**" projects focus on farmers and their families. Farming as a family business is a core concept of our training, targeting all family members: women, men, and the next generation, the younger family members.

Training is designed to be inclusive and equally open for **all** family members. The training covers modules ranging from modern best agricultural practices such as agroforestry practices, composting, intercropping, and coffee-tree rejuvenation to basic financial literacy. The farmer trainers identify the most suitable family member capable of managing cash flow, taking notes on production numbers, expenditure, and income – ideally from multiple income streams. A customized app is used by the farmer trainer to note this information digitally, making it available for track recording and comparison to other peer groups.

Farming Accelerator Project



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Enveritas



The Farming Accelerator project philosophy is based on partnerships. Together, we are training 5,000 smallholder coffee farmers in the South and South-West of Ethiopia. **The United Nations' International Trade Centre (ITC)** has been the principal supporter of the project since its inception in late 2020.



Enveritas, another key partner of the project, provides us with yearly studies on the performance of the trained farmers compared to other (non-trained) farmers. Additionally, it enables us to carefully monitor the farmer groups' social, ecological, and economic adaption of best practices over time.

Finally, **Coqua**, a local company focused on farmer training, manages the project on the ground. 180 demonstration plots are home for weekly training for farming families.

Holistic approach aligned with UN SDG's

Improving Farmer Livelihoods

- Accelerating smallholder's understanding of coffee farming as an entrepreneurial undertaking.
- Farms are run by families. They are the core of the "social business" concept. Strong families always include gender equity and youth involvement.
- Enabling access to markets through commercialization of the sustainably produced coffees.

Reducing Greenhouse Gas Emissions

- Awareness of GHG emissions along the coffee value chain, from farming, production, transport to roasting.
- GHG reduction through protection of forests and biodiversity.
- Reduction of fertilizer (over)use, protecting organic matter of the soils and water sources.
- Planned measurement of GHG (CO₂) emission reduction throughout the value chain.

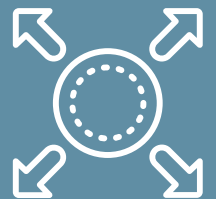


Farming Accelerator Project

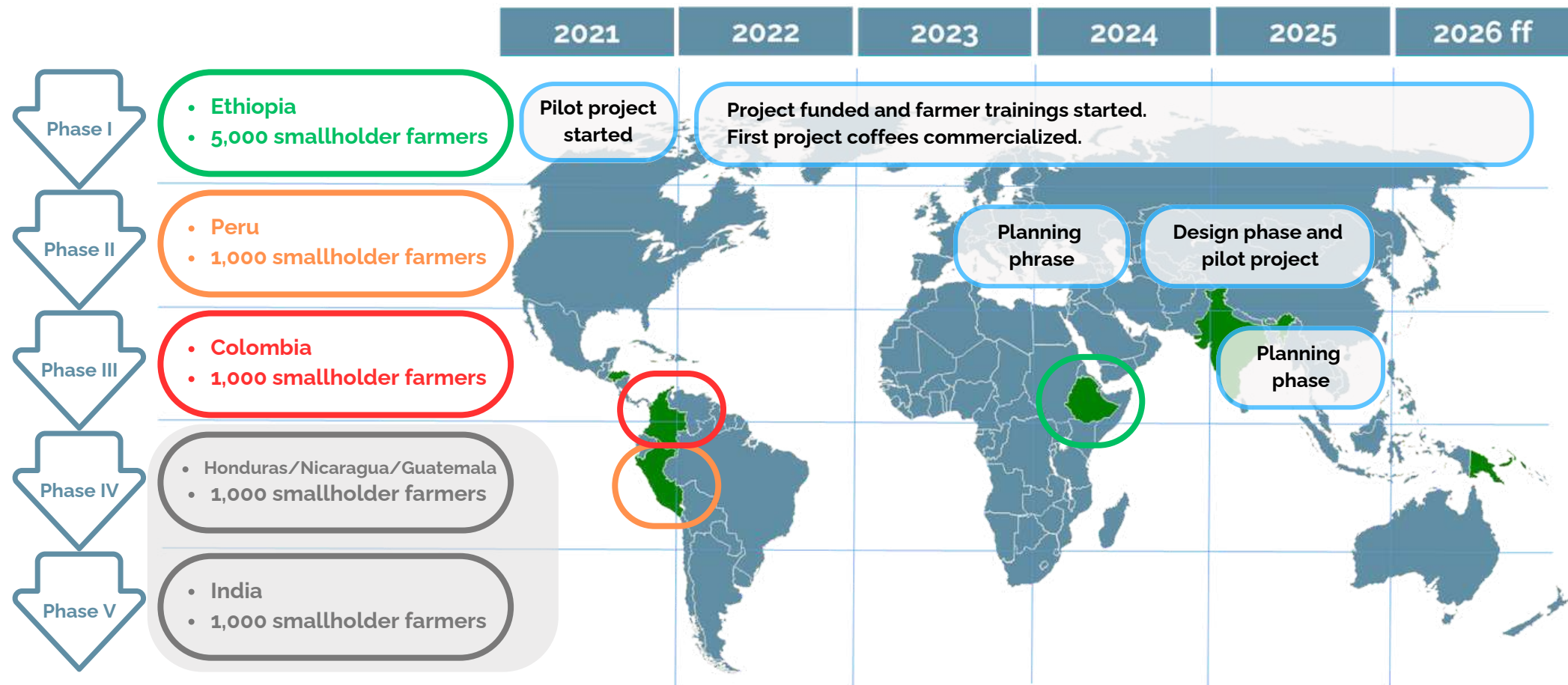


Additionally, farmer trainers visit the families directly on their farms to see which training has been adopted by the farmers. Each activity is registered in a specially designed app. Farmer trainers key in the data on their smartphones and tablets and upload it once they have internet access. This enables us to have real-time information on the project's status.

We plan to expand our Farming Accelerator to other sourcing countries such as: Peru, Colombia, Honduras, and India.



project development timeline



All farms are geographically mapped. All coffees from our projects can be traced back to the location of the farms in the different regions where the project is deployed.





#2

We are deeply committed to sourcing coffee in an environmentally responsible, socially equitable, and economically viable manner. This sustainability report highlights our efforts to promote sustainable practices in the coffee industry, focusing on our adherence to key certification schemes, including:

- Fairtrade
- Organic
- Rainforest Alliance

CERTIFICATIONS



We proudly participate in the Fairtrade certification scheme, which ensures that farmers in coffee production receive fair prices for their coffees, enabling them to improve their livelihoods and invest in their communities. By partnering with Fairtrade, we contribute to the following principles:

- **Fair prices**

We strive to pay fair prices to coffee farmers, covering their production costs and providing a decent standard of living. A minimum price logic secures the farmer's income when international coffee prices fall.

- **Empowerment and Community Development**

We support initiatives that enhance farmers' and their communities' social and economic well-being. This includes investing in education, healthcare, infrastructure, and capacity-building programs.

- **Environmental Stewardship**

Alongside Fairtrade's principles, we encourage environmentally sustainable farming practices among our partner farmers, promoting organic cultivation methods, biodiversity preservation, and responsible water management.

Organic



Our commitment to organic certification ensures that our coffee is grown without the use of synthetic chemicals or harmful or prohibited pesticides. By adhering to organic farming practices, we strive to achieve the following objectives:

- **Environmental Conservation**

Organic farming methods promote soil health, water conservation, and the preservation of biodiversity, thereby minimizing the impact on ecosystems.

- **Health and Safety**

By avoiding the use of synthetic chemicals, we prioritize the well-being of farmers, workers, and consumers while safeguarding water sources and nearby communities.

- **Sustainable Agricultural Systems**

Organic agriculture emphasizes the use of natural inputs, crop rotation, and composting, fostering sustainable and regenerative farming practices.



Rainforest Alliance



We are proud to support the Rainforest Alliance certification program, which focuses on promoting sustainable agriculture and protecting ecosystems. Our adherence to Rainforest Alliance principles ensures the following:

- **Forest Conservation**

We actively work to protect and preserve forests, as they play a crucial role in climate regulation, biodiversity conservation, and the overall health of our planet.

- **Social Responsibility**

We prioritize the welfare and rights of workers, ensuring fair wages, safe working conditions, access to education, and healthcare benefits.

- **Sustainable Farming Practices**

Through the Rainforest Alliance, we promote responsible farming methods, such as integrated pest management, soil conservation, and water resource management, to minimize environmental impact.



Certifications

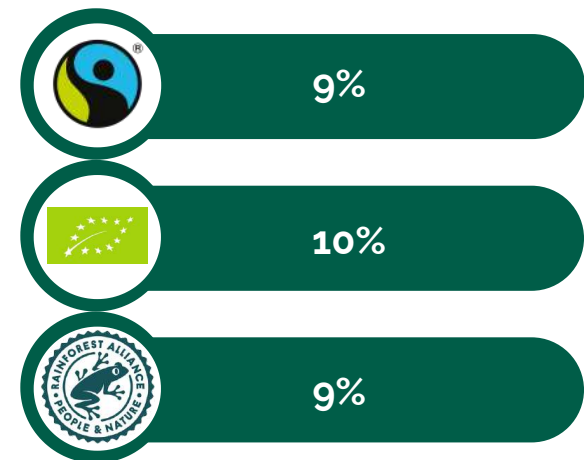
Sustainable coffee production goes hand in hand with protecting the environment, supporting communities, and ensuring the well-being of all stakeholders involved. By adhering to certification schemes such as **Fairtrade, Organic, and Rainforest Alliance**, we demonstrate our commitment to sustainable practices throughout the coffee supply chain. As we move forward, we will continue to innovate and collaborate with our partners to drive and promote positive change in the industry and contribute to a more sustainable future.

Additionally to commercializing certified coffees, we support new initiatives such as the **Taza Dorada** and **Rösthandwerk** from Fairtrade. We also act as a consulting board for the different certifications standards regarding specific questions on the coffee supply chain and commercialization process.

Fairtrade, Organic, and Rainforest Alliance certified coffees have been part of our product portfolio for a long time. Through the years, the volume of certified coffees has been growing consistently.



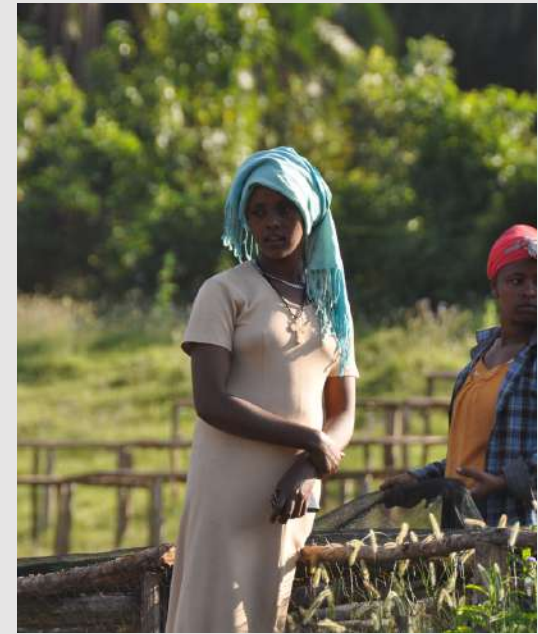
During 2022, 28% of our purchase volume was Fairtrade, Organic, and/or Rainforest Alliance certified. Here is a quick overview of our volumes split by certification:



Certifications

Other voluntary certifications schemes, such as **Certifica Minas** and **CAFÉ Practices** are also part of our portfolio.

Being well aware that women coffee farmers do not have their own voluntary certification scheme, List + Beisler consistently supports their dedicated work in the coffee value chain. Despite facing challenges such as limited education and lack of financial resources, **women coffee farmers** play a crucial role in coffee production. They contribute to local and national economies by producing high-quality coffee through planting, harvesting, processing, and exporting. Supporting and empowering women in coffee farming is essential for sustainable production and gender equality.



#3

COFFEE KNOWLEDGE

Knowledge is the key to unfold the full potential of the coffee industry, especially when it comes to the development of smallholder coffee farmers, farmer associations, and cooperatives in coffee-producing countries. By prioritizing accessible knowledge creation and dissemination, we empower these stakeholders with valuable insights, techniques, and innovative practices. This enhances their productivity and efficiency and fosters sustainable agricultural practices that preserve the environment and ensure long-term viability.

Sharing knowledge equips farmers with the tools to adapt to changing climatic conditions, improve crop quality, and productivity. It cultivates a culture of collaboration, empowering farmer associations and cooperatives to collectively address challenges, share resources, and amplify their impact. Ultimately, knowledge becomes a catalyst for growth, prosperity, and equitable development in the green coffee industry, bridging the gap between information and transformation.

At List + Beisler, we like to focus on projects that make a big difference. That's why we've teamed up with the **International Trade Centre (ITC)**, which is part of the **United Nations (UN)** and the **World Trade Organization (WTO)**. Together, we're working to improve the coffee industry by promoting sustainable and up-to-date practices, all the way from growing the coffee tree to serving the coffee in your cup.



The fourth edition of "**The Coffee Guide**" from the **International Trade Centre** (ITC) represents a significant milestone towards systemic change and knowledge dissemination in the coffee community. This comprehensive guide is a testament to ITC's and List + Beisler's commitment to equipping coffee stakeholders with the essential knowledge and tools for sustainable development.

By combining in-depth research, practical insights, and industry expertise, this edition serves as a valuable resource for all actors within the coffee value chain. It addresses the challenges faced by coffee producers, farmer associations, and cooperatives and provides innovative solutions and best practices for improving productivity, enhancing quality, and accessing international markets.

Through its meticulous approach to knowledge dissemination, the guide empowers coffee communities worldwide, fostering collaboration, encouraging sustainable practices, and driving positive change. It catalyzes transformative growth, bridging the gap between theory and practice and creating opportunities for shared prosperity in the coffee industry.



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ALLIANCES
FOR ACTION



The Coffee Guide

Coffee Knowledge

This fourth edition of **The Coffee Guide** has been translated into four languages (Spanish, Portuguese, French, and Amharic) and was downloaded over 23,000 times. The publication is free and can be downloaded by scanning the QR code below.

List + Beisler continues its tight collaboration with **ITC** and the expert network created through the development of The Coffee Guide. Workstreams on circular economy in the coffee world, mapping global projects on coffee sustainability and aggregating data into different coffee quality categories.



Additionally, List + Beisler avidly supports World Coffee Research (WCR). This fantastic organization plays a pivotal role in shaping the future of the coffee industry through its invaluable contributions.

As a global research and development organization, WCR is dedicated to addressing the challenges faced by coffee farmers and ensuring the long-term sustainability of coffee production. By conducting cutting-edge research, WCR generates knowledge on coffee genetics, agronomy, disease resistance, and climate change adaptation. This knowledge equips coffee stakeholders with the tools and insights needed to overcome productivity constraints, improve coffee quality, and enhance resilience in the face of environmental and economic pressures.

WCR's collaborative approach fosters partnerships with industry players, farmer organizations, and scientific institutions, facilitating the exchange of ideas and accelerating innovation. This is why List + Beisler and many of our roasting partners invest in the work of World Coffee Research. The coffee community invests in its own future, ensuring a vibrant, thriving, and sustainable industry for generations to come.



#4 SOCIAL RESPONSANBILITY

The Quick Relief Fund

"Life is what happens to you while you're busy making other plans." said John Lennon. And we all know what he meant with this sentence. Nobody is looking for natural disasters or pandemics. This is precisely why List + Beisler has installed a quick relief fund to effectively respond to natural calamities like hurricanes, floods, mudslides, and the far-reaching impact of events such as the Covid-19 pandemic. List + Beisler's quick relief fund has emerged as a vital resource, swiftly assisting affected communities and actively contributing to the construction of schools and kindergartens in coffee-producing countries.

This fund's speedy response and flexibility ideals make it an efficient help, ensuring immediate aid, facilitating infrastructure restoration, and addressing the unique needs of afflicted farms and cooperatives. By combining rapid response capabilities with tailored support, the fund becomes a catalyst for resilience and sustainable development within the green coffee sector.

The quick relief fund has shown its speed and efficiency during the last hurricane season in Central America. It provided money for the restoration of the roof of a cooperative's dry mill damaged by the storm. Additionally, further funds were released to cooperatives in Peru when Covid-19-related lockdowns forced workers to wear masks and disinfection tools.

It is intended that List + Beisler's quick relief fund extends its impact beyond short-term relief efforts. It shall serve as a transformative force, empowering communities to rebuild and flourish over the long term. The fund promotes education as a pathway to lasting fundamental change by investing in establishing schools and kindergartens. This commitment to education creates a solid foundation for the future, equipping individuals with knowledge, skills, and opportunities.

The Quick Relief Fund

Ultimately, List + Beisler partners with roasters who are also keen to engage and help in dire situations and like to address immediate challenges while simultaneously cultivating sustainable growth and unlocking the potential of coffee-producing communities.

We are thankful for the continuous support of roasters developing rural schools and kindergartens over the years.



Segara Elementary School Project in Bensa, Ethiopia, 2019



Football field and Day Care Center at Edelweiss Estate, Tanzania, 2020



#5

L+B IN-HOUSE AND LOGISTICS

Diversity, Equity, and Inclusion Strategy

List + Beisler, as a company, is committed to becoming more **sustainable and inclusive**, recognizing the significance of both environmental stewardship and workforce diversity. We understand that a diverse and inclusive workforce brings together a range of perspectives, experiences, and talents, fostering innovation and creativity.

By actively promoting diversity and inclusivity in our hiring practices and workplace culture, List + Beisler ensures that every employee feels valued, respected, and empowered to contribute with their unique strengths. We recruit and promote people from a diverse pool of candidates – regardless of race, culture, gender, sexual orientation, and any other aspects.

Currently, List + Beisler has offices in three countries (Germany, USA, and Australia), with a team of more than seven different nationalities, speaking over ten languages and covering multiple cultures and educational backgrounds.

This commitment to inclusivity extends to all levels of the organization, cultivating an environment where everyone has an equal opportunity to thrive and succeed.

Furthermore, List + Beisler is dedicated to minimizing GHG emissions throughout the entire supply chain. This includes the transportation of coffee from overseas to the roaster's doorstep. By actively seeking out more sustainable transportation options and working with partners who share our environmental values, List + Beisler aims to reduce the carbon footprint associated with the transportation of coffee. This commitment aligns with our broader sustainability goals, ensuring that every step of our operations reflects our dedication to environmental responsibility.

As a company, List + Beisler continuously explores ways to reduce its overall environmental impact. We proactively seek sustainable practices and technologies to decrease GHG emissions, improve energy efficiency, and minimize waste generation. This commitment to sustainability goes beyond rhetoric theory, driving tangible actions and initiatives that positively impact the environment.

By embracing sustainable practices and continuously striving for improvement, List + Beisler sets a commendable example within the green coffee industry, demonstrating that sustainability and business success can go hand in hand.



LIST + BEISLER'S CODE OF CONDUCT AND COMPLIANCE MECHANISM

List + Beisler recognizes the significance of the **European Due Diligence on Deforestation**, which targets deforestation and forest degradation associated with commodity production and trade. As an environmentally responsible entity, List + Beisler conducts comprehensive risk assessments, implements mitigation measures, and exercises due diligence to prevent sourcing products linked to deforestation.

In addition, the firm acknowledges the importance of the **German Supply Chain Act**, which emphasizes supply chain transparency, accountability, and shared responsibility for the environment and human rights. List + Beisler complies with the Act's requirements by conducting due diligence and identifying potential risks throughout its supply chain. By doing so, the company ensures that its suppliers adhere to these sustainable standards, actively working to prevent human rights abuses, forced labor, and ecological harm. Thus, this

commitment aligns with List + Beisler's dedication to fair and ethical practices within global supply chains.

Moreover, List + Beisler has established a robust **Code of Conduct (COCRBP)** that covers various compliance aspects. This code serves as a guide for team members and stakeholders, emphasizing the company's commitment to integrity, transparency, fair competition, environmental sustainability, and social responsibility.

In summary, List + Beisler's implementation of the European Due Diligence on Deforestation, compliance with the German Supply Chain Act, and adherence to its comprehensive Code of Conduct (COCRBP) showcase the company's dedication to responsible and sustainable operations. By embracing these regulations and internal guidelines, List + Beisler ensures transparency, environmental protection, human rights adherence, and a commitment to overall social responsibility.



Want to learn more about our sustainability plans and future projects?

E-mail us at
info@list-beisler.de

If there are any issues or concerns you'd like to address, please e-mail us at
compliance@list-beisler.de



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