



Sustainability

Manifesto

2023/24

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In recent years, the conversation around coffee has often focused on the challenges it faces. Topics vary from climate change to CO2 and water footprints, low income and productivity to next generations. However, at List + Beisler, we see these challenges as opportunities for growth and transformation. We firmly believe that by collaborating closely with all stakeholders in the value chain, we can create a brighter, more sustainable future for coffee. Sustainability has progressed beyond being a responsibility—it's now a strategic decision that fuels our long-term success. By integrating sustainable practices into every aspect of our operations, we are not only protecting the planet but also enhancing the resilience and vibrancy of the coffee industry.

What once were pioneering sustainability efforts are now the standard, and this evolution is inspiring. New regulations, such as the European Union's Deforestation Regulation (EUDR), reflect the increasing emphasis on accountability and transparency in global supply chains. While challenges remain, these regulations are a reminder that our commitment to sustainability continues to drive positive change. Together, we are building a coffee industry that benefits everyone while safeguarding the future of our planet. The road ahead is full of opportunity and we are excited to play a leading role in shaping it.


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.



At List + Beisler, we believe that meaningful impact can only be achieved by working closely with all stakeholders in the supply chain.

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 developed our holistic Sustainability Program:

JOIN THE MOVEMENT





FIVE KEY AREAS OF ACTION:

1. 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.

2. Certifications & Compliance



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

3. 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**.

4. 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.

5. L+B Work Culture



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.



All our efforts are fully aligned with the **United Nations Sustainable Development Goals**, the **European Due Diligence on Deforestation**, and the **German Supply Chain Act**, all of which are integral to our **Code of Conduct for Responsible Business Practices**.

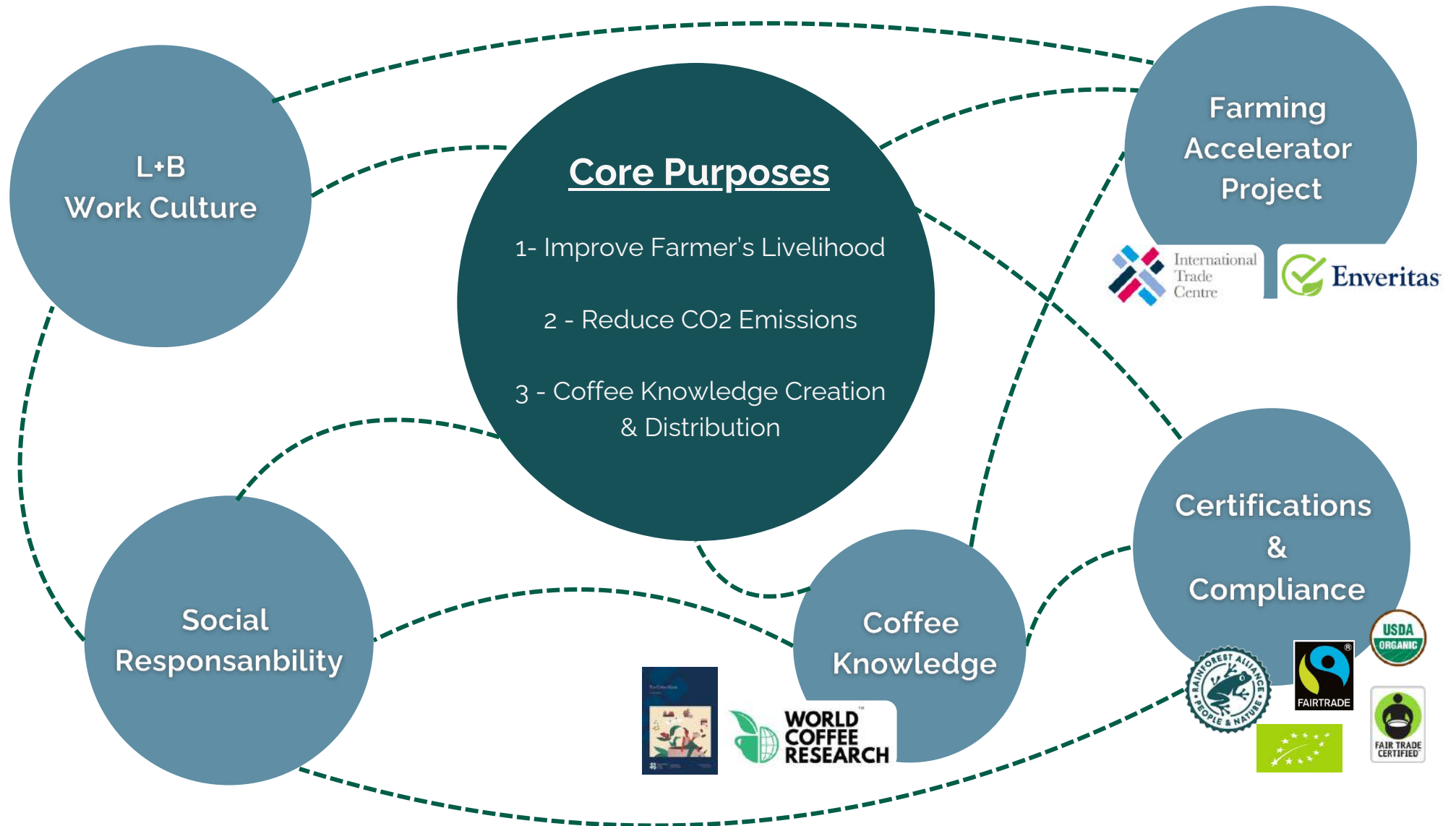




JOIN THE MOVEMENT



sustainability web



Deep-dive into the five key areas of



#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



International
Trade
Centre



Enveritas



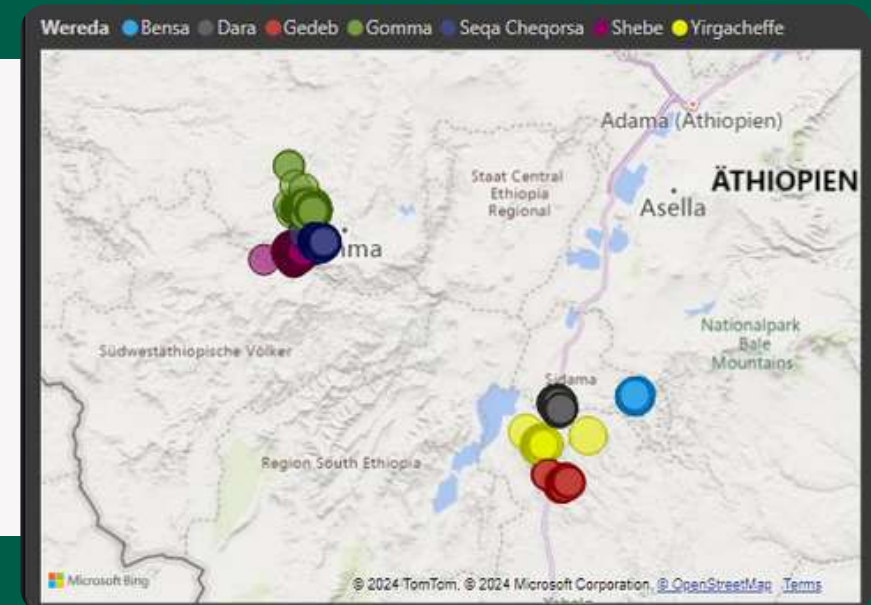
The Farming Accelerator project philosophy is based on partnerships. Together, we are training 5,000 smallholder coffee farmers in the South and South-West of Ethiopia. **The United Nations' International Trade Centre (ITC)** has been the principal supporter of the project since its inception in late 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 organization focused on farmer training, manages the project on the ground. 180 demonstration plots are home of weekly training for farming families.



project map





Farming Accelerator Project



Farmer trainers visit the involved 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.

The Farming Accelerator Project has a holistic approach and contributes to the following SDGs:





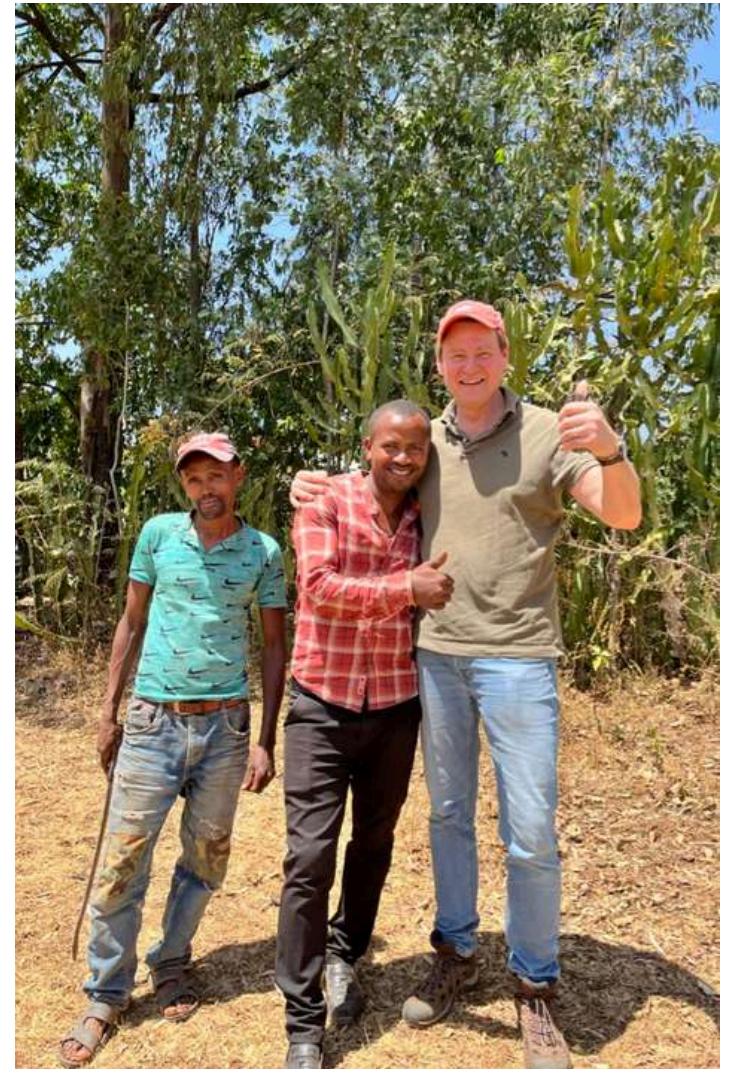
project goals

IMPROVING FARMERS LIVELIHOOD

- 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.

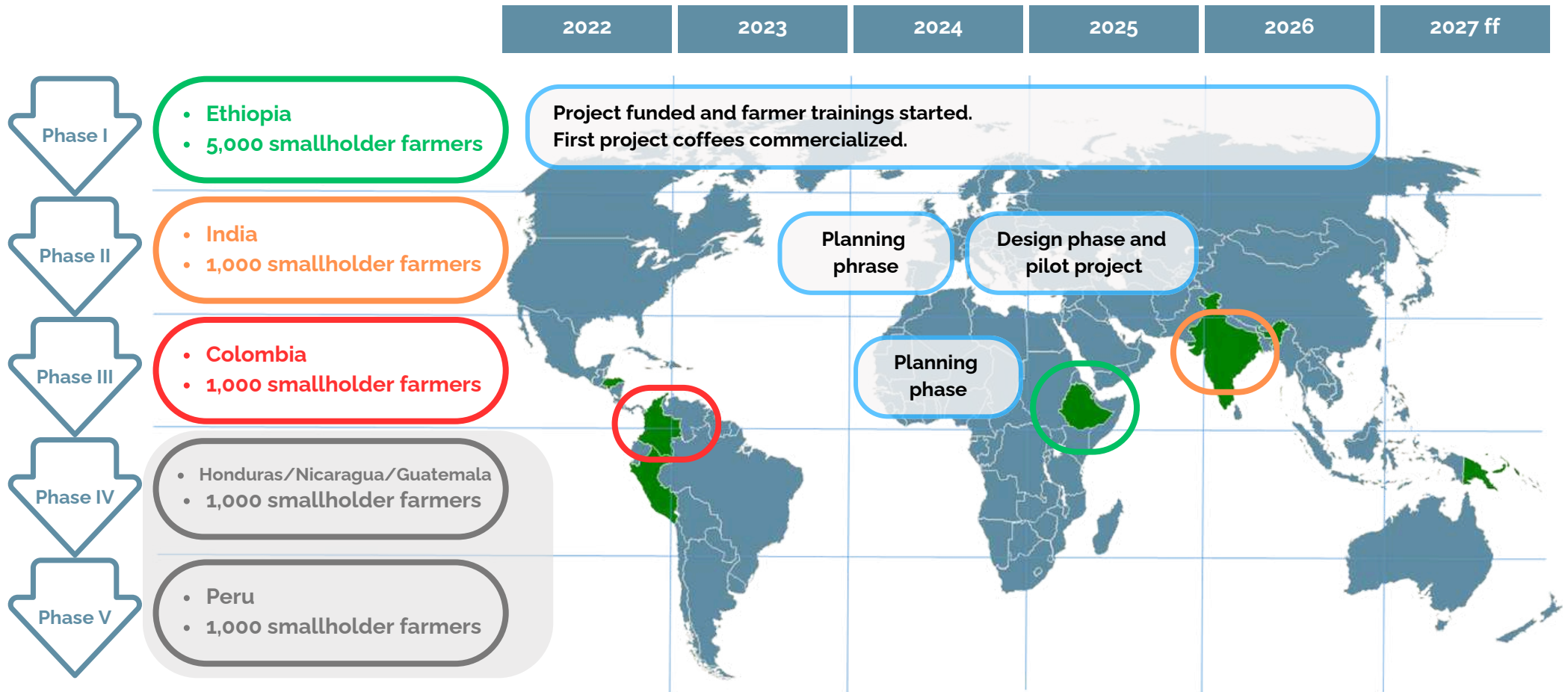
REDUCING GREEN HOUSE EMISSIONS

- 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.





project development timeline



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



Farming Accelerator Project

What is your role in the Farming Accelerator Project?

I work as a Project Manager, designing the project, developing and updating training materials and advising on the training methodology and its implementation. I am also involved in stakeholder management and follow the update and progress of the project.

What are the major achievements of the Farming Accelerator Project so far?

This is the second year since we began the project, which is more about delivering training, learning, and providing practical knowledge. It's more of a learning process, so it needs time to see results. But by now, we have trained more than 5,000 farmers and their families. We are teaching farming as a family business, encouraging all family members to attend the training, which is uncommon. This is an achievement. Government officials are happy with the type of training, as it motivates the entire family, bringing ideas to the youngest ones, letting them learn and engage in what their parents are doing. Besides this, we have seen great results with stumping. Within two to three years, productivity has increased. Farmers have better yields than before, which motivates them too.

How often do you provide trainings?

We have 14 modules and deliver trainings every month on each module, but we combine them. In the structure, we have a



Moata Raya

Farming Accelerator Project Manager

farmer trainer at the ground level. Each trainer supports up to 300 farmers, who are divided into 10 groups of around 25-30 members each. In this sense, each trainer provides one module every month to these groups. Afterward, trainers visit farmers to check on the adoption rate of the training, recording all the information digitally. We work long-term with farmers until we see tangible changes in terms of production, quality, and income.

How can others get involved and support the project?

Good question. Visibility on these issues is important. By showing the good work that is being done, we can raise funds and then be able to maintain this project, transforming it into something bigger. We need to keep promoting the project through social media and connections.

What inspires you most about the project?

When you travel to visit the project sites and you see the farmers implementing the training, that is the most rewarding. You see the changes happening right before your eyes.





Farming Accelerator Project



What is your role in the Farming Accelerator Project?

Together with Moata, we are project managers. We prepare the training modules, coaching, reporting, and oversee all activities in the field, including communication with government bodies.

What are the major achievements of the Farming Accelerator Project so far?

In the places where we started the project, the coffee trees were very old and neglected. Since we began to train farmers, things have slowly changed. Farmers are stumping their coffee trees, composting, managing weeds, bringing a lot of positive changes in our farming areas.

What are the advantages of having coffee farming as a family business?

The goal is that the whole family knows how they produce coffee and support each other. Someone can handle harvesting, another record-keeping, and tasks can be assigned. Then they learn together, they support each other, and can control the costs and income of their business.



Ansha Y. Suleiman **Farming Accelerator Project Manager**

What do you think are the main challenges for farmers in Ethiopia?

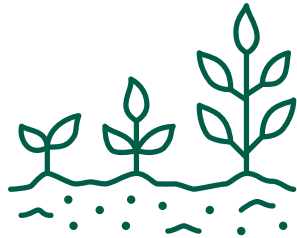
The challenges for Ethiopian farmers are huge. The first one is market access, as farmers need to be able to sell what they produce. Access to new technology is also important. I visited Colombia and saw how they managed coffee and all its by-product, including pulp and mucilage, but here, we are only using the green beans. Machinery for coffee preparation as well as road accessibility are also big challenges.

What makes you the most happy or proud about the project?

When you go to Gedeb or Agaro, we see that farmers are happy, happier than we expected. Before, they were hesitant to cut their coffee trees, now they want to do more than stumping. In Agaro, we advise them to only stump one-quarter of their land, so they still have some production. Some farmers have asked us about honey production as a business alongside coffee too. They want us to support them in trying this as well. Some are also teaching neighboring farmers, and many of them come to us for support.



Farming Accelerator Project



project in numbers

*Performance from the baseline year 2021/22 to the midline year 2022/23.
Data collected by farmer trainers via digital surveys in Ethiopia.*

- In the Southern regions of Sidama and SNNPR, growth is robust. There is significant improvement in production, sales, income, and prices, driven by enhanced agricultural practices, increased production, and sales volumes.
- In Sidama and SNNPR, coffee sales doubled, reflecting better market access and higher demand.
- In the South-West (Oromia), there was a major decline in production due to stumping practices. Production is expected to increase in the next years. The substantial growth in sales and income underscores a positive shift driven by increased sale volumes and higher prices.

REGIONAL SUMMARIES

Sidama

Production	+50.3%
547 kg → 742 kg	
Sales	+165.3%
245 kg → 649 kg	
Income (Birr)	+193.5%
93,169 → 273,412	
Prices	+16.49%

SNNPR

Production	+47.4%
450 kg → 611 kg	
Sales	+67.0%
306 kg → 511 kg	
Income (Birr)	+69.3%
117,404 → 198,805	
Prices	+11.63%

Oromia

Production	-5.8%
760 kg → 637 kg	
Sales	+101.6%
236 kg → 526 kg	
Income (Birr)	+143.5%
91,410 → 222,539	
Prices	+6.17%



project in numbers

Performance from the baseline year 2021/22 to the midline year 2022/23.
Data collected by farmer trainers via digital surveys in Ethiopia.

IMPACT OF BEST PRACTICE ADOPTION ON COFFEE PRODUCTION

BEST PRACTICE ADOPTION RATE

Business Skills	42%
Composting	46%
Integrated Pest and Disease Control	32%
Weeding	11%
Plant Nutrition	58%
Erosion Control	78%
Shade Control	88%
Rejuvenation	20%

5,231
households visited

Average Age: 42
Average Family Size: 6
Gender: 10% F, 90% M
Crop Area: 0,5 ha
Coffee Trees: 1,400
Cherry per tree: 41 kg

47%
Overall adoption rate

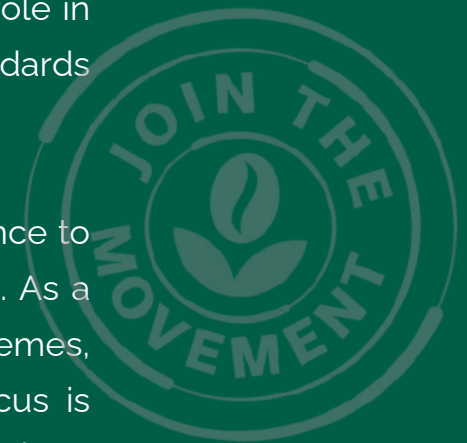
Sidama: 47%
SNNP: 52%
Oromia: 44%

#2 CERTIFICATIONS & COMPLIANCE



We are deeply committed to sourcing coffees that are produced in an environmentally responsible, socially equitable, and economically viable manner. A tool that plays a pivotal role in promoting sustainable practices to establish higher social, economic, and environmental standards in the coffee industry are certifications.

Close to it, List + Beisler has established a robust Compliance Mechanism, to ensure adherence to all necessary regulations, sustainability efforts and social and economic development goals. As a first point in this section, the report highlights our adherence to key certifications schemes, including but not limited to Fairtrade, Rainforest Alliance, and Organic. Following, the focus is shifted to our Compliance Mechanism, which includes our Code of Conduct and approach to regulations such as the EUDR.



By adhering to specific certification schemes and through a robust Compliance Mechanism, List + Beisler aligns with the following SDGs:

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.

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.



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 collab

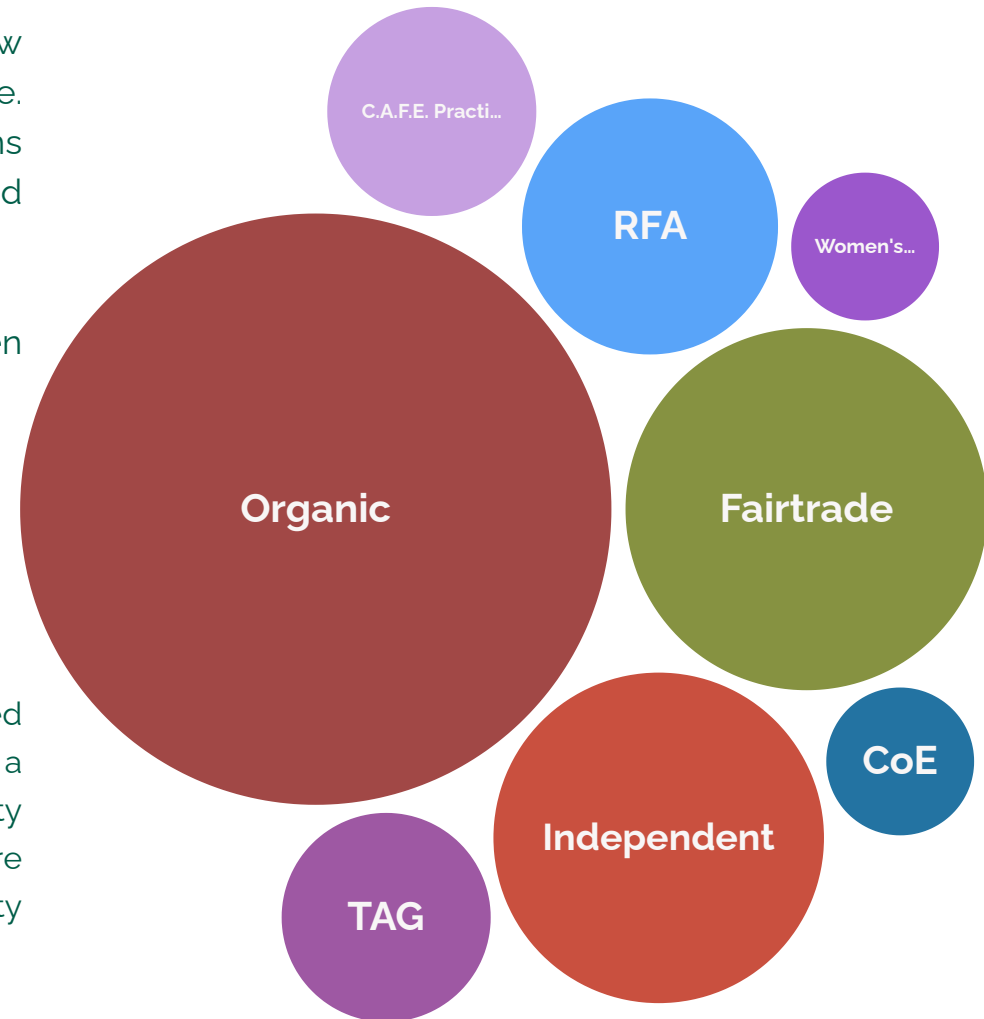
Additionally to commercializing certified coffees, we support new initiatives such as the **Taza Dorada** and **Rösthandwerk** from Fairtrade. We also act as a consulting board for the different certifications standards regarding specific questions on the coffee supply chain and commercialization process.

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.



34%

of the coffees purchased in 2023 adhere to a Voluntary Sustainability Standards (VSS), or are part of sustainability projects.



Certifications

Other voluntary certifications schemes, such as **Cerrado** and **C.A.F.E. 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.



List + Beisler's Compliance Mechanism

CODE OF CONDUCT (CoC)

The List + Beisler Compliance Mechanism has been established in line with the Due Diligence Guidance for Responsible Business Conduct, from the Organisation for Economic Co-operation and Development (OECD). A key component of the L+B Compliance Mechanism is the implementation of a robust Code of Conduct (CoC) that covers various compliance aspects, including regulations, sustainability efforts and social and economic development.

Our comprehensive CoC highlights the company's commitment to integrity, transparency, fair competition, environmental protection, and social responsibility. In other words, it underscores the company's commitment to responsible and sustainable operations. By adhering to these regulations and internal guidelines, we ensure our operations can positively contribute to society and foster economic, environmental, and social progress.



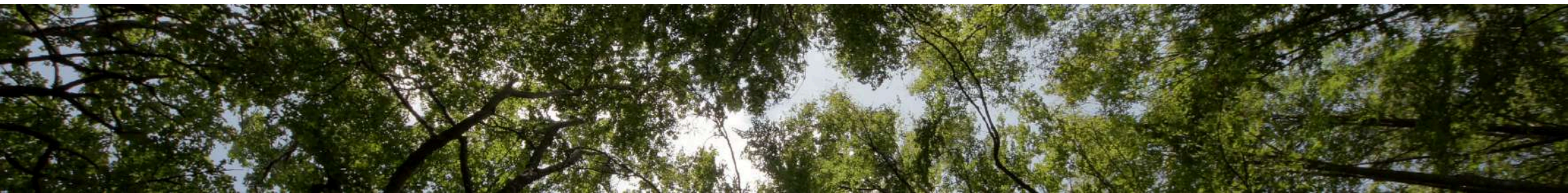
List + Beisler's Compliance Mechanism

EUROPEAN REGULATION ON DEFORESTATION FREE PRODUCTS (EUDR)

In line with new legal demands on the national and international level, the European Parliament approved the European Regulation 1115/2023 on Deforestation-free Products (EUDR), in 2023. This law seeks to ensure that commodities, including coffee, are deforestation-free and compliant with relevant national legislation of the country of production. To achieve this, we are employing advanced traceability systems that leverage satellite monitoring and blockchain technology, allowing us to track the origin and production methods of the coffee we import.

While implementing strategies that enhance global environmental sustainability are not new ground for List + Beisler, the EUDR pushes us to further strengthen our partnerships with suppliers, fostering sustainable practices throughout the entire value chain. This does not mean the road is free of challenges. The EUDR demands significant investments in compliance infrastructure and ongoing monitoring to mitigate risks. It also introduces additional administrative overhead for all value chain members – from farmers, cooperatives, exporters, importers, and roasters.

Our team at List + Beisler has been working hard since the approval of the regulation in 2023 to ensure EUDR compliant and efficient due diligence processes are in place. A special department has been set up and a compliance manager has been appointed. Thanks to these efforts, List + Beisler can assure that all imported green coffee will comply with EUDR requirements at the end of 2025.



List + Beisler's Compliance Mechanism

THE LIEFERKETTENSORGFALTPFLICHTENGESETZ (LKSG)

The *Lieferkettensorgfaltspflichtengesetz (LkSG)*, or German Supply Chain Due Diligence Act, took effect on January 1, 2023. It requires companies in Germany with over 3,000 employees (reducing to 1,000 in 2024) to ensure human rights and environmental standards are met throughout their supply chains. This law aims to prevent abuses like child labor and environmental harm, mandating that companies conduct risk assessments and implement preventive measures.

The *LkSG* has a broad impact, holding companies accountable for the practices of their suppliers globally. Non-compliance can lead to significant fines and other penalties. By enforcing these regulations, Germany aims to promote ethical business practices and set a global example for corporate responsibility. To comply with the *LkSG* (along with EUDR) we have implemented a risk management system and also use strong indicators assessed by GRAS and Enveritas. This allows us to evaluate, mitigate, and track human rights and environmental risks within our supply chains with precision.



In the pursuit of sustainability, compliance is our compass, ensuring that every step we take is not only legally sound but also ethically grounded. It is our commitment to do what is right, not just what is required.

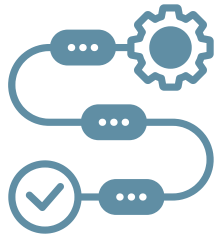
Joao Macedo
Certifications and Compliance Manager



List + Beisler's Compliance Mechanism

REGULATION ON DEFORESTATION FREE PRODUCTS (EUDR)

Key actions to meet EUDR and LkSG requirements:



Due Dillgence Procedures

We have established comprehensive due diligence processes to ensure our supply chains are free from deforestation. This involves assessing the environmental, social and economic impact of our suppliers and verifying that all sourced commodities are legally produced and compliant with the EUDR and *LkSG* standards.



Geolocation Data Collection

The collection of geolocation data of the precise areas where coffee is being produced is verified by using high resolution satellite imagery, proving that no deforestation occurred since December 31, 2020.



Supplier Engagement and Training

We are actively engaging with our suppliers to ensure they understand and comply with the EUDR and *LkSG* requirements. This includes providing training sessions and resources to help them implement all the necessary compliance practices.



Regular Audits and Monitoring

List + Beisler has instituted regular audits and monitoring processes to ensure ongoing compliance with the EUDR, *LkSG* and other regulations. These audits help us identify any potential risks in our supply chain and take corrective actions promptly.



Transparency and Reporting

List + Beisler is committed to transparency in its operations. Progress reports and compliance status are regularly shared with all business partners and sustainability reports are released on a yearly basis.



#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.

Finding and focusing our work on the highest-impact knowledge modules is paramount for List + Beisler. This is why we have partnered with the **International Trade Centre (ITC)**, a subsidiary of the **United Nations (UN)** and the **World Trade Organization (WTO)**, to enhance our reach into the coffee world and promote a sustainable and modern understanding of coffee – from tree to cup.



International
Trade
Centre





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.



International
Trade
Centre

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.



L+B Cupping Studio

Coffee Knowledge



We believe that sharing knowledge is a powerful catalyst for growth, collaboration, and innovation. In line with this philosophy, we are proud to have inaugurated our **Cupping Studio** in our headquarters in Hamburg, in 2024. This space is dedicated to fostering a deeper understanding and appreciation of coffee, offering personalized and group courses that cater to all skill levels. Beyond structured learning, this space hosts free events and cupping sessions, inviting the entire community to engage, explore, and connect. At the same time it fosters the exchange of knowledge.

By opening our doors, we aim to create a vibrant hub where knowledge is not only shared but celebrated.



"With our beautiful studio, we finally have the unique opportunity to meet the broad demand and need from our customers for service and training that goes far beyond traditional green coffee advice. In addition to various courses, this also includes support in the development and optimization of blends, creating the entire product portfolio for startups, feedback and support for roasting curves as well as sourcing suitable qualities for specific projects." - Katharina Gerasch, Head of Training & Education



#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 WORK CULTURE





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.



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 would like to address, please e-mail us at **compliance@list-beisler.de**



list-beisler.coffee



LIST + BEISLER

Premium Coffee Culture
Since 1901