

Our Impact Report / 2020

SOUL



UNION

HAND-ROASTED
COFFEE

FOCUS

Our mission is to make the world discover the joy of speciality coffee.

From farmers to coffee lovers, we enrich life through our relentless focus on great quality, sustainable sourcing and sharing the culture of delicious coffee.



UNION

HAND-ROASTED
COFFEE

WELCOME

A lot can happen in a year. From our roastery in East London to coffee farms as far as Indonesia, our work extends around the world and affects hundreds of different individuals. Not a year passes without exciting developments and interesting challenges.

Union was founded on the ideas of challenging the norms and making a difference. Today, the positive impact on our producer partners and our wider community is still at the forefront of what we do. We're proud to have pioneered a sustainable trading model for coffee sourcing which has shaken up the system and continues to positively impact individuals worldwide.

We're making a difference each step of the way and want to share this with you.

Sit back, grab a coffee and delve into our Annual Impact Report 2020 and discover exactly what Union has achieved this year.

This report covers Union Hand-Roasted Coffee's financial year September 2019-August 2020.





Costa Rica, January 2020

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HIGHLIGHTS

\$2M

Through paying price premiums for high-quality coffee, we invested over \$2 million into coffee-producing communities.

SKILLS

We trained over 1292 baristas

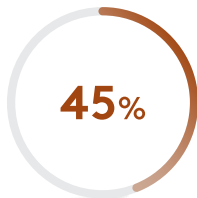
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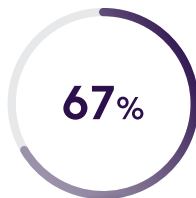
COMMITMENT

Sustainable livelihoods need sustainable relationships. This year, 45% of our coffee was bought from our partners of over 10 years and 67% from partners of over 5 years.

10 YRS



5 YRS

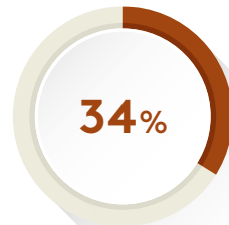


13,000+

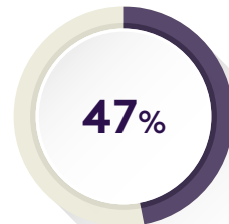
Over 13,000 coffee-producing families in 14 countries benefited from our purchasing model.

PAYING ABOVE

On average we paid our producer partners:



34% above Fairtrade minimum price



47% above the international market price

100,000+



Over 100,000 cups of coffee donated to the NHS, Great Ormond Street hospital and FareShare.

NEW COFFEES

Thanks to our talented producer partners, we sourced 20 extra special limited parcel microlots this year.



PLANET

For another year running, we've been awarded the First Mile Gold Recycler Award.

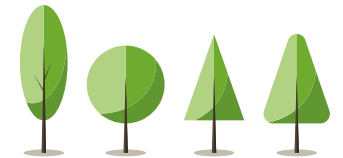
99%



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OF OUR OFFICE & ROASTERY WASTE WAS RECYCLED MEANING:

46 TONS CO₂ EMISSIONS SAVED

336 TREES SAVED

RELATIONSHIPS

47 DAYS

We travelled for a total of 47 days, visiting 7 countries and over 30 producer partners.



5 PROJECTS

at origin responding to producer partner's challenges related to clean water, deforestation, and improving livelihoods.

WORDS FROM OUR FOUNDER

When Jeremy and I first started roasting coffee in a small workshop in my parent's garden, people didn't yet walk down the high street with their logo'd takeaway cups. But as the interest in good coffee in the UK started to increase, we began to realise that the coffee trading systems were broken. Coffee farmers were stripped of any power, leaving them without sufficient livelihoods under tough market conditions. We wanted to create a more equitable way to trade.

That's when we established Union. The name encompassed what we stood for – the focus on the "relationship" or special connection between us as coffee roasters and the coffee farmers. It was about ensuring that these farmers who grew the coffee that we roasted could earn a sustainable price. From day one, this is what Union has been about.

Living through a global pandemic we're learning how to respond to the many difficulties the world now faces, and it's under these conditions that the value of true

partnerships (our Union) and sustainable trade comes to the forefront. This is more important now than ever for coffee farmers, who have continued to deal with hardship from low prices as well as the effects of COVID-19.

In our report we highlight the social, economic and environmental developments that we've achieved, proving that business truly can be a force for good. There is more to be done, and our whole Union team is up to the task. Thank you for being part of our union.



STEVEN MACATONIA
CO-FOUNDER



Steven Macatonia and Jeremy Torz, co-founders

OUR SOURCING MODEL, UNION DIRECT TRADE

Our philosophy of coffee sourcing is more than just paying a fair price. It means we work in partnership with farmers to improve both quality of coffee and livelihoods, long term. This is what Union Direct Trade is about.

- 1 You can find out exactly where, how and by whom your coffee is produced.
- 2 The farmer receives a fair, sustainable price, always covering the cost of production.
- 3 Your coffee comes from farmers committed to sustainable agricultural practices and labour rights.
- 4 You get access to unique coffees through our direct sourcing and long-term relationships, where we can discover exclusive, hard-to-find gems.
- 5 You're guaranteed to drink a delicious cup of 100 per cent Arabica, speciality coffee.

In addition to us at Union in the UK, Seattle Coffee Company in South Africa and our sister roastery Union in Cape Town have contributed to our environmental and social impact. They've pioneered the growth of speciality coffee in South Africa for 25 years and through supporting Union Direct Trade, they've been a significant contributor to the impact we've made at origin.



OUR IMPACT GLOBALLY

WE SOURCE COFFEE FROM: 14 Countries / 40+ Producers

We make a difference to over 13,000 coffee farming families across the world through our purchases.

80% of the coffee we source is grown by smallholders. These producers, farming on small land areas with mostly family or local labour, are some of the most vulnerable communities in farming. By working with smallholders we can support these farmers to achieve sustainable livelihoods.



Coffee is grown in the 'bean belt' between Tropic of Cancer and Tropic of Capricorn.

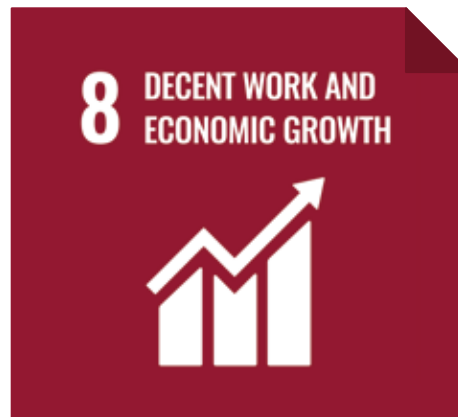
OUR CONTRIBUTION TOWARDS THE SUSTAINABLE DEVELOPMENT GOALS

We're a mission-driven business, and as a company, we have chosen to pursue ethical and sustainability-focused goals. Through our business actions, we have a positive impact on society and the environment.

In addition to paying a fair price for coffee, we do continuous work on tackling issues which our producer partners face. We don't take a 'one size fits all' approach, but work in genuine partnership to create an impact where it matters. In the past year, our different projects at origin have contributed to the United Nation Sustainable Development goals.



The United Nation Sustainable Development goals we contribute towards are:

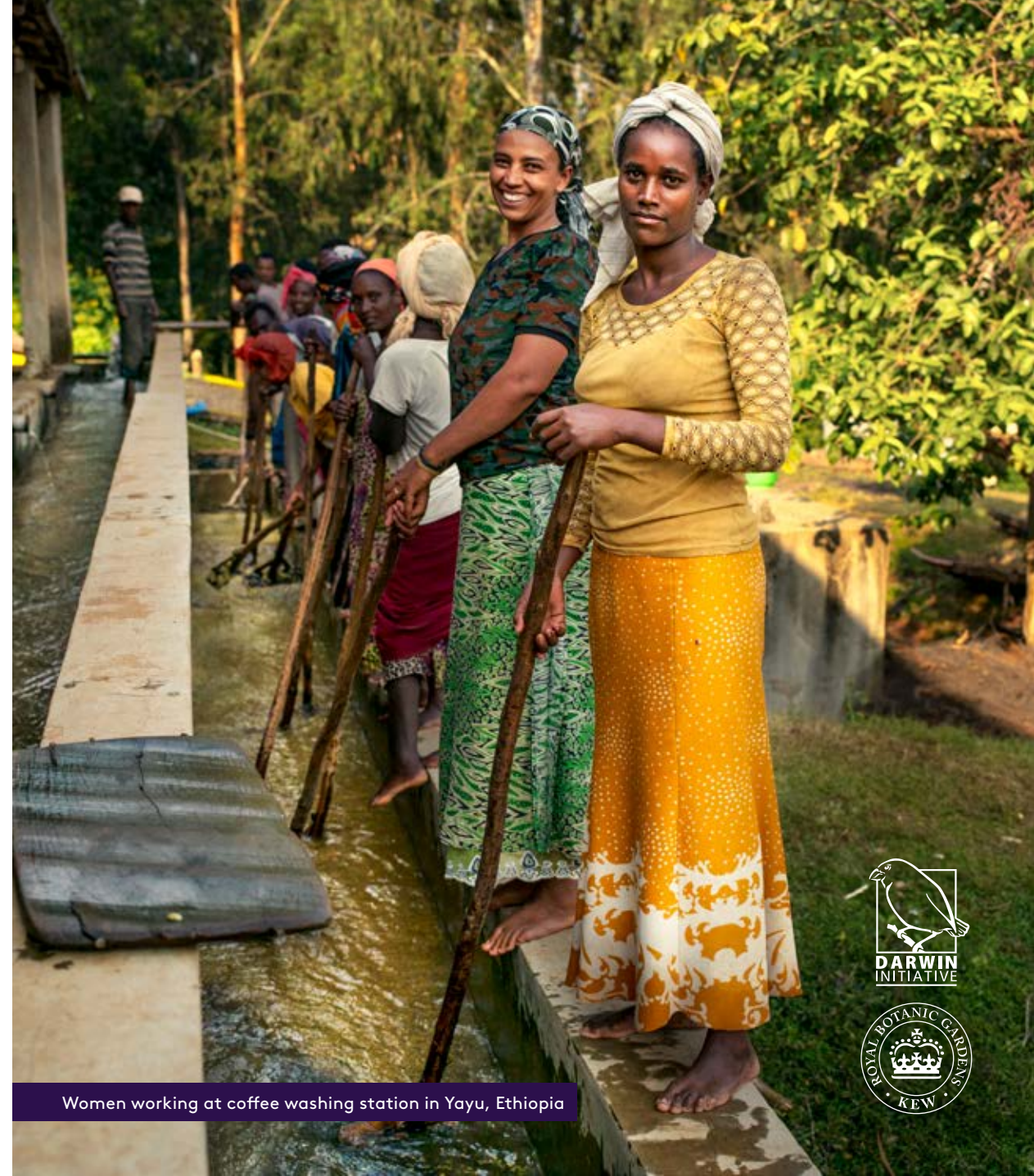


PRESERVING WILD ARABICA IN YAYU, ETHIOPIA



Ethiopia is home to one of the last remaining mountain forest fragments of wild Arabica coffee in the world, the Yayu Forest Biosphere. Communities living in this area were not able to generate sustainable incomes from coffee farming which resulted in the threat of deforestation to create farmland for other higher-income crops. Preserving this forest, the home of a reservoir of wild Arabica trees, is essential in maintaining the genetic diversity of coffee. All types of commercially grown Arabica is genetically very similar which makes it vulnerable to disease and effects of climate change. Wild Arabica, from its natural genetic diversity, could hold the secret key for the long-term survival of coffee through natural resilience.

Over the past 5 years, we've worked with Royal Botanic Gardens, Kew, The Darwin Initiative and the local coffee-growing communities on projects focussing on the preservation of these wild Arabica forests. By training the local community to improve coffee quality, farmers increased their income through achieving higher prices for their coffee. This has helped to reduce the need to convert forest-land into agriculture, which in turn has supported biodiversity preservation. By reducing deforestation, this ultimately creates resilience in farmers against the effects of climate change.



Women working at coffee washing station in Yayu, Ethiopia



In the past year, we've continued this work, as well as addressing other pertinent issues identified within the community.

Just four in ten people in Ethiopia have access to clean water. Together with Project Waterfall, we've invested in improving the supply of clean water for coffee-growing communities. We completed the construction and installation of a solar water pump in Wutete village, a community in Yayu. Now 8000 villagers have access to clean drinking water, where previously they had to carry jerry cans for long distances every day. We continue work on installing clean water and flushing toilets into the village school which has 2000 children attending.

The work we started five years ago demonstrates that we can successfully conserve important wild natural resources whilst improving socio-economic conditions of rural communities, through the production of high-quality, speciality coffee for consumers to enjoy. This study has been peer reviewed and accepted for publication*, and we hope our "getting our boots dirty" approach to achieve sustainable trade will be useful for others to learn from our experiences.

In the past year we've raised £34,000 through sales of Yayu Wild Forest coffee, used towards these improvement projects in the local community.

*** The potential for income improvement and biodiversity conservation via speciality coffee.**

Pascale Schuit, Justin Moat, Tadesse Woldemariam Gole, Zeleke Kebebew Challa, Jeremy Torz, Steven Macatonia, Graciano Cruz, Aaron Paul Davis. Manuscript accepted for publication, Peer Journal of Life and Environment; 2020



Water pump installed at Yayu, Ethiopia



HOUSEHOLD WATER FILTRATION SYSTEMS, BRAZIL

Coffee growing and post-harvest processing use a lot of water. These processes require correct wastewater management to avoid harmful environmental impacts from arising. Wastewater is one of the leading contaminants of local water sources in coffee-growing communities, threatening marine life and fostering the production of bacteria which is harmful to human health. Coffee wastewater also releases methane into the atmosphere as it evaporates, contributing to greenhouse gasses.

In Brazil, we work with a group of neighbouring farmers who, supported by the Croce family of Fazenda Ambiental Fortaleza, have transitioned from mass-market, intensive systems, into the production of high-quality and sustainable speciality coffee. These farms, all situated in a connected valley landform, produce “Bobolink”, the name for our delicious single-origin coffee.

Sustainability and establishing clean water systems is at the core of their philosophy. The farms had been living with rudimentary sanitation systems which could be prone to leaks, a long-term risk to surrounding rivers and streams. Over the past 2 years, we’ve co-funded the installation for four Bobolink farms to install water filtration systems to manage greywater (all household wastewater except toilets) and black water (wastewater from toilets). The farms are also mapping and evaluating all of the springs and streams in these valleys for a database of water quality analysis to monitor the health of the water system over time.

These farms believe in the “total quality concept” which is deep-seated in the Bobolink Project. For coffee to be great, it starts from the farm and goes beyond: good water for the coffee, good water for the community and good water for the next generation.



Water treatment system being installed for Bobolink farmers, Brazil

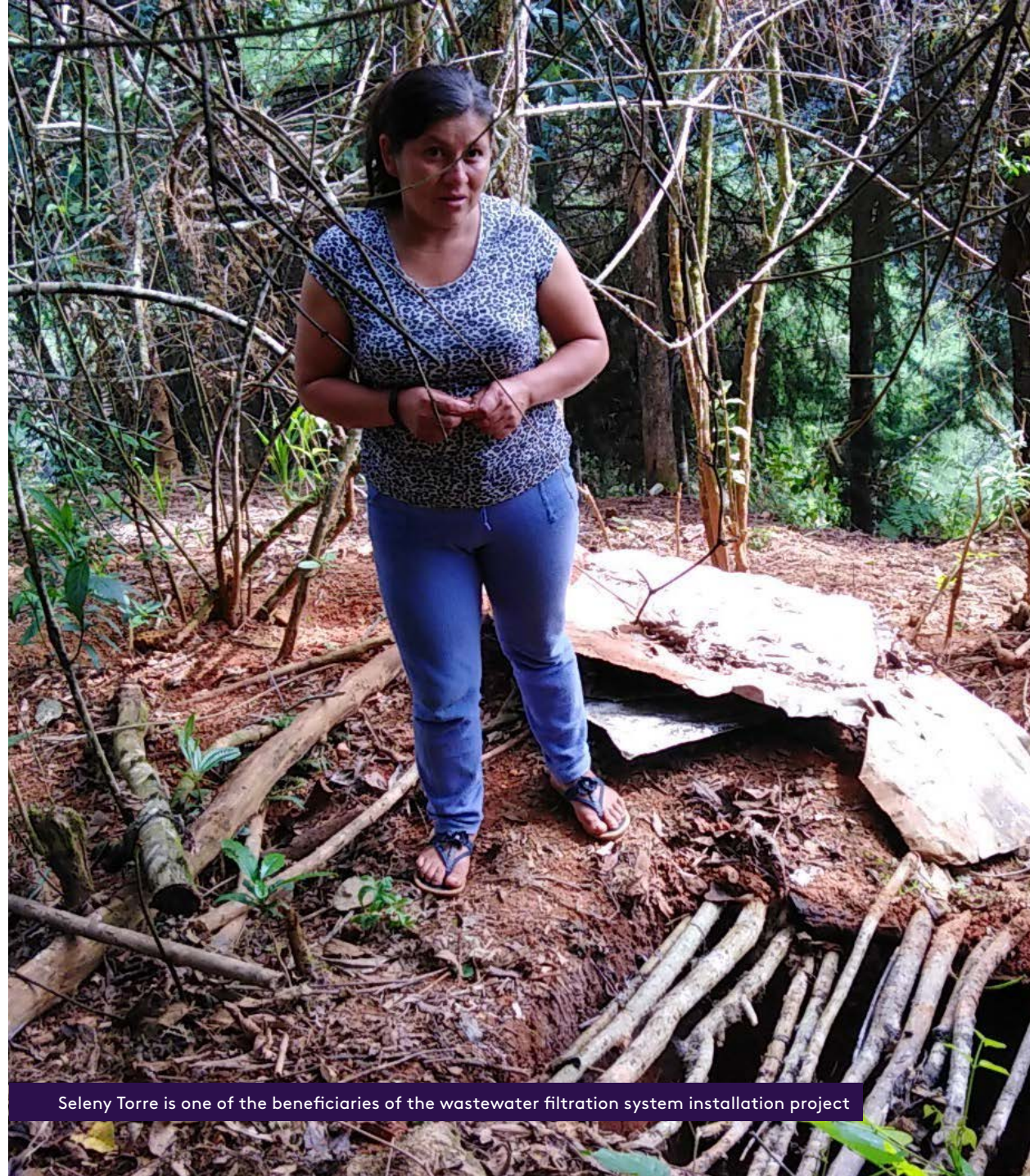


COFFEE WASTE WATER MANAGEMENT, PERU

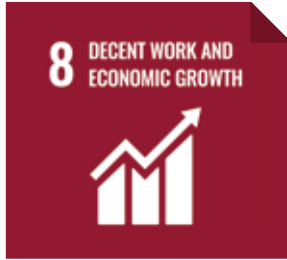
In 2018, we started sourcing coffee from smallholder farmers in Cajamarca, Northern Peru. Here, farmers work as individual smallholders. Working together with Falcon, a green coffee exporter, we've helped establish a new supply chain for these smallholders which was otherwise difficult due to the lack of support from a co-operative. Following a needs assessment, we identified that these farmers lacked adequate waste-water filtration systems.

Our client, Gather & Gather, support the sustainable farming practises for their coffee and together we've helped to fund the necessary changes. We designed a project to construct wastewater systems for 40 farmers. This included undertaking six training workshops, one for each community, to explain the importance of water filtration and provide farmers with the technical knowledge about building these systems.

The project was completed in early 2020 with 40 farmers (6 women and 34 men) successfully completing the construction and installation, with farmers reporting that the filtration is working well. Water filtration means improved health benefits and cleaner water for the farmers and the community, as well as benefiting the environment.



Seleny Torre is one of the beneficiaries of the wastewater filtration system installation project



WELLBEING COMMUNITY FUND IN NICARAGUA

La Revancha farm in Nicaragua grows one of the coffees in our Revelation blend. We've been working with La Revancha since 2016 on a unique project that provides a premium payment, separate from coffee purchases, which is used for a farmworkers social wellbeing fund.

This fund is managed by a democratically elected farmworkers committee who design, implement and monitor projects designed to benefit all members of the surrounding community, not just that of farmworkers.

Over the past year, we've contributed over \$12,500 to La Revancha in price premiums and seen incredible changes made by the community. Of particular note are the improvements made to the worker's homes. These houses are often built with low quality materials, have dirt floors, no separate sleeping spaces and no drainage or sanitation facilities. The premiums have been

used to repair 10 houses and build two new homes with a focus on brick-work foundations, solid wooden walls and floors, and cooking and sanitation facilities.

Food security directly affects coffee producers in Nicaragua, especially in the months where coffee isn't harvested and cannot provide an income. In 2019-2020, the wellbeing fund provided 22 families with food parcels over the course of four months.

The fund has also allowed the community to participate in animal breeding projects. Throughout 2019, 17 families participated in the chicken breeding project and three were involved in the pig breeding project – contributing to the improvement of family livelihoods.



Food parcel distribution in La Revancha, Nicaragua



Repaired housing in La Revancha, Nicaragua



CATASTROPHE FUNDRAISING FOR HUADQUIÑA, PERU

We've been working with the Huadquiña co-operative in Peru since 2016. Their coffee makes up some of our delicious and most-loved blends, House Roast and Natural Spirit. Back in February, Huadquiña were affected by serious flooding and mudslides leaving the community devastated.

Through sales of Huadquiña coffee on our online shop and direct donations, we were able to raise £3,335 to help support community members who were affected, many of whom had lost all their possessions. The money was used to replace these lost possessions such as clothes and beds as well as towards rebuilding homes.

Just a month after the flooding and mudslides, Huadquiña then also faced COVID-19 alongside a busy harvest. Despite these hardships, the people of the community and producers in the co-operative have worked hard to keep pushing through. As Hebert Quispe, the Huadquiña General Manager, tells us "We are fighters".

Through the adversity, they've carried on, exhibiting incredible strength and determination.



Aid packages being distributed in Huadquiña



Wearing PPE and following social distancing whilst drying coffee on raised beds. COCAGI cooperative, Cyangugu, Rwanda

IMPACT OF COVID-19

“ During lockdown, your local coffee shop may have closed down temporarily or maybe even sadly closed for good. At origin, producers have faced a multitude of problems due to COVID-19.

Many small-scale farmers were already vulnerable because of low world market prices, and additional burdens have been placed on these producers from COVID-19.

Strict guidelines have had an effect on the farms and farmers with many unable to supplement low incomes with extra work due to quarantines, curfews and restrictions. On the farm, social distancing measures has meant working at a reduced capacity using fewer people, meaning fewer jobs being available. Due to travel restrictions, agronomists have not been able to visit farms so frequently, normally organising trainings and supervising coffee quality.

Producers have also felt the impact of a decrease in demand across the world directly related to the amount of coffee being purchased from farmers.

It’s more important than ever to support those who grow our coffee as they are some of the worst affected in this crisis. We’re continuing to work directly with our producer partners in not only paying a fair price and providing them with sustainable financial security but also looking out for them and their individual needs in this difficult time. It’s essential that not only us, but other roasters, companies and coffee-lovers at home keep producers in mind as we take on the next year. ”

PASCALE SCHUIT

SUSTAINABLE SOURCING MANAGER

Union Hand-Roasted Coffee

FROM OUR PRODUCER PARTNERS

ILIANA MARTINEZ

General Manager, Esquipulas Co-operative, Guatemala

We've been working with Iliana since 2010, sourcing coffee from Esquipulas for our single origin, Liberacion. We asked Iliana what the past year has looked like at the co-operative - here some of her thoughts.

COVID-19 has forced us to accelerate some of the initiatives we had planned for. For example, using technology (mobile phones) in training farmers on good agricultural practices instead of training in-person. Providing farmers with technical assistance to increase productivity is vital for long term sustainability. Looking back on the year, despite all the restrictions, we've achieved a lot as a co-operative this year:

- 55 soil samples to create tailor-made coffee plantation nutrition plans
- 10,000 seedlings distributed to renew old coffee plantations
- 1,070,000 lbs fertilizer distributed, enough to fertilize 467 hectares of coffee
- 267 producers received technical assistance using mobile applications
- 100 families provided with food package during the pandemic
- 118 lbs of honey harvested, by "The Ten Roses" in Huicá

We're thankful for the trust shown by Union towards the co-operative and the continual strengthening of our partnership. We've also enjoyed sharing our accomplishments of the 2019/2020 harvest with Union. In a couple of months, the next harvest will start and we look forward to exporting some delicious coffee again.



Iliana Martinez

FROM OUR PRODUCER PARTNERS

FELIPE CROCE

4th Generation Coffee Farmer, Fazenda Ambiental Fortaleza, Brazil

The Croce family of Fazenda Ambiental Fortaleza are pioneers in sustainable farming who've been working with since 2010. The network of neighbouring farmers who've taken on their practices grow Bobolink coffee, one of our single origins. We asked Felipe Croce to share his insights on the farms and the industry in Brazil in the past year.

We've seen a significant slowing of the Brazilian economy and a devaluation of our currency due to COVID-19. There was a drastic reduction in importing which means we have fewer ships for exporting. There was also a change in demand from roasters – many of whom were overstocked and unable to pay. In fact, Union helped us tremendously by purchasing a lot from another roastery who could not handle their inventory.

Here on the ground we've taken care and made adjustments to protocols as much as we could. Masks for all employees from the beginning and cleaning of equipment before and after use as a standard.

The 2020 harvest has been the silver lining this year. Coffees ripened spectacularly well and uniform. This has been one of the best seasons in the past decade for us

which helped to counterbalance the lack in employees as each picker was able to pick a greater amount. We really hope customers enjoy this year's vintage!

We've also been able to continue our studies and research into sustainable coffee farming practices, focussing on tackling the effects of climate change. This includes pushing to create a model of agroforestry that is based on a multiplicity of permaculture and bioactivation techniques that produce high quality beans in a productive and low cost way.

We know there's another challenging year ahead of us. It's not a year for goals to be reached but a year to get organised and focus on what's truly important. We feel that sustainable coffee farms can be net negative carbon farms, can be guardians of clean water and sources of healthy and productive soils. This is the kind of agriculture we are dedicated to, of course, while providing consumers with a warm and surprising embrace of your pallet.

We're honoured to have Union as a long-time partner of our coffees and of our Bobolink Project.



Felipe Croce



GENDER EQUALITY IN COFFEE

The role of women in coffee is undeniably important. According to the International Coffee Organization, up to 70% of the labour on coffee farms is made up of women and between 20-30% of farms are female-operated. Yet, the gender inequalities throughout the coffee industry, especially at origin, are engrained and extensive. Acknowledging, protecting and celebrating women in coffee is paramount to us here at Union.

Our Code of Conduct includes special procedures aimed at tackling discrimination of women. This includes measures to ensure that women's participation is facilitated in training and awareness-raising sessions. This requires clear communication to women about the benefit of participating in training workshops, ensuring women are encouraged to express their views and experiences. Additionally, this includes ensuring that training events are scheduled at times when women can participate.

Asprotimana, a coffee association in Colombia, have been our producer partners since 2003. Our price

premiums, through Union Direct Trade have enabled them to invest in their community, creating the group, Women Coffee Farmers. This alliance consists of 40 women who are provided with leadership and business training. As well as farming, they learn about roasting coffee for their local market and skills to build a café business. These women demonstrate to the world that women are more than capable of not only managing a farm but truly succeeding in doing so.

This year, the women farmers produced a microlot which we purchased and sold in July 2020. To support their effort, we named this microlot after the two producers who grew this coffee – **“VERÓNICA Y MERCEDES”**.

Gender equality is also integral to our UK operations. Employees who identify as women make up 45% of our office and roastery team, and 40% of our manager level employees. Union is an equal opportunities employer, and we celebrate diversity also beyond gender.



Veronica Perdome

YOUNGER GENERATION IN COFFEE

Across the world, the ageing producer population affects the coffee supply chain. Price volatility, lack of security and the labour-intensive nature of coffee farming are some of the reasons why many young people are turning their backs on this occupation.

Growing higher-quality coffee can demand higher price premiums but this usually requires an investment of both money and time. Thinking far ahead is simply not an option when farmers are struggling to meet their short-term goals and cover for the basic necessities. As a significant problem within the industry, many farms and roasters are looking for ways to inspire younger generations of farmers to secure the future of coffee.

Our producer partners since 2003, Asprotimana, a coffee association in Colombia, have been supporting a group of young coffee farmers. Young people receive training on coffee farming and the association even offers English courses to the children and grandchildren of their members. This year, Asprotimana approached us about supporting the youth group by selling a special lot of their coffee as a microlot. In August 2020, we released Los Jovenes (“The Young”) – the first ever youth group coffee for Union. We’re looking forward to seeing what they produce for next year!

By paying a sustainable price for the coffee, we can show the next generation that farming coffee can become a desirable and sustainable livelihood.



Talking to next generation of coffee farmers at Micepa, Costa Rica during our January 2020 visit, training for barista skills and learning coffee farming from their parents.



Asprotimana Youth Group farmers



**100,000
CUPS OF COFFEE
DONATED**

SUPPORTING THOSE IN NEED IN THE UK

2020 has proved to be a challenge for everyone. During COVID-19, doctors, nurses and hospital staff were put under immense pressure to manage an all-encompassing task of tackling an unknown virus. We know how much coffee can brighten up a morning or just give you that boost to keep going. So, we wanted to share the joy of coffee and express our gratitude to those helping the effort.

Throughout 2020, Union has donated enough coffee to make over 100,000 cups to charities and key workers, mainly to the NHS, Great Ormond Street Hospital and through FareShare – a charity dedicated to fighting hunger and food waste.

In addition to this, we donated hundreds of bags of coffee to individual key workers to ensure as many people as possible were experiencing the joys of coffee in this difficult time.

SUPPORTING OUR COMMUNITY

You'll find our roastery hidden away in East London. We've been here since we started in 2001, so we've been an integral part of the community for many years.

In 2019 and 2020, we arranged gardening days for the Union staff to clear the roads and bushes, plant fresh bulbs and flowers and generally help brighten up the appearance of the area.

Our green fingers have proved helpful throughout the community. This year, we supported our neighbours at Cody Dock, a creative and community hub which sits on the River Lea, in achieving the Outstanding for Community Gardening Award (London in Bloom) and Gold for Community (Cody Road and South Crescent Business group) along with the other businesses in our area.

Together with Cody Dock, we've also helped to provide habitats for local wildlife such as bat boxes and bug hotels. Local school children have also been welcomed through the doors of the roastery to learn about roasting coffee.



Gardening day at the Union roastery

ENVIRONMENTAL HIGHLIGHTS

Our business depends on the health of our planet – so, in addition to looking after our producer partners, customers and Unionistas in our roastery, we want to do the right thing for our environment, too.

WASTE

Disposing of our waste responsibly is essential. This year, we recycled 99% of our waste, gaining ourselves another Gold Standard award from our waste management company, First Mile.

Through this effort, we've recycled 31,400kg of waste, converted 400kg of waste to energy, saved 46 tonnes of carbon dioxide and saved 335 trees.

ENERGY AND CO2 REDUCTIONS

We've converted to 100% green electricity – meaning we have zero carbon emissions from our electricity usage.

Through roasting on our Loring Smart coffee roaster, we've saved 7.5 tonnes of CO₂ this year.

This roaster has a single burner with a convection design that incinerates smoke and removes the need for an external afterburner. So, if you've ever enjoyed coffee roasted fresh-to-order via our website, you can know that it's not only been expertly roasted, but also done so on less fuel and lower effect on the environment.



Steve checking the beans during a roast on the Loring roaster

UPCYCLING

Roasting coffee creates some waste and by-products that we've worked creatively to re-purpose.

This year, we've upcycled 95% of our hessian, jute and burlap sacks.

These are the strong, woven sacks that green (unroasted) coffee is packed in at origin to prepare for export. Once we've roasted the beans, our coffee sacks are used in different ways, but many are sold at markets or used to upholster furniture. Keep a lookout for our logo!

In 2019, 100% of our coffee chaff was reused by Northiam Dairy, a farm where we source our milk for our barista training sessions.

That's 9386 kgs! This light and fluffy skin which flies off the coffee bean during roasting is a natural and absorbent material which is perfect for placing under dairy cattle bedding. There's no need for it to go to waste as there's plenty of uses on the farm!

PACKAGING

All our cartons and shipping packaging are made from recyclable, FSC-certified materials and are printed with vegetable ink. However, there are more hurdles for us to overcome – creating a more sustainable coffee bag is one of them.

We pride ourselves on expertly sourcing and roasting our coffee to the highest standard, to be enjoyed at its optimum freshness. To keep coffee fresh, our bags are created using laminated materials including a layer which prevents oxygen from entering the pack (oxygen being the main culprit for stale coffee). It's this mix of materials that makes it difficult for UK waste processors to handle. This is one of the biggest challenges facing the whole food manufacturing industry as currently the UK isn't set up to recycle composite film or handle compostable packaging in the way other countries are.

So, the industry and government have to work together to find a material which can be recycled. It's not going to happen overnight but rest assured, we want to be part of the long term solution and are doing everything in our power to get there as quickly as possible. In addition to trying to find a solution to our packaging, we are urging the councils to take action in improving the UK recycling infrastructure – we can find a solution faster together.

We are also actively looking at ways to reduce the amount of packaging we use. In the past year we have taken initiatives to reduce the size of the bags on our grocery offer, removing the tin tie from packaging, and encouraging our trade customers to move into bulk packaging when possible.

All together this has saved 877 kgs of packaging material in the past year.



Sofa upcycled using our hessian coffee sacks

OUR UNIONISTAS



Photo taken before Social distancing

Who makes up Union here at the roastery? We call ourselves Unionistas. We're the people that make everything tick, ensuring you can enjoy a delicious cup of Union coffee in cafes, restaurants and homes across the country. Creating a great workplace environment is paramount – a space where brilliant people are empowered and inspired. We want to encourage a culture which reflects our values; team work, doing the right thing, providing great customer service, entrepreneurship, constant search for knowledge and sharing it, and also having some fun together.

Acknowledging and caring for one another is key. We've shared 12 "Spilling the Beans" newsletters this year, a platform to highlight news from the company as well as helping us all stay connected. With that, we've celebrated 12 "Unionistas of the Month" – an initiative to encourage everyone to nominate one another to highlight and celebrate our values. Of course, each winner gets a prize, too!

Inside the office, you'll find Unionistas working hard which is why we know that downtime is so important. Prior to lockdown restrictions, we enjoyed a number of parties together – courtesy of The Fun Squad, our in-house social strategists. From glittery and sunny carnivals to festive and merry Christmas socials, we had a lot of fun together as a team in 2019.

We can't talk about 2020 without mentioning COVID-19. Along with the rest of the country, our whole team had to alter the way we worked, whether it be working from home, going on furlough or adhering to the new restrictions in the roastery. When the country went into lockdown, our roastery operations went ahead and our roasting team powered through to ensure our customers continued to safely enjoy our coffee during these difficult times. We're thankful for each and every Unionista that took on the challenge during 2020, made the best of the situation and continued to share the joy of speciality coffee. It goes without saying, we're looking forward to all being able to see one another properly again.

We are proud to be a London Living Wage employer.



A WORD FROM...

VIOLETA STEVENS, MANAGING DIRECTOR

There's no doubt that we're going through a time of many extraordinary changes that are affecting every aspects of our lives. These are times that demand we as a business to adapt fast while remaining true to our core values and business principles.

Despite the challenges posed by the Covid-19 pandemic, the global coffee market is on a trend to continue growing. Soaring e-commerce sales, a surge of out of home coffee consumption, urbanisation, rising demand for speciality coffee with increased consumption in emerging economies will be the key drivers for growth.

On the other hand, the impact of climate change and continuing economic uncertainty is putting coffee production and the livelihoods of coffee farmers and their families around the world at risk. Therefore it is vital to focus on supporting the coffee producers in building their resilience.

We spent years mastering the art of coffee. Through our focus on high quality and sustainable sourcing, we believe we can continue to help enrich the lives of many.

Coffee connects people and brings a sense of normality in challenging times. During the months of lockdown,

we had the chance to help more coffee-lovers recreate the coffee shop experience at home. For us, it was a unique opportunity to speak directly with our customers and share our expertise. We're excited to carry on with our interactions, keep sharing the love for speciality coffee and celebrate the amazing work producers, roasters and cafés do to deliver a great cup of coffee.

We urge coffee lovers to continue to learn more about quality, flavours, brewing methods and sustainable sourcing and to help keep the appreciation and enjoyment of speciality coffee alive. We believe that a business is truly sustainable when it drives a positive impact on society and the environment. We'll continue to invest in our projects at origin and work closely with our producer partners to identify and tackle issues we're facing, together.

None of this would be possible without our Unionistas – the people who skillfully craft your coffee, and you, our Union coffee customers and drinkers.

As we take on another year, I hope you join us on this journey as we help shape a future where everyone from farmers to coffee-lovers share the joy of better coffee.





FUTURE

Where everyone from farmers
to coffee lovers share the joy of better coffee.

UNION

HAND-ROASTED
COFFEE