

2018
TRANSPARENCY
Report 

JANUARY TO DECEMBER 2018



The **TRANSPARENCY** Project



About Rumble Coffee Roasters

Glossary

Why transparency? *(Introduction by Matt)*

2018 in Review

Overview

A focus on FOB

How does transparency fit into the picture?

Visiting, buying, supplying: Rumble's Transparency Project in action

The financials: what we paid

Transparency by origin

Next steps

Supporting Initiatives

Business initiatives

Sustainability initiatives

Community initiatives

The final word

ABOUT RUMBLE COFFEE ROASTERS

Based in a bonafide brick warehouse conversion in Melbourne's mighty west, Rumble Coffee Roasters is passionately dedicated to supplying knock-out coffee to those keen for service with soul.

Quality, consistency and a no-bullshit policy. That's the Rumble difference. A total commitment to beautiful coffees and relaxed, experienced service forms the backbone of our operations, and we're not afraid to shout about it either.

Choosing Rumble means you work in partnership with the decision-makers. No headstrong account managers here. From green buying to roasting to machine maintenance and training, we as Directors are immediately connected to everything Rumble does. More sidekick than supplier, we work hard in your corner, personally devoted to the growth of your projects.

At Rumble, we're dedicated to a vision for 100% transparency in the coffee industry. Sourcing our beautiful beans from the best growing regions in the world, our relationships with farmers are something we're truly proud of. Imagine the satisfaction that comes from knowing your top-of-the-line coffee is produced by farmers who we know by name; farmers who invest their earnings in their land, people and communities and in doing so contribute to the longevity and sustainability of the coffee industry. Our accessible and easy-to-digest reports on the prices we pay for our coffee throw down evidence of what we've always known: that unlike qualitative claims of 'specialty' and 'direct trade', you can't hide behind the numbers.

The satisfaction of all of this and more is yours when you choose to partner with us. No surprises. Just friendly, efficient and capable supply with the world's most beautiful coffees to boot.

See you in the ring.



Joe Molloy
Business Development



Matt Hampton
Head Roaster / Green Buyer



Stan Bicknell
Dispatch / Training

GLOSSARY

Keen to get the most out of our inaugural Transparency report? Good stuff. And if perhaps you're familiar with these terms already, why not [skip ahead?](#)

C-market A term used to describe the global trade of coffee as an undifferentiated, baseline quality commodity (like stock standard flour or sugar, for example). The C-price (a global price paid for coffee) is dictated by the stock exchange meaning many producers risk being underpaid as well as having the diversity of their crop unrecognised.

Farm gate price The farm gate price of a product describes the net value of the product as it leaves the farm. Farm gate price, when paired with an understanding of FOB (see below), provides a fuller picture of transparency both internally (for producers) and externally (for buyers).

FOB price FOB stands for the 'free on board' price. It describes the price paid at origin - that is, the value of the coffee as it sits in freight, about to leave the place in which it was grown. We argue that data surrounding FOB price is really important to share because of its providing a clear snapshot of what the producer/farmer received from the sale (less freight, insurance, finance etc., other costs sometimes added to the published 'price paid' by roasters who may claim a 'specialty' coffee).

Traceability We use this term throughout the report to describe the degree of difficulty of tracing a particular coffee (usually a blend) back to its source. Traceability is dependent on a huge number of factors including, perhaps most importantly, the way in which coffee is produced (processes that are usually specific to the country).

Transparency Transparency, to us at Rumble, is a philosophy and way of life. When we use the word 'transparency' in this report, we refer to the act and importance of placing real value on the production of coffee. Rumble's approach to transparency has three key pillars:

- Paying producers fairly
- Publishing information about the prices we pay for coffee
- Asking the big questions and having the tough conversations, both of which are necessary when it comes to getting the information we need to ensure transparency

“Asking the big questions, and having the tough conversations...”

WHY TRANSPARENCY?

*An introduction to Rumble's
Transparency Project by Matt Hampton,
Head Roaster/Green Buyer*

For Joe, Stan and I, it's always been important that Rumble contributes to the improvement of our industry. Put simply, a community-driven vision for 100% transparency in trade is at the heart of every decision we make.

We've all been in the coffee industry for a long time, and plan on being here for much longer yet! But if producers aren't paid what they need to benefit their families and communities, the 'specialty coffee' industry just isn't sustainable.

What this isn't about is riding in on a white horse and fixing the industry just for the sake of it. The way we see it, running Rumble allows us to provide for our families, so if we encountered a situation in which the people who grow the coffee we supply couldn't do the same thing, something would definitely be wrong.

To us, transparency means placing real value on the labour of those producing the world's finest coffees. It also means publishing real data and sharing that with the supply chain. Still, transparency isn't just about the benefits it provides to producers' livelihoods. We know that the decisions we make regarding the information we share impacts producers' families, communities and countries, and the future of the coffee industry more broadly.

“To us, transparency means placing **real value** on the labour of those producing the world's finest coffees”

Transparency benefits everyone: from producer to consumer, and everyone in between. When you pair a commitment to sharing data with a commitment to keeping payments made to farmers fair, the effect is huge. Plus, we reckon knowing just how much effort has gone into making sure consumers get the whole story makes Rumble's beautiful coffees taste even better!

To ensure transparency, conversations need to be had. Information needs to be made public and data needs to be collated. There's no hiding the fact it takes guts, time, effort and money to do it, but when the benefits are a healthier industry, a fairer deal for producers, and access to world-class coffee, why have it any other way?

This Transparency report is the result of a lot of hard work and deep thinking. While we've been brewing ideas for a while, it was a chance meeting with the incredible Peter Dupont from The Coffee Collective at a 2018 cupping in Guatemala City that really kicked us into gear. When Peter explained to us just how important he felt using metrics of FOB price in trade to be, we knew we were ready to fly. You can find more information on our assessment of FOB price later in this guide.

So. We did it.

In 2018, we launched our Transparency Project, something that's thrown up lots of interesting conversations, challenges and big wins throughout its inaugural year. Excitingly, we're the first roaster in Australia to develop and execute a model like this - that is, putting FOB price at the core of our trade and supply chain communications, one example of which is this transparency report. We're aware it's a big move and a bold statement, though it's one we're making consciously, gently and in a concerted effort to improve. The biggest thing we've learned so far is that there's a lot more to learn!

As a central pillar of our Transparency Project, we'll publish our Transparency Report annually with the aims of:

- Offering information regarding the values upon which Rumble is founded
- Educating and informing regarding the importance of transparency in the global market for coffee and associated products
- Highlighting our achievements in the area of transparency
- Using the data presented to gauge both our successes and shortfalls, and to plan for future projects in order to increase transparency across the industry

We've kept the information and its presentation in this report light yet informative, concise yet comprehensive, with only one simple aim in mind: to share our knowledge in the interest of a better deal for all.

You'll find information on:

- Our transparency-focussed activity for 2018
- Prices paid for all the coffee we supplied in 2018
- Supporting initiatives: Rumble projects that support our vision for 100% transparency

Overall, we've been both surprised and gladdened by the interest the industry's shown in our Transparency Project's inaugural year. As with any new venture, we know there's a huge amount of learning to be done. We're hoping that as it gains momentum, other roasters will be encouraged to take part too. Of course, the more people involved, the more collective data we have, and the more change we can all drive. Together, we can be hugely impactful.

I hope that you find this information as interesting and as useful as we did in the process of creating it.

Enjoy!

“Excitingly, we're the first roaster in Australia to develop and execute a model like this”



Matt and Salum from Mbirizi Washing Station, Burundi

2018 IN REVIEW

OVERVIEW

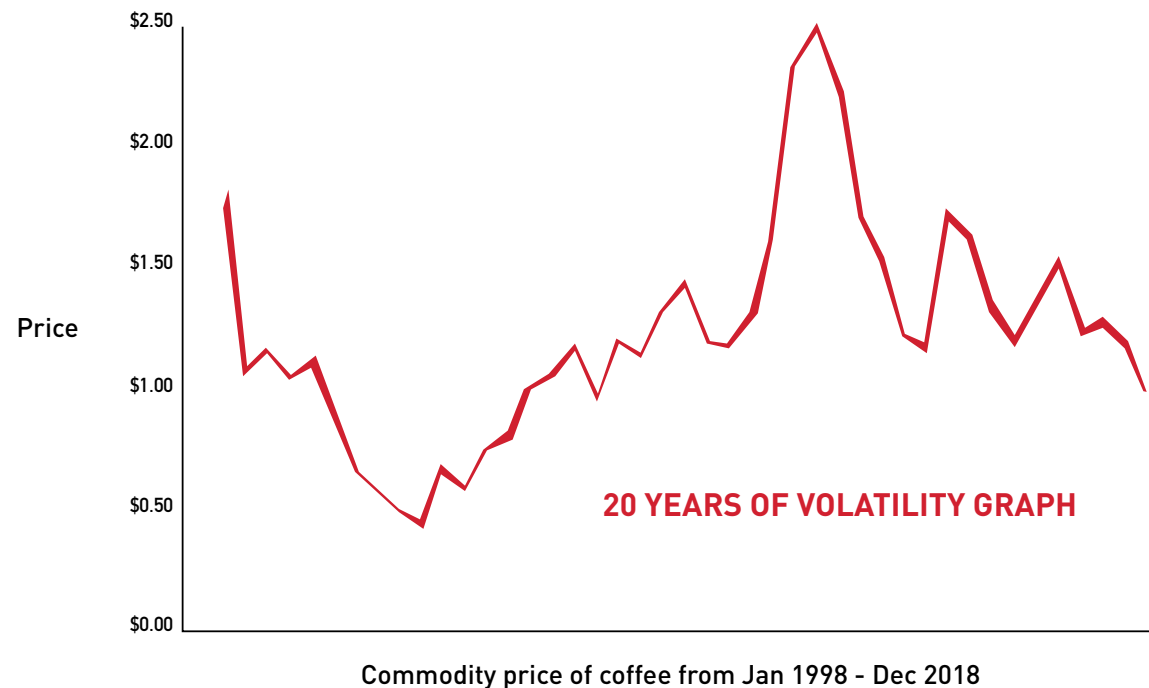
2018 was a huge year at Rumble and we've learned a lot about our role in the global market.

We know that across the world, farmers are routinely underpaid and undervalued in the coffee supply chain. The prices they receive are dictated by the C-market wherein coffee exists as an undifferentiated, baseline commodity subject to wildly fluctuating prices that regularly fall below the cost of production.

"Okay," we said to ourselves over a good brew. "What can Rumble do to help change this?"

While we've always worked from the perspective of transparency, our big goal this year was to find a way of clearing the fog on coffee prices more broadly.

Here's how we're doing it.



A FOCUS ON FOB

FOB describes the price paid at origin - that is, the value of the coffee as it sits in freight, about to leave the place in which it was grown.

FOB isn't, of course, the full price we pay as roasters. To this, we add costs like shipping, insurance, finance and labour, and we account for aspects like for weight loss in processing too.

Without breaking down that total cost to the consumer, there's the possibility that suppliers lay claim to a 'costly', 'specialty' coffee. Not cool. Our aim is, and always has been, to keep producer payments as high as possible and make sure we freely publish that data.

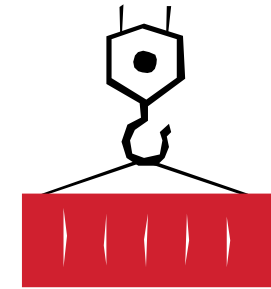
Wherever we can, we also publish the farm gate price. This is the payment received by each individual producer. In a bunch of countries, this information is impossible to get as the coffee is an amalgamation of dozens or even hundreds of growers' produce. Rumble works hard, however, to ensure that we have that data wherever possible.

HOW DOES TRANSPARENCY FIT INTO THE PICTURE?

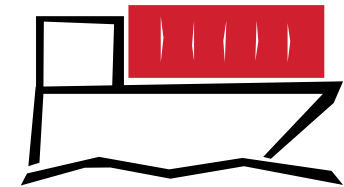
Picture this: if growers continue earning less than the cost of production, they'll be forced to grow different crops. In fact, [stuff like this is already happening](#) in places like Colombia where, on average, farmers need to be paid around USD\$1.76 per pound (AUD\$5.45 per kilo), around 50% more than they receive now, in order for coffee production to offer the same income as they would for growing coca for cocaine production.

Increasing the awareness of prices paid for coffee helps even the smallest of operations fetch fairer prices for their product. More profit means fairer wages for workers and continued investment in infrastructure and education. A big win!

But as we've already suggested, transparency isn't just about how we buy and trade coffee. One of the most important pillars of transparency is the tool of good, open, honest and regular communication. Yep, transparency is much more than an easily definable set of standards. For us, it's a code of ethics that underpins everything we do.

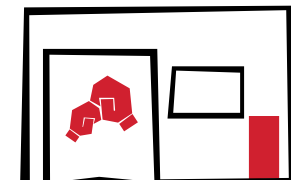


F.O.B



SHIPPING

F.O.B + 25%
(shipping, insurance, finance, fees)



RUMBLE HQ

F.O.B + SHIPPING + 25%
(storage, moisture loss)

“transparency is much more than an easily definable set of standards. For us, it's a code of ethics that underpins everything that we do.”

VISITING, BUYING, SUPPLYING: RUMBLE'S TRANSPARENCY PROJECT IN ACTION

Visiting

- Regular visits to the producers of every coffee sold at Rumble (resources permitted four visits in 2018 - Guatemala, Burundi, Ethiopia and Colombia - with plans for more in 2019)
- Our producer visits are never about the hashtags and awesome Instagram pics; we do it to maintain healthy, happy, beautifully functional relationships with our producers
- Money where our mouth is: face-to-face, quality contact is at the heart of actively respecting the role of farmers in the supply chain
- Used to determine new partnerships: we'll only work with people who are happy to disclose the information we need to be transparent in the supply chain
- We pour hours of effort and research into our visits so that the Rumble community gets a beautiful, transparently sold product
- The more the better: the more business we can offer producers, the greater the sum invested in their operations and communities

Buying

- We bought and roasted nearly 28,000kg of coffee in 2018
- We'll aim to top this into 2019 and beyond by increasing the percentage of a farmer's specialty grade coffee that we buy; if we're in a financial position to purchase more of a farmer's specialty grade output, there's a big incentive for that producer to improve and expand their operations
- A huge win for transparency: while we didn't have all the FOB and farm gate price data to begin with, we've finally made it through reporting on all of the coffee we purchased in 2018

Supplying

- 100% traceability: the key to transparency is ensuring that all of the coffee we source is fully traceable from farm gate to cafe: this is what our Transparency Project is working towards
- Rumble's packaging now includes an informative, lift-out guide on FOB price and associated metrics on every coffee that we produce
- Small and nimble: being a roaster of our size means we can make decisions quickly and efficiently ensuring quality and continuity of support for our customers

28,000kg roasted in 2018

THE FINANCIALS: WHAT WE PAID

Okay. Let's *really* get stuck into it!

Highlights:

- The below guide covers all coffees purchased by Rumble in 2018 as well as the price paid for each at its origin; wherever possible, we've also added the farm gate price to begin to build a broad range of data for each region
- In 2018, the average price we paid for coffee was AUD\$9.82/kg compared with the average commodity price of AUD\$3.37/kg; yes, that's about triple the commodity price and over double the average fair trade price of AUD\$4.70/kg - right on!

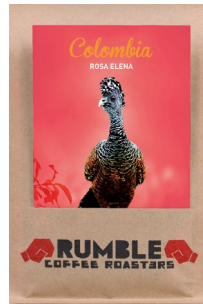
What's not included (and why):

- Cost of production (COP): While varying dramatically from country to country, [a recent report](#) has measured the cost of producing coffee to be sitting at around USD\$1.05 to \$1.40 per pound meaning that C-market coffee prices are often below the COP; although most of our producers don't yet have access to a full picture of what it costs to produce their coffee, you can see that the prices we've paid are well above the average fair trade price (see above) - more to come in subsequent editions!
- Profit margin: Okay, so we're super proud that all our coffees are accounted for in the table below. But now we've got the cost data, what about the profit data? It's a perfect transparency target for the years to come!

“In 2018, the average price we paid for coffee was AUD\$9.82/kg compared with the average commodity price of AUD\$3.37/kg; **yes, that's about triple the commodity price** and over double the average Fair Trade price of AUD\$4.70/kg”



Coffee Victor Herrera
Country Colombia
Region Huila
Lot/Process Washed Tabi
Total kg 245
F.O.B (A.U.D) \$11.75
Farm Gate Price Per Kg \$9.60
Total Spent (A.U.D) \$2,878.75



Coffee Rosa Elena
Country Colombia
Region Huila
Lot/Process Washed Caturra
Total kg 280
Farm Gate Price Per Kg \$6.14
F.O.B (A.U.D) \$9.30
Total Spent (A.U.D) \$2,604.00



Coffee Ubaque
Country Colombia
Region Cundinamarca
Lot/Process Washed Castillo/Typica
Total kg 7000
F.O.B (A.U.D) \$7.78
Farm Gate Price Per Kg \$6.10
Total Spent (A.U.D) \$54,460.00



Coffee Pedro Teixeira
Country Brazil
Region Sul De Minas/
Campos Das Vertentes
Lot/Process Natural Yellow Catucaí
Total kg 150
F.O.B (A.U.D) \$10.73
Total Spent (A.U.D) \$1,609.50



Coffee Santo Antonio
Country Brazil
Region Sul De Minas/
Campos Das Vertentes
Lot/Process Pulped Natural
Red Mundo Novo
Total kg 8000
F.O.B (A.U.D) \$5.63
Total Spent (A.U.D) \$45,040.00



Coffee Githembe
Country Kenya
Region Kiambu
Lot/Process Washed
Total kg 300
F.O.B (A.U.D) \$11.95
Total Spent (A.U.D) \$3,585.00



Coffee Windrush
Country Kenya
Region Kiambu
Lot/Process Washed SL28
Total kg 120
Farm Gate Price Per Kg \$12.28
F.O.B (A.U.D) \$13.36
Total Spent (A.U.D) \$1,603.20



Coffee Santa Esperanza
Country El Salvador
Region Apaneca
Lot/Process Black Honey
Total kg 105
F.O.B (A.U.D) \$11.60
Total Spent (A.U.D) \$2,604.00



Coffee El Buho
Country Guatemala
Region Huehuetenango
Lot/Process Washed
Total kg 207
F.O.B (A.U.D) \$11.61
Total Spent (A.U.D) \$2,403.27



Coffee La Cumbre
Country Guatemala
Region Fraijanes
Lot/Process Washed
Total kg 3450
F.O.B (A.U.D) \$7.93
Total Spent (A.U.D) \$27,358.50



Coffee La Esmeralda
Country Guatemala
Region Sierra Las Minas
Lot/Process Washed
Total kg 9660
F.O.B (A.U.D) \$6.92
Total Spent (A.U.D) \$66,847.20



Coffee Santa Isabel
Country Guatemala
Region Coban
Lot/Process Washed
Total kg 207
F.O.B (A.U.D) \$12.45
Total Spent (A.U.D) \$2,577.15



Coffee Anasora
Country Ethiopia
Region Yirgacheffe
Lot/Process Natural
Total kg 180
F.O.B (A.U.D) \$9.90
Total Spent (A.U.D) \$1,782.00



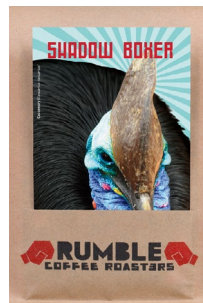
Coffee Bonde
Country Ethiopia
Region Yirgacheffe
Lot/Process Washed
Total kg 180
F.O.B (A.U.D) \$9.90
Total Spent (A.U.D) \$1,782.00



Coffee Elias Roa
Country Colombia
Region Huila
Lot/Process Natural
Total kg 175
F.O.B (A.U.D) \$13.25
Farm Gate Price Per Kg \$10.15
Total Spent (A.U.D) \$2,318.75



Coffee Kochere
Country Ethiopia
Region Yirgacheffe
Lot/Process Washed
Total kg 180
F.O.B (A.U.D) \$9.90
Total Spent (A.U.D) \$1,782.00



Coffee Simbu
Country PNG
Region Simbu Province
Lot/Process Washed
Total kg 9000
F.O.B (A.U.D) \$5.73
Total Spent (A.U.D) \$51,570.00



Coffee Popayan Decaf
Country Colombia
Region Popayan
Lot/Process Washed-Decaf
Total kg 325
F.O.B (A.U.D) \$6.71
Total Spent (A.U.D) \$2,180.75

TRANSPARENCY BY ORIGIN

Let's get this straight: transparency may be important but the process isn't always easy. Visiting producers and ensuring good, consistent communication takes a lot of time, effort, resources and money in order to be effective and productive. Of course, this is especially so because of the different conditions, interests and needs of each region.

But you know what? The benefits are worth it.

Overall, Rumble aims to work with only as many countries as is reasonably manageable. We don't stretch our resources, or the resources of others, and we aim to spend quality time with the wonderful seven regions we've chosen to work with.

Focussing on the quality of our relationships with growers (rather than sourcing as much coffee as possible from as many growers as possible) has several awesome benefits:

- Increasing traceability
- Ensuring consistency of supply via excellent, on-ground relationships
- Fostering active re-investment in farmers' livelihoods (via coffee trade) and communities (via the act of spending time in the community)

So. Who are we working with?

- Burundi
- Brazil
- Colombia
- Ethiopia
- Guatemala
- Kenya
- Papua New Guinea (PNG)



BURUNDI

- Coffee accounts for a significant portion of the nation's GDP; most coffee is produced by families in their personal gardens
- The way coffee is produced in Burundi makes tracing coffee back to a single farm quite difficult; instead, we're generally able to identify the coffee by the washing station at which it's processed
- Producers are paid when the coffee arrives at the washing station; it's here at the washing stations that producers are also supported with education regarding improved picking methods and techniques of crop care

ETHIOPIA

- Like Burundi, most coffee is produced by families in their personal home gardens and harvested alongside beautiful vegetables and grains
- Ethiopia is the birthplace of coffee and therefore has far more genetic crop diversity than other origins - many varieties haven't yet been fully researched
- Our contact here is the incredible Israel Degefa who owns 28 washing stations and his own coffee mill and is an amazing advocate for the development of his community; Israel contributes 10% of his company's profits to build schools and run local health programs

KENYA

- Kenya is home to a fairly even split of both large and small estates including smallholders operating in a similar fashion to Ethiopia
- Coffee is generally traceable to the estate or washing station at which it was processed and the most product is sold via the reputable Kenyan Coffee Exchange (KCE) which ensures a traceable price both internally (producers) and externally (buyers)
- We are still to visit Kenya (a work in progress due to our producers' low volume of production and limited resources on our side) but we're confident in prices paid due to the regulated KCE



COLOMBIA

- Colombia is home to a majority smallholder farmers that grow and process their own coffee
- In recent years, Colombia has led the way in the development of exciting, new processing methods and the establishment of microlots
- The bulk of our Colombian coffee is from a brilliant coop in Ubaque (close to the capital city of Bogota) with whom we have a very special relationship

COLOMBIA

BRAZIL

BRAZIL

- Brazil is the largest coffee-growing region in the world; a majority of Brazil's coffee is produced very cheaply by large farms with mechanical picking operations which ensures these farms play a big part in dictating global trade
- There also exist some much smaller farms that continue to harvest crops manually; we're working closely with our Brazil import partner to team up with producers like this who are also happy to share the information we need to guarantee transparency
- Approximately 1/3 of the world's Arabica coffee can be traced back to the growing region of Brazil



GUATEMALA

GUATEMALA

- Most coffee is sourced from small farming estates that have the ability to process and export their own coffee
- Our visit to Guatemala in 2018 highlighted key challenges being faced by the region including the ways in which both English and non-English speaking producers access and distribute information about their crops
- We're working on an exciting partnership with a producer in Huehuetenango who is totally down with our Transparency Project - stay tuned!

PAPUA NEW GUINEA (PNG)

- For many people living in PNG, coffee is the only cash income they receive; this makes transparency more important than ever
- PNG's larger estates can produce their own coffee but may also buy in coffee from surrounding farms; unfortunately, as we discovered, some estates are owned by foreign companies that pay little attention to the needs of local communities
- Our choices are powerful: the export partner we've chosen to work with is owned by a community indigenous to PNG and runs many health and education-related programs for the local community; PNG is first on our 2019 visit list!

PNG

NEXT STEPS Data is cool and all, but what next?

The great thing is that we know we're a good way towards ensuring greater transparency both in what we do, and within the broader industry. As with any great learning experience, however, we recognise that there's still a way to go. While we're not totally, completely, 100% happy with the extent of data gathered, it gives us plenty to work on into 2019 and beyond.

OUR CURRENT GOALS?

1. More clarity on farm gate pricing

Farm gate pricing is something we see as a current shortfall. While FOB is a great indicator of the price received at origin, with the addition of farm gate pricing we can provide even more clarity on the economic benefits of coffee sales to the community in which it was grown. To get access to this kind of information, we need to have long-running relationships with importers which can be a challenge as a small-but-mighty roastery. Bring on those new partnerships!

2. Increasing prices paid to growers

Our central aim? To ensure the prices paid to farmers are always as high as they can be. The important thing to realise is that achieving this requires teamwork. While we need producers to be responsible for ensuring quality control and volume of production, we also need to be garnering customers at our end so we can afford to buy more of producers' specialty-grade output.

3. Getting a full picture of purchase cost

We're in the process of creating a model that will help us understand the true, all-inclusive cost of purchasing coffee. The more we revisit our plans, the more we learn about what information to include.

Watch this space. We're hard at it!

“we recognise that there's still a way to go”

SUPPORTING INITIATIVES

Led by our Directors, Stan, Matt and Joe, in 2018 we've hosted and participated in a range of activities aimed at sharing our knowledge with industry, customers and the public.

Why? Because the truth is that complex projects like ours are only possible and viable with the support of people beyond Rumble's four walls. While we need our customers to want to pay more for the coffee they consume, we also recognise our role in helping people understand *why* paying more is an acceptable and appealing concept.

We've said it before, and we'll (happily) say it again: communication is the key to transparency and we're here to support and encourage everyone keen to engage in it with us.

BUSINESS INITIATIVES

Industry panels

The Transparent Trade Coffee Colloquium

- 25 - 26 June 2018
- Hamburg, Germany
- Led by Peter Roberts of Emory University, the discussions attended by Matt focussed on the possibilities and challenges involved in ensuring better returns for coffee producers

New Economy Network Australia's conference

- 19 -21 October 2018
- Melbourne, Australia
- Joe presented our Transparency Project's role in putting integrity back into specialty coffee (Coffee and Technology Panel)

Our Farmers, Our Heroes

- 4 February 2019
- Melbourne, Australia
- As part of Melbourne Coffee Week, Joe featured in a diverse panel of industry professionals discussing key issues in transparency including international coffee prices, processing and economics, the environment and the role of women in coffee



The Transparent Trade Coffee Colloquium 2018

Training programs

Many hours each week have been spent onsite and in-house with our customer training programs. Lots of fun and with no experience required, these programs cover everything from coffee tasting to staff training to equipment servicing and maintenance. Importantly, our training programs offer us an informal way engage with our customers and share our collective musings on transparency issues.

Public cuppings

30 public cuppings (sessions in which we offer the opportunity to learn about the flavours and aromas of our coffees) were held throughout the year with a focus on education for industry professionals and consumers.

Business coaching

We're far more than a supplier. We love our customers to think of us as partners - that is, we're here for the ride: business coaching, support, maintenance, advice and supply. With Rumble, everything's in the bag (not just the coffee).

In 2018, we held three dedicated support workshops covering all key aspects of cafe success, from marketing to accounting and more. We're excited about growing our offerings in this area into 2019 and beyond.



Barista training

SUSTAINABILITY INITIATIVES

The underlying premise of transparency is ensuring the sustainability of the coffee industry for the future. For us, this extends to nailing sustainability at home - that is, in the daily operations of our business.

Our motto? We keep it simple: reduce, reuse, recycle.



Our reusable coffee buckets

Reduce

- We encourage our cafe partners to use Biopak cups
- Through our supply this year, we've stopped four tonnes of carbon dioxide from hanging around in the atmosphere and have diverted 138kg of plastic - winner!

Reuse

- Rumble Coffee is, and always has been, delivered in reusable buckets - this means we've single handedly stopped around 6,000 single use bags per year ending up in landfill
- We have a new partnership with Fressko promoting the incredible Camino Reusable Cup; we believe it's the best cup of its type on the market and unlike others won't need to be replaced every three years

Recycle

- All of our chaff and coffee sacks are recycled in our local community (e.g. distributed to a local compost collective and school-based community planting project)
- We're proud to participate in a soft plastics recycling program by Re-Ground; this takes care of our bag liners and other soft plastics we receive in companies' varied approaches to packaging

COMMUNITY INITIATIVES

- We've helped three schools local to our area by donating coffee and coffee making tools for fundraising events
- With funds raised during our public cuppings, in 2018 we donated AUD\$350 to Grounds for Health, a wonderful organisation helping women in coffee growing regions obtain medical scans
- We donated coffee to cafe partners participating in the StreetSmart program which in total raised AUD\$238,720 for 159 Australian projects assisting the homeless

With all this and more planned for 2019, Rumble is a top place to be.



THE FINAL WORD

Of course, all this beautiful data begs the question *where to now?*

Action 1: Encourage better buying

Our greatest hope is that this report will help other roasters to feel confident asking the important questions and, as a result, change the way they buy and supply their coffee.

It's a long journey, that's for sure. But it's a fruitful one too. When we started working in coffee many moons ago, most of us were obsessed with the short-sighted: the best coffees, the newest flavours, the latest trends. Of course, budget was something forced upon us by employers; we'd constantly get asked to make decisions based on what was best option for the least possible price.

All this changed when we started to travel. Questions popped into our brains. What if we could change this? What if we could influence demand by encouraging ethical supply? With the prices being paid to producers currently being so low overall, we know it's now up to roasters to start investing time in working with their partners - cafes and individuals alike - to create a more sustainable coffee industry.

Who's with us?

Action 2: Encourage better consumption

Love coffee? Us too. But why not demonstrate your commitment even more by asking your local cafe how much they, or their roaster, paid for the coffee being served up to you? If they're not sure, ask them - in the name of transparency, of course - to get back to you!

All in all, be confident knowing that you too can do your bit, and that every bit helps. Share your findings with us today: [#timefortransparency](#)

Action 3: Reflect, improve, and improve some more


Our aim is to keep researching, developing and publishing this report annually into 2019 and beyond. It's taken many hours (and lots of effort) to get it done this time 'round, but we're doing it for a reason, and that reason is worth fighting for.

As a small and dedicated roastery, we recognise we have the ability to be agile and affect change on a daily basis. That's the Rumble way!

If there ever was a bandwagon worth jumping on, it's gotta be this one. We hope you can join us. And of course, if you're interested in learning more but can't work out where to start, take the first step: pick up the phone, or jump on your email.

We're ready to Rumble if you are.



The
TRANSPARENCY
Project 

THANKS FOR SHARING THE JOURNEY WITH US SO FAR.
IF YOU HAVE ANY QUESTIONS PLEASE GET IN TOUCH VIA:
TRANSPARENCYINFO@RUMBLECOFFEE.COM.AU
[#TIMEFORTRANSARENCY](https://twitter.com/TIMEFORTRANSARENCY)



RUMBLE COFFEE ROASTERS