

Q&A 99 Percent Day

1. What is C.A.F.E Practices?

We take a comprehensive approach to ethical sourcing, using responsible purchasing practices; farmer support; economic, social and environmental standards; industry collaboration and community development programs. The cornerstone of our approach is Coffee and Farmer Equity (C.A.F.E.) Practices, one of the coffee industry's first set of sustainability standards, verified by third-party experts. These standards have helped us to create a long-term supply of high-quality coffee and to positively impact the lives and livelihoods of coffee farmers and their communities.

2. So, what are the practices that fall into this?

C.A.F.E. Practices was developed by Starbucks in collaboration with Conservation International in 2004. It covers more than 200 indicators in four key areas:

- **Product Quality:** All coffee must meet our standards for high quality.
- **Economic Accountability and Transparency:** Suppliers must submit evidence of payments made throughout the coffee supply chain to demonstrate how much of the price that we pay for green coffee gets to the farmer.
- **Social Responsibility:** Measures evaluated by third-party verifiers help protect the rights of workers and ensure safe, fair and humane working and living conditions. Compliance with minimum-wage requirements and prohibition of child and forced labour is mandatory.
- **Environmental Leadership:** Measures evaluated by third-party verifiers help manage waste, protect water quality, conserve water and energy, preserve biodiversity and reduce agrochemical use.

3. Who verifies that the coffee is ethically sourced?

Starbucks ethical sourcing is verified by a neutral third party, SCS Global Services: a trusted leader in third-party environmental and sustainability certification.

4. What about the other 1%

We know we are industry leaders in how we source our coffee and we are working hard to reach the last 1%. Coffee sourcing is a long and complex supply chain, working with many remote coffee farms. Working with industry experts, we are confident we can reach those remaining suppliers, to bring them onto our C.A.F.E. Practices programme and confirm our 100% certification milestone.

5. Did you know that....?

Starbucks has established Farmer Support Centers in key coffee-growing regions to provide local farmers with resources and expertise that can help lower their cost of production, reduce pest and disease, improve coffee quality and increase the yield of premium coffees. Starbucks Farmer Support Centers are home to agronomists and quality experts who work directly with farmers to provide support in growing high-quality Arabica coffee. Through

training in soil management, field-crop production and milling processes, farmers can improve the quality and size of their harvest.

In 2013 Starbucks purchased Hacienda Alsacia, a coffee farm in Costa Rica. Not only is it an operational coffee farm, it is also an agronomy research and development center that will help us continue to develop sustainable farming practices we can share with farming communities around the world.

For more information on Starbucks sourcing commitments, please visit:

<https://www.starbucks.com/coffee/ethical-sourcing>

<http://www.conservation.org/stories/sustainable-coffee-challenge/Pages/overview.aspx>