True
Footprint

The State of Sustainability in Cocoa, Coffee and Tea

2019 Business Purpose Scorecard™ from *TrueFootprint*

Do food companies in cocoa, coffee and tea report on the impact and effectiveness of their sustainability activities and show they are delivering positive change?

We analysed the annual and sustainability reports of 24 companies in this sector. We discovered:

- Over 59% of the material indicators used for reporting are either indicators of inputs – for example how much was spent – or of outputs, for example what activities were conducted
- Only 37% of the indicators explained the outcomes – the actual results of activities; environmental outcome metrics that would make benchmarking possible are only published by a small number of companies
- 29% of companies in this sector did not publish a sustainability report
- Our analysis shows that it is possible to report outcomes for all material sustainability topics
- We conclude that companies in cocoa, coffee and tea could achieve a step-change in reporting; they do not do enough to show that they are delivering positive change.

The 2019 TrueFootprint Business Purpose Scorecard for Cocoa, Coffee and Tea

Introduction

Companies are under great pressure to make positive contributions to pressing environmental, social and economic issues. This pressure comes from the combined expectations and scrutiny of asset managers, stock exchanges, current and prospective employees and consumers (see *Box 1*). A KPMG survey of corporate responsibility reporting found that 93% of the world's 250 largest companies now publish sustainability reports. The survey also found that 75% of the largest 100 companies across 49 countries do so. Twenty years ago, the reporting rates were 35% and 24% respectively[1]. Today, a company's sustainability performance can be demanded by any of its stakeholders: their bank, insurers, supply chain partners, retailers, as well as the general public. Companies face an almost perfect storm of expectations to define their purpose and to be part of a positive change narrative.

This report follows the same format of TrueFootprint's 2019 Business Purpose Scorecards™ for other industries. Some general findings cut across all industries, but the core analysis is specific to food companies in cocoa, coffee and tea.

Business Purpose Scorecard

In this 2019 TrueFootprint Business Purpose Scorecard™ we ask: if a food company in cocoa, coffee or tea reports on its sustainability, how deep, comparable and informative is this reporting? Ultimately, our aim is to discover whether a company actually delivers positive change.

The Scorecard analyses the non-financial reporting of 24 food companies to see how they perform along two dimensions:

1. *The relevant sustainability areas they are reporting on*

2. *Whether they are reporting on the outcomes and impact of their sustainability efforts*

By analysing these dimensions we discover which companies are reporting on what really matters, and whether they are delivering true change.

Sophisticated benchmarking will, over the coming years, pick out the leaders from the laggards. Companies that are serious about achieving their purpose have the opportunity to differentiate themselves from their peers by measuring and communicating the outcomes and impact of their way of doing business.

> **Ultimately, our aim is to discover whether a company actually delivers positive change.**

[1] The Road Ahead: The KPGM Survey of Corporate Responsibility Reporting 2017 (https://home.kpmg/xx/en/home/insights/2017/10/the-kpmg-survey-of-corporate-responsibility-reporting-2017.html).

Box 1. Stakeholders Want Business to be Positive Change Agents

Investors: The Sustainable Stock Exchanges Initiative, for example, now has over 80 members. Exchanges from London to Singapore, and emerging markets in Asia, Africa and South America now provide guidance and sometimes requirements for thousands of public companies to report on their sustainability.[2]

Asset owners and managers: $89 trillion in assets are managed by the members of the UN Principles for Responsible Investment (UN PRI), and 87% of them say they consider Environment, Social and Governance (ESG) criteria in their directly managed assets.[3].

Company law: All EU-based companies with more than 500 employees are required to publish reports on their policies in relation to environmental protection, human rights, social protection and the treatment of employees, anti-corruption and board diversity. This directive now covers over 6,000 companies across the EU[4]. The UK's new corporate governance code (2018) mandates that boards define a company's purpose..

Employees: In an international survey of millennials, who are the youngest workplace cohort (those born between 1983-1994), Deloitte found that employers were 'out of step' with that generation's priorities: 39% of millennials believe that businesses should try to improve society, but only 25% think that their employers make this a priority. Only 24% of millennials think that generating profits is a priority, but 51% think that it is their employers' priority[5].

Consumers: According to a Nielsen poll of 30,000 consumers in 60 countries, 66% of global respondents were willing to pay more for sustainably produced goods (compared to 50% in 2013). Lower income groups and younger consumers are among those most willing to pay a premium for sustainability. Consumers who are closest to the problems caused by failures of sustainability, that is people in Africa, Asia, Latin America and the Middle East, are 23-29% more willing to pay a premium than consumers in rich, industrialised countries. This should be good for business, since these regions are also the fastest-growing consumer markets. Nielsen also found that consumer goods with a demonstrated commitment to sustainability grew on average more than 4% compared to less than 1% growth for those without.[6]

Lower income groups and younger consumers are among those most willing to pay a premium for sustainability

[2] See http://www.sseinitiative.org

[3] UN Principles for Responsible Investment, Annual Report 2018 (https://d8g8t13e9vf2o.cloudfront.net/Uploads/g/f/c/priannualreport_605237.pdf).

[4] https://ec.europa.eu/info/business-economy-euro/company-reporting-and-auditing/company-reporting/non-financial-reporting_en

[5] 2018 Deloitte Millennial Survey: Millennials disappointed in business, unprepared for industry 4.0 (https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-2018-millennial-survey-report.pdf)

[6] https://www.nielsen.com/us/en/press-room/2015/consumer-goods-brands-that-demonstrate-commitment-to-sustainability-outperform.html

The first reason for focusing this Scorecard on food companies in cocoa, coffee and tea is that these commodities are part of the daily diet of much of humanity. In a sense, these commodities unite people across geographies and social class. Tea is said to be the second most consumed beverage after water. And well over 2 billion cups of coffee are consumed daily. Only cocoa is consumed disproportionately in rich, industrialised countries[7]. Forecasts project steady growth in the coming years for all three commodities.

The second reason for this focus is that a lot of people depend on these three crops. Although there are no definitive numbers, millions of people farm tea or earn a living from picking it; in Kenya alone, 3 million families depend on tea farming[8]. 40-50 million people depend on cocoa to earn a living[9]. And about 125 million depend on coffee for their livelihood. In this sector, the overwhelming majority of farmers are smallholders. Two thirds of coffee is grown on farms with less than two hectares of land. Over 90% of cocoa is grown on small farms.

The farming of these commodities is concentrated in a small number of countries:

- Three countries account for 70% of black tea production: India, Kenya and Sri Lanka[11]
- Two countries account for 60% of cocoa production: Côte d'Ivoire and Ghana[12]
- Coffee is grown in more than 70 countries, but four countries produce 66% of production: Brazil, Vietnam, Colombia, Indonesia[13]

For food companies in cocoa, coffee and tea two pressing sustainability risks stand out: farmers are getting old and climate change may limit where these crops can grow:

- In East Africa the average age of coffee farmers is around 60 and in Colombia around 57 – regions where 60% and 40%, respectively, of the population is below 24 years old[14]
- In Ghana the average age of the cocoa farmer is 55 – a country where the average life expectancy is 63 and 55% of the population is under 24 years.[15]

The unwillingness of young people to become farmers is a major threat to the future supply of these commodities.

The second threat is climate change:

- Changes in climactic conditions may already be affecting production and the taste of coffee; research indicates that production could fall by as much as 60% in Brazil and 70% in Southeast Asia by 2050[16]
- Tea is very sensitive to growing conditions; the UN's Food and Agricultural Organisation advises tea producing countries to now consider climate change as part of their national tea development strategies[17]
- Cocoa production is already being impacted by changes in weather patterns, with some regions in West Africa now deemed unsuitable for cultivation[18].

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7 http://datatopics.worldbank.org/consumption/product/Coffee,-Tea-and-Cocoa
8 https://www.rainforest-alliance.org/articles/kenyan-tea-farmers-switch-to-renewable-energy
9 There is consensus on this figure between an industry-led group (http://datatopics.worldbank.org/consumption/product/Coffee,-Tea-and-Cocoa) and an NGO (https://www.fairtrade.org.uk/en/farmers-and-workers/cocoa/about-cocoa)
10 http://www.fairtrade.org.uk/Farmers-and-Workers/Coffee
11 http://www.fao.org/3/y5143e/y5143e0z.htm
12 http://www.fairtrade.org.uk/Farmers-and-Workers/Cocoa
13 http://www.ico.org/
14 https://www.cia.gov/library/publications/the-world-factbook/
15 https://www.ft.com/content/d9cb0d1c-26e7-11e5-bd83-71cb60e8f08c and http://hdr.undp.org/en/countries/profiles/GHA and https://www.cia.gov/library/publications/the-world-factbook
16 https://www.bbc.co.uk/news/resources/idt-fa38cb91-bdc0-4229-8cae-1d5c3b447337
17 https://www.beveragedaily.com/Article/2018/05/30/Tea-production-rises-but-FAO-warns-of-climate-change-threat
18 https://www.rainforest-alliance.org/article/preparing-cocoa-farmers-for-climate-change

These two risks – ageing farmers and climate change – are symptomatic of a need to address underlying problems. Under the right conditions, coffee farms could become 'carbon sinks' trapping CO_2.

At present, up to 90% of the climate impact from each cup of coffee comes from farming. This underscores the urgency of changing growing practices. But to achieve such change, cultivation must also attract young growers and must therefore hold the promise of a future and decent living.

Goal

TrueFootprint set out to look at how food companies in cocoa, coffee and tea report on sustainability
The question we ask is, how meaningful is the reporting and is it capturing the data that really matters?

Method

There are numerous standards and frameworks food companies can use for their reporting[19]. As a result of these many options, there is not much consistency between companies on the categories against which they choose to report. TrueFootprint suggests a simplified framework that can be used across a range of industries.

First, we use the framework provided by the Sustainable Development Goals (SDGs), the standard that has the most universal application and consensus. The 17 SDGs are the closest thing we have to a global standard. The world's governments, including local governments, are committed to them. The SDGs are also truly global in that they apply to every country, irrespective of its level of development. Moreover, over 70% of companies surveyed by PWC last year mention the SDGs in their reporting[20].

Since companies almost never report systematically against all SDGs we use a simplified framework by grouping the 17 SDGs under 5 headings: the: the '***5 Ps of Business Purpose***'[21]:

- **People** covers health and safety, gender and inclusivity
- **Planet** is the use of water, land, ecosystems, and power as well as emissions and pollution
- **Partnerships** is engagement with local communities, especially to help them meet their basic needs
- **Prosperity** captures the economic and financial benefits that can arise from the business; and finally
- **Peace** includes conflict with communities and indigenous peoples, corruption and ethics, as well as human rights and respect for the rule of law

We suggest that the 5 Ps provide a useful framework for reporting with purpose and that companies are well advised to take a multifaceted approach to corporate responsibility. A scandal in one area (for example incidences of child labour in cocoa farming or poverty among tea pickers) can easily undermine achievements in other areas.

[19] These include the Global Reporting Initiative, the UN Global Compact, the IFC Performance Standards, the Sustainable Development Goals, the UN Guiding Principles on Business and Human Rights, the OECD Guidelines for Multinational Enterprises, and reference to numerous certification schemes like Utz, Fairtrade, Forest Stewardship Council, and others.

[20] https://www.pwc.com/gx/en/services/sustainability/sustainable-development-goals/sdg-reporting-challenge-2018.html. The Norwegian sovereign fund, which is invested in over 9,000 companies, published its perspective on the SDGs last year: \
https://www.nbim.no/contentassets/092e192d14d34d8eaf6110b75a27977c/nbim_amp_1_18_the-sdgs-and-the-gpfg.pdf

[21] This 5 Ps approach is already in use by some companies, for example Belgian retailer Colruyt:
https://issuu.com/colruytgroup/docs/colruyt_group_sustainability_report?e=29882345/63482505.

Matching the 17 SDGS to the 5 Ps of Business Purpose:

People

Planet

Peace

Partnerships

Prosperity

Ultimately, the most important question is whether a company actually delivers positive change.
In order to answer this, we check to what extent a company reports:

- **Inputs:**
  how much was spent on any given set of activities, how many people were employed, natural-resource and energy inputs
- **Outputs:**
  activities conducted to advance sustainability performance
- **Outcomes**:
  the direct measurable effects of activities and the rate of improvement against set targets; changes in outcomes are usually attributable to specific activities
- **Impacts:**
  the ultimate measurable effects that are a combination of inputs, outputs and outcomes; they can be both positive and negative; some impacts are multi-causal so they may not be solely attributable to a single set of inputs or activities.

These distinctions tell us about the depth and the quality of corporate reporting.

Within a single industry – food companies in cocoa, coffee and tea in this case – inputs, outputs, outcomes and impacts are comparable, with the companies all doing roughly the same thing. If we compare different business sectors or companies within a single supply chain, one company's input will be another company's output. For example, energy is an input for a food company, but it is the output of an energy producer. Furthermore, an energy supplier that delivers 100% renewable energy may also be helping the food company achieve improvements in their overall GHG emissions 'impact'. Similarly, a consultant or technology provider that helps to achieve a major production efficiency gain is delivering an output that produces an outcome improvement for their customer.

For example, a company may donate labour and construction materials (inputs) for the building of ten new schools that are designed for 3,000 children in the local community (the output). But are all these children attending the schools? Are teachers teaching and are the children learning? These are all outcomes and they are measurable.

In turn, a large food brand commits to source 100% of its black tea, cocoa, coffee, and palm oil from certified sources. It has met those targets for all commodities except cocoa, which is only 40% certified. These numbers will look encouraging on an annual report. But certificates are outputs, not outcomes. The certificate does not reveal what is actually happening on the ground, for smallholders and their communities, or for biodiversity and the environment.

In this first cocoa, coffee and tea Scorecard we analyse the annual and sustainability reports of 24 food companies to see how they perform along the two dimensions identified above: first, what categories do they report under, and, second, do they report on the outcomes and impact of their investments?

Cocoa, Coffee, Tea Companies Analysed for the 2019 Business Purpose Scorecard™:

COMPANY NAME	HEADQUARTERS	COMPANY NAME	HEADQUARTERS
Associated British Foods	UK	Mondelez International	USA
Barry Callebaut	Switzerland	Nespresso	Switzerland
Camellia	UK	Nestlé	Switzerland
Ferrero	Italy	Paulig Group	Finland
Hershey	USA	Ritter Sport	Germany
Illy	Italy	Starbucks	USA
Keurig Green Mountain	USA	Strauss Group	Israel
Lavazza	Italy	Tata Global Beverages	India
Lindt & Spruengli	Switzerland	Tchibo	Germany
Löfbergs Coffee Group	Sweden	Toms	Denmark
Mars	USA	Unilever	Netherlands/UK
Massimo Zanetti Beverage Group	Italy	Whitbread	UK

Some of these companies are large corporations, where cocoa, coffee or tea are only part of their portfolio of brands[22]. Even when that is the case, these brands have a tendency to be major profit centres.

The reporting period covers the most recent annual and sustainability reports. For the majority of the companies this is 2017 and 2018, but in some rare cases the most recent report goes back further.

Findings

How well do the companies perform? Do they tend to report on just inputs and outputs, or do they pay equal attention to outcomes and impact?

Of the 24 companies we analysed nearly 30% produce no sustainability reporting – or reports that contain no substantive content. A statement that lists the number of farmers the company sources from or the tonnes of cocoa they purchased last year is not a sustainability report. Two companies produced their first sustainability report in the last two years. By contrast, in the mining industry we have found reporting to be 100% among large companies. Why might this be the case? The food companies in cocoa, coffee and tea are all consumer facing, so they should in theory face similar public pressures. One explanation is that 70% of the companies that fail to report are privately held – as are the two companies that only recently started reporting. The failure to report does not mean these companies are worse than others – it simply means that stakeholders have no means of assessing their performance.

Of the 24 companies we analysed nearly 30% produce no sustainability reporting

We found that across the companies that did report on their sustainability, 59% of the material indicators used consisted of input and output indicators; 37% of the indicators were outcome indicators, and only 4% of the total were impact indicators (Table 1). Food companies in cocoa, coffee, tea reported with an average of 31 material indicators.

We found that 59% of the material indicators used consisted of input and output indicators; 37% of the indicators were outcome indicators, and only 4% of the total were impact indicators (*Table 1*).

[22] Nespresso is part of Nestlé. It is listed separately because Nespresso produces its own sustainability report.

Table 1. Cocoa, Coffee, Tea Reporting

CROSS-INDUSTRY INDICATORS	INPUTS	OUTPUTS	OUTCOMES	IMPACT
Number of material indicators	87	344	269	32
Percentage	11.9%	47.0%	36.7%	4.4%

Our analysis has also enabled us to compile a state-of-the-art Scorecard that combines the best-practice reporting indicators found across the industry. We picked key material indicators derived from annual and sustainability reports, identifying a total of 237 material indicators in current use.

The state-of-the-art Scorecard represents the current collective wisdom of the industry. It shows that with an average reporting of 31 material indicators, the average food company only reports a fraction of what it could be reporting to give a full picture of its sustainability performance:

Table 2. Cocoa, Coffee, Tea State-of-the-Art Indicators

STATE-OF-THE-ART INDICATORS	INPUTS	OUTPUTS	OUTCOMES	IMPACT
Number of material indicators	21	123	86	7
Percentage	8.9%	51.9%	36.3%	3.0%

Why does all this matter? And does this analysis tell us anything useful we need to know about the actual sustainability impact of the industry?

A company can report how much it spent on improving its water usage or on its carbon footprint (inputs), and that it rolled out its new policy across 70% of its processing plants (an output). But supply chain partners and major institutional investors really want to know how efficient they are (for example how much water or energy they use per tonne of roasted coffee, an outcome indicator), and ultimately the effect on their total greenhouse gas emissions (GHG) (the impact).

Another illustration is the use of responsible sourcing and fair trade certificates, which are widely used by food companies in cocoa, coffee and tea. Market leaders include Utz-Rainforest Alliance, Fairtrade, Forest Stewardship Council - and the Roundtable on Sustainable Palm Oil, since palm oil is often used in chocolate products. Even a highly-regarded certificate is an output, not an outcome or an impact. In a separate analysis we have found that responsible and ethical sourcing certification organisations actually under-perform agribusiness and food companies in the quality and depth of their own outcome and impact reporting. If a food company is serious about reporting its sustainability it cannot rely on certification to actually know whether it is making a contribution towards net positive, neutral, or negative outcomes and impacts.

Hallmarks of transparency

Outcomes and impacts may be positive or negative. It is a hallmark of a company's transparency and accountability that it is willing to report negative as well as positive data. A death is always negative. But an improvement in the fatality or injury rate is positive news. Similarly, while GHG emissions are negative, an improvement in efficiency per tonne of agricultural product produced can be a powerful step in a positive direction.

Outcome and impact indicators also gauge effectiveness. Outcome indicators make meaningful comparisons between companies possible, whereas an input or an output may simply be a function of size. Prime examples are the total recordable injury frequency rate and the total recordable injury rate. These rates concern the number of fatalities, lost time injuries, substitute work, and other injuries requiring treatment by a medical professional, often measured per two hundred thousand hours worked. Irrespective of company size these are roughly comparable outcomes. So is the gender pay gap, or the percentage of women and the percentage of local hires at various levels of management and the board of a company.

When the outcome and impact are combined with inputs and output data this gives an indication of efficiency. How much resource was required to achieve a particular end?

Teams whose key performance indicators (KPIs) consist in the main of inputs and outputs are not being assessed for the efficiency and effectiveness of their work. Our analysis suggests that a step-change in reporting – and therefore also in results – is a relatively easy win because good practices are already being implemented within the industry. What is missing is systematic implementation since there are pockets of best-practice spread across the industry.
We think it is possible – and highly desirable – to achieve a better balance between the indicators. This includes those categories of reporting where outcome and impact measurement are the weakest.

To have a better appreciation of where there is more settled good practice and where there is ample room for improvement, we break down the indicators into the *5 Ps of Business Purpose*:

Table 3. *5 Ps* Scorecard of Scorecard of Cocoa, Coffee, Tea Sustainability Reporting

CROSS-INDUSTRY 5 Ps ANALYSIS	INPUTS	OUTPUTS	OUTCOMES	IMPACT
People	**26** (14%)	**42** (23%)	**114** (63%)	**0** (0%)
Planet	**45** (17%)	**69** (26%)	**125** (46%)	**31** (11%)
Partnerships	**10** (7%)	**122** (86%)	**10** (7%)	**0** (0%)
Prosperity	**6** (7%)	**65** (76%)	**13** (15%)	**1** (1%)
Peace	**0** (0%)	**46** (87%)	**7** (13%)	**0** (0%)

A finding that stands out from *Table 3* is that out of 24 food companies directly employing more than 1.3 million people, who source from millions of farmers and smallholders, there are virtually no material indicators for prosperity. A combined total of 62% of all indicators are in the People category (mainly for health and safety) or the Planet category. Food companies do far less reporting on Partnerships with communities in which they operate (19% of the total), on Prosperity (only 12%) and Peace (only 7%).

Zooming in on the Planet indicators, almost no food company reports whether their sourcing or production has a net negative, neutral or positive effect on soil quality and erosion, on water or effluents. The large food companies tend to report their total GHG emissions, but only some report their emissions as a ratio of their outputs, for example as kg of CO_2 per metric tonne of produce, or as kg of CO_2 per $1,000 of external sales.

Around 80-90% of the climate impact from each cup of coffee comes from farming, not processing or roasting. Yet changes in the efficiency of farming are not being reported.

When we look at the state-of-the-art Scorecard (*Table 4*) that picks out the best material indicators in current use across the industry the balance between the categories is better. While there are still only 21% for Prosperity, there are 14% of indicators for Peace.

> **The large food companies tend to report their total GHG emissions, but only some report their emissions as a ratio of their outputs, for example as kg of CO_2 per metric tonne of produce, or as kg of CO_2 per $1,000 of external sales.**

Table 4. *5 Ps* Scorecard Based on Cocoa, Coffee, Tea State-of-the-Art

STATE-OF-THE-ART *5Ps*	INPUTS	OUTPUTS	OUTCOMES	IMPACT
People	**3** (6%)	**18** (35%)	**31** (60%)	**0** (0%)
Planet	**8** (11%)	**27** (38%)	**31** (43%)	**6** (8%)
Partnerships	**5** (10%)	**36** (72%)	**9** (18%)	**0** (0%)
Prosperity	**4** (12%)	**19** (58%)	**9** (27%)	**1** (3%)
Peace	**1** (3%)	**23** (77%)	**6** (20%)	**0** (0%)

Financial institutions often have a preference for the ESG terminology, which stands for Environment, Social and Governance. The 5 Ps of Business Purpose can also be mapped against ESG reporting standards, where E = Planet, Social = People + Partnerships + elements of Prosperity, and Governance = some dimensions of People, especially gender distribution on boards, and some aspects of Peace.

If we analyse the food companies industry using the ESG framework we find that the categories of reporting for the Environment and the Social are quite well balanced, but that Governance reporting is lopsided, with 87% of its indicators being output indicators.

Table 5.ESG Analysis of Cocoa, Coffee, Tea

ESG ANALYSIS	INPUTS	OUTPUTS	OUTCOMES	IMPACT
Environmental	**45** (17%)	**69** (26%)	**125** (46%)	**31** (11%)
Social	**42** (10%)	**229** (56%)	**137** (33%)	**1** (0%)
Governance	**0** (0%)	**46** (87%)	**7** (13%)	**0** (0%)

Positive Trends

Some of the trends we are observing in cocoa, coffee and tea make us hopeful:

- With just two exceptions, all food companies in cocoa, coffee and tea with an annual turnover of more than $1 billion now produce regular sustainability reports
- Food companies in cocoa, coffee and tea, with an average of 31 material indicators per report, do much better than agribusiness, which only reports an average of 17 indicators
- A development with far-reaching implications is that many companies now have full traceability to the producing areas for much of the raw material they source. One company now has over 99% plantation-level traceability for its palm oil sourcing. Once a commodity traceability system has been established it is possible to build on this to track other sustainability metrics
- The most important trend is how openly some companies communicate the strategic imperative of sustainability, specifically the urgency of addressing the risks posed by climate change and the ageing population of farmers

See *Appendix 1* for the 2019 TrueFootprint Business Purpose Scorecard for food companies in cocoa, coffee and tea.

Our analysis has also enabled us to divide the 24 companies in this Scorecard into 4 bands according to the depth and detail of their sustainability reporting. Since the Scorecard is not a league table, these findings are not published as part of this report.

Considerations

Based on the 2019 TrueFootprint Business Purpose Scorecard, here are a few things to consider:

A certificate is an output, not an outcome: There are hundreds of certification schemes for agricultural products around the world, and less than a dozen that are widely used by major brands. Even if your cocoa, coffee or tea is certified as being responsibly sourced this does not mean that your underlying sustainability risks are being addressed.

Sustainability requires a holistic approach: The twin challenges of adapting production to climate change and its reducing its environmental footprint, as well as attracting the next generation into the farming profession, can only be achieved if growers are beneficiaries as well as the drivers and owners of this change. This is at present the weakest aspect of cocoa, coffee, tea sustainability reporting. A step-change is possible if rural communities are empowered to drive this change and they are rewarded for the results they achieve.

Food companies can achieve a step-change in trust with consumers: Scandals in recent years about tainted ingredients, the environmental footprint of palm oil, soy, cotton, and wood, and the social conditions of workers that grow cocoa, coffee and tea have dented trust in some of the world's most valuable brands. Telling a fresh, transparent and impactful story along the various dimensions of key SDGs is an opportunity for food companies to support brands in renewing trust and creating a positive link between consumers and producers.

About TrueFootprint

TrueFootprint has developed the first bottom-up impact verification solution. Our approach is scalable, low-cost and empowers communities to take ownership of the solutions to improve their lives.

We help companies report the outcomes and impact of their business and operations and to increase the return on investment of their sustainability projects. We achieve this through a unique combination of technology and community engagement. We work with the beneficiaries of a company's sustainability projects: your employees and the communities where you operate.
Our technology empowers these people to collect data and to take ownership of the investments.
The people at the base of supply chains deliver the outcome data on your investments because it works for them. It's good for them and it's good for your business.

TrueFootprint builds upon 15 years of pioneering experience in bottom-up monitoring of public projects and development projects worth over $1B in a dozen countries in Africa, Asia and the Middle East.

TrueFootprint is supported by a team of advisors and associates with decades of experience in agriculture, responsible sourcing, mining, technology, product development, business integrity, compliance, consumer reviews, finance, asset management, sustainability, climate change, international development, and economics.

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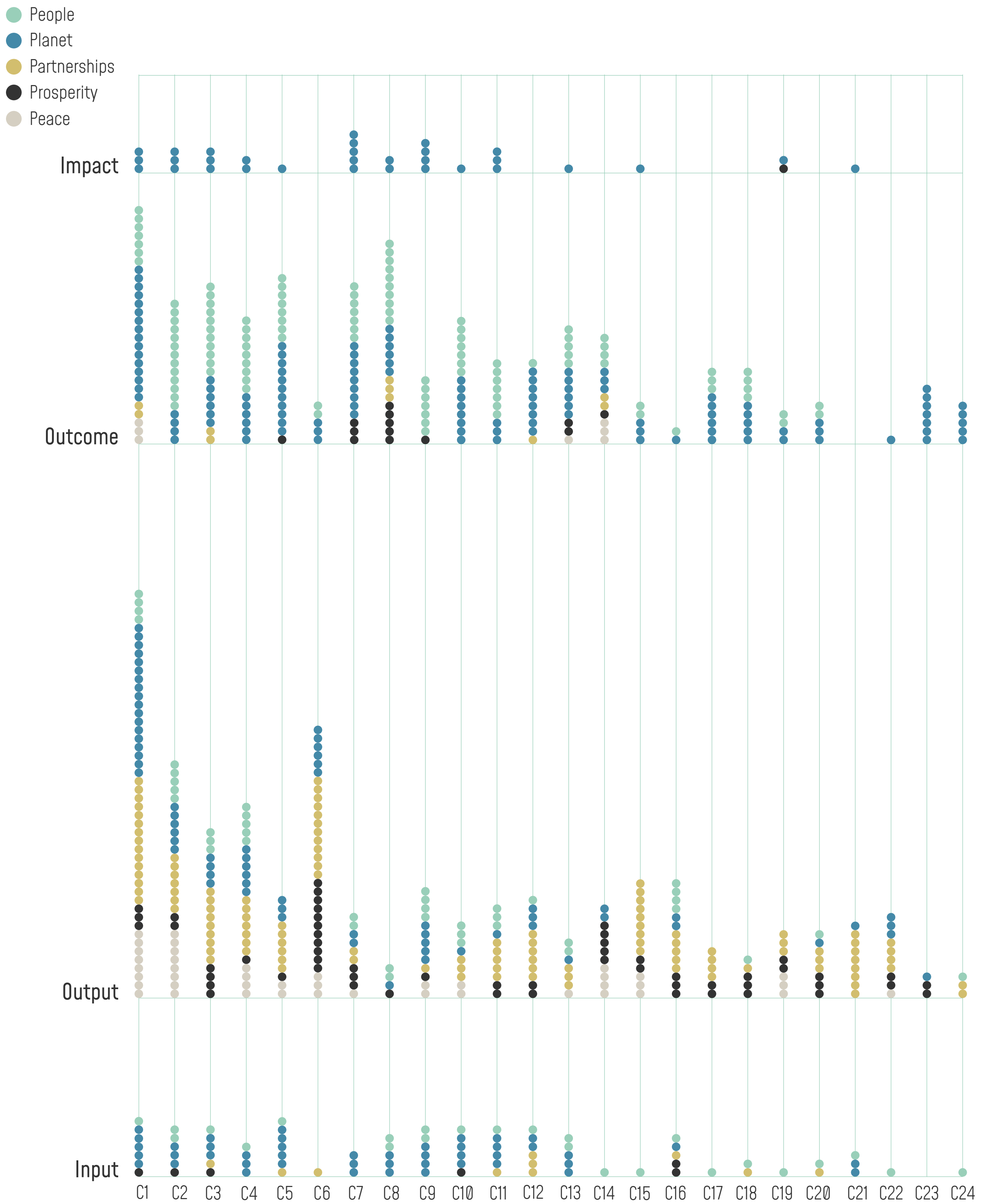
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