



Assessing Coffee's True Sustainability

Will it overwhelm our industry?

\$1.20





Who will grow our coffee?

RELATIONSHIP COFFEE MODEL

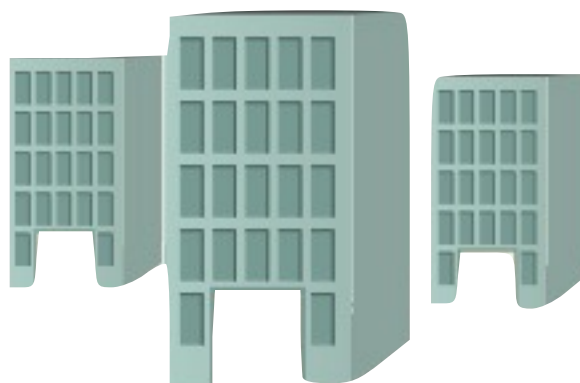
by Sustainable Harvest

Government



Philanthropy

NGO's



Financial



ACADEMIA

GOVERNMENT

FINANCIERS

NGOS

RESEARCH
INSTITUTIONS

PHILANTHROPY

CERTIFIERS

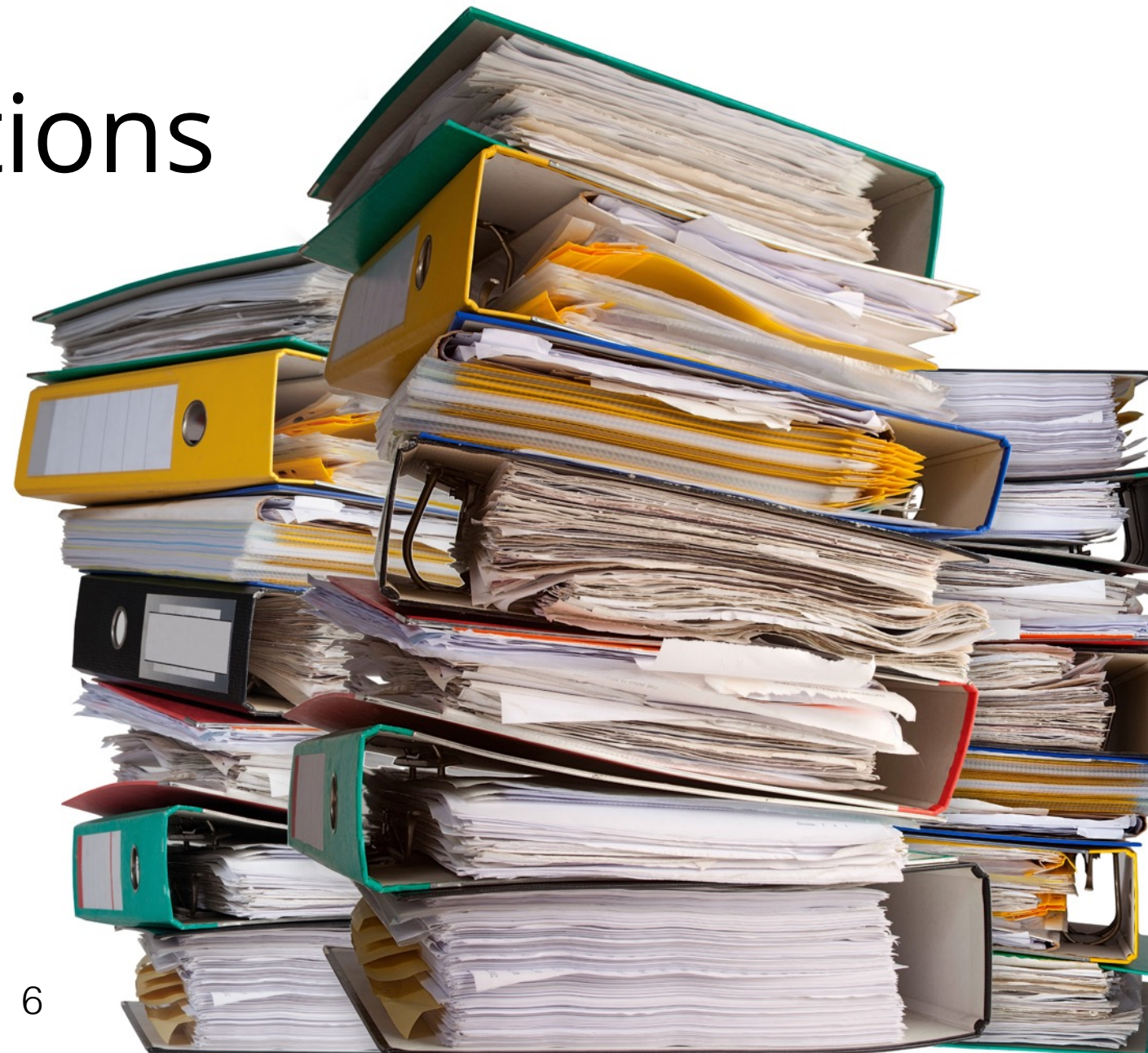
INDUSTRY ASSOCIATIONS



Third Party Certifications

Corporate Certifications

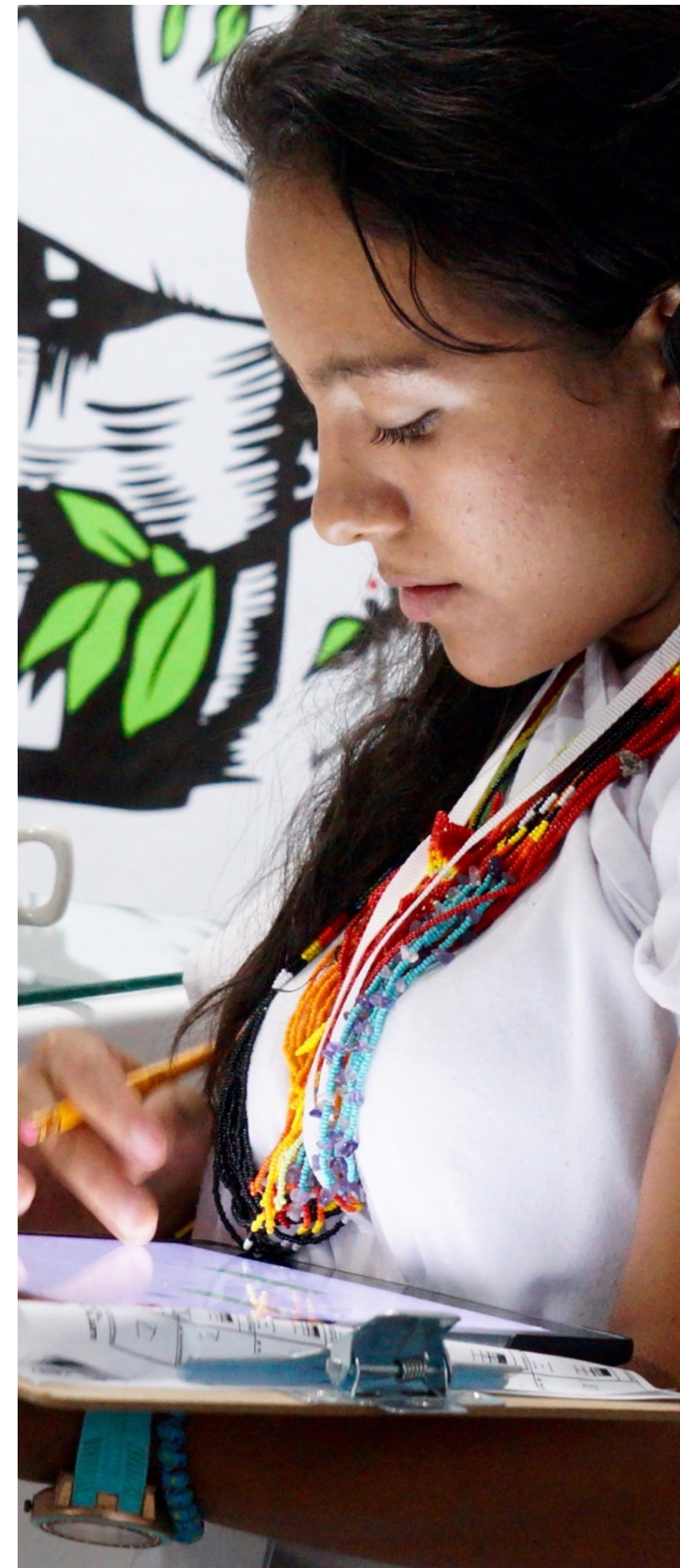
Codes of Conduct







Technology to reduce survey fatigue



BRINGING IMPACT TO SCALE

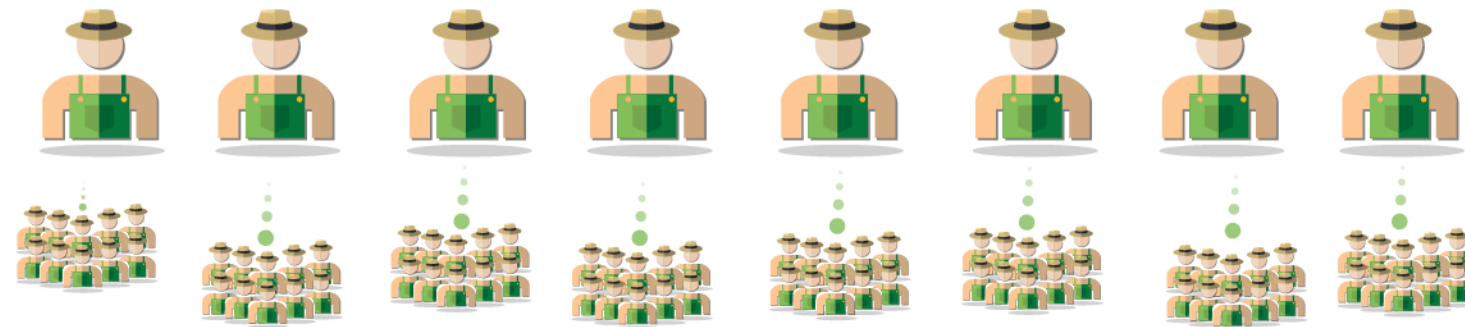
A Train the Trainers Approach

Sustainable Harvest® Agronomist, trains coffee farmers in best practices.



100% of trainees return to their communities with tools and knowledge to increase the productivity and quality of their coffee

FARMERS ARE SELECTED AS 'PROMOTERS'



SCALING THE MODEL TO REACH MORE FARMERS



What's next?



Profit Sharing



Premium Sharing Rewards

Unique program in which coffee farmers can acquire assets to improve their livelihoods

- ✓ *Farmers earn points for a variety of activities, such as implementing best agricultural practices on their farms*
- ✓ *Roasters charge a premium when they sell this coffee to consumers, and those proceeds purchase assets for the producing organization*
- ✓ *The farmers in that organization can then use their points to select the items they need most from a catalog of assets*

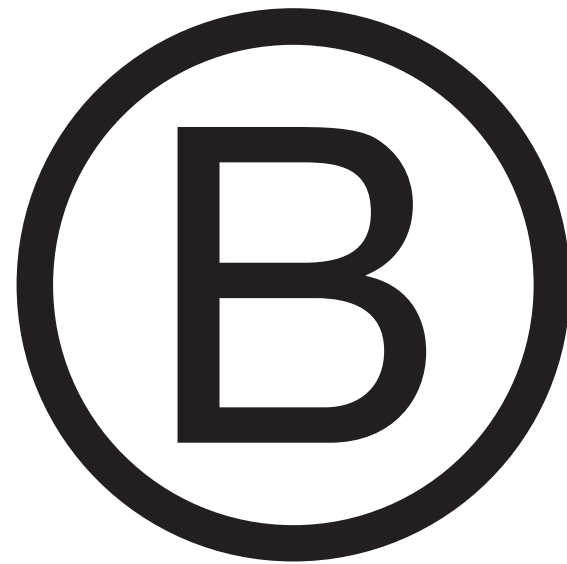
In our recently completed pilot in rural Rwanda, assets included mobile phones, pruning saws and shears, grow-it-yourself mushroom kits, and solar-powered lights. We assembled the roster of assets by listening to farmers about what they need.



SH Premium Sharing Rewards program aims to:

- ✓Strengthen the Cooperative
- ✓Build loyalty
- ✓Encourage investment in quality
- ✓Spur higher prices to the grower
- ✓Allow us to track the program's actual impact

Certified



CorporationTM

bcorporation.net

USING
BUSINESS
..... **AS A**
FORCE **FOR** **GOOD**



alfonso@sustainableharvest.com

Twitter: @SustHarv

Instagram: @SustHarv

www.sustainableharvest.com