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Peoples

Sustainability Report

Published 22nd July 2021

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01 WE'RE SO GLAD YOU'RE HERE



As a small business, we at often-times forget the impact that we can achieve if we focus on the little things and execute them incredibly well. Founded on the principles of fairness, equality and having an unpretentious quality in everything we do, throughout our 17 years of trade we have constantly challenged the status quo and championed the 'little guy'. Our founder Matt Lamason identified the underlying unsustainable nature of the coffee industry, both for the treatment of its coffee farmers but also the impact on the environment. Matt set out to challenge the ingrained norms of destructive farming practices and unethical pricing to coffee growers.

Over the years, we have explored various certifications and associations to transparently stand behind our mission. In 2018 we became B Corporation accredited, but to date, we have lacked a single overarching document. Our 'Handbook' for how we do business, a document that keeps us accountable to the vision and values that sit at the heart of decision making and strategy. For us, this report represents a review of the work we have done to date to achieve our vision, and our ongoing promise to our farming partners, our team, our loyal customers and more importantly the environment of which we rely so heavily on for survival.

A key area raised while preparing for this report was the culture of waste in the coffee industry. There is a 'single-use' mountain ahead of us in our industry that we need to address and overcome. We have become so heavily reliant on convenience that we have created a system dependant on the trade of single-use products. I am so immensely proud of our community and team for addressing this 'elephant in the room' and acknowledging that we need to do something about this. Another standout theme throughout this report is the need to address the financial pressures on the conventional wholesale model, business resilience & financial sustainability as an owner operated business.

In the following pages we will highlight the essence of how we operate, identify some areas we are extremely proud of, but also some things that we wish to improve over the next season. We are making the decision to start officially measuring our economic, environmental and social impacts to paint the most objective perspective possible on our practices and discover areas where we need improvement. We want to share this journey publicly to be held accountable to our goals and aspirations but more importantly, in the hopes that it may inspire others to adopt a similar approach and normalise sustainable business strategies.

James Beyer
General Manager

02 ABOUT THIS REPORT

Thank you for taking the time to read a little more about us. We couldn't be more excited to materialise our longstanding goals and aspirations into a single document to share to our community far and wide.

This, our very first sustainability report, has been prepared in accordance with the GRI Standards: Core option. GRI stands for 'Global Reporting Initiative' and is a reporting framework used by businesses all around the world, to report on sustainability. We decided that despite the challenge of following the GRI framework for a small team like ourselves, we wanted to ensure we delivered a robust and comparable report that gives the most objective and transparent view of how and why we do business. To produce a report "in accordance with" GRI, there are many of disclosures that we have to answer relating to how we operate - you can see the full list of disclosures we answered on pages 48 – 50. We also went through a process of engaging with our stakeholders and undertaking a materiality assessment to ensure we reported on the topics most material (important) to our stakeholders. We go into more detail about this on the next page, and you can see the list of disclosures relating to our material topics on pages 51 – 53.

Unless otherwise stated, all the data and information in this report relates to the entire business operations of Peoples Coffee Limited, and Peoples Coffee Retail Limited (collectively referred to as Peoples Coffees) for the 21-month period between April 1st 2019 and December 31st 2020. Moving forward, we intend on releasing bi-annual reports, capturing data across two full financial years.

There have been areas we were unable to collect full data sets for various disclosures which we have identified where applicable, however, this has allowed us the opportunity to make some immediate changes to operations and data collection in preparation for our 2023 report. We would like to thank Nick & the team at Go Well Consulting for helping ensure we followed the GRI framework, implemented the Reporting Principles, and generally shepherding us through this maiden report.

If you have any questions or feedback relating to this report we would love to hear from you.

James Beyer
General Manager
James@PeoplesCoffee.co.nz

03 STAKEHOLDER ENGAGEMENT & OUR MATERIAL TOPICS

We began our reporting journey by engaging with the various stakeholders in our community to identify what topics we ought to report on. Although we had a few ideas, we wanted to determine what each stakeholder group cared deeply about so as to cover all aspects of who we are as a business, and ensure this report met the GRI Reporting Principles for defining report content.

Our key stakeholders spanned all levels of our operations - from cooperative farmers across the world, suppliers, our staff and coffee drinkers in New Zealand. In addition, we made contact with our fellow sustainably-minded organisations such as the Sustainability Trust and Cogo NZ.

We started the engagement process with a staff discussion facilitated by Go Well Consulting, we followed their advice to exclude our Director, Matt Lamason, and General Manager, James Beyer, in order to gain an unbiased understanding of what mattered most to our team.

We met with the majority of our key Suppliers in-person through longer format discussion. To connect with our webstore, retail customers and the general public, we invited them to complete an anonymous google form survey via our social media channels, direct email, and in-store signage at our flagship cafes to which we received a total of 335 submissions.

One of the most important stakeholder groups we sought to consult with was the cooperative coffee farmers from whom we purchase green beans through Trade Aid Importers. With the help of Justin Purser (Food Manager, Trade Aid), we sent letters to each cooperative inviting them to share their experience and discuss the social, economic, and environmental impacts they face at origin. We were fortunate to receive correspondence back from two cooperative partners; The ANEI (Colombia), and COOPARM (Peru). You can read these in full in pages 46 & 47.

Following the 4-weeks of stakeholder engagement, we caught up with Go Well Consulting to review the feedback, correlate responses, identify our material topics and conduct a materiality assessment to summarise these topics into three core sections that make up the body of this report. You can find a list of the stakeholders we engaged with and the topics raised on page 44.

Material Topics

Our Environment

- Coffee Globally
- Organic Farming
- Circular Economy
- Emissions

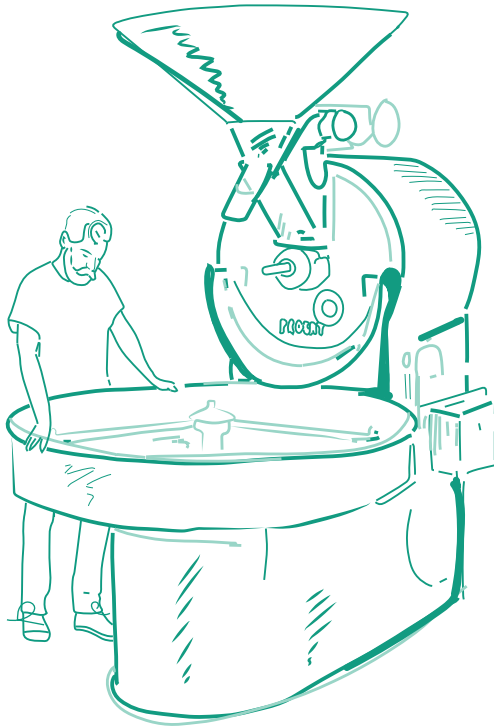
Our People

- Cooperative Partners
- Social Impact of Fair trade
- Working at Peoples

Sustainable Business

- Governance
- Financial Management
- Transparency & Communication

04 ABOUT PEOPLES COFFEE PT. 1



Peoples Coffee is a Limited Liability Company roasting and serving 100% fair trade and organic coffee.

Our HQ is based out of our modest 110sqm roastery at 22B Newtown Avenue in the heart of Newtown, Wellington. We also have two flagship cafes serving our coffee alongside local food and beverage offerings - 'Constable Street' in Newtown, and 'Lukes Lane' in central Wellington.

When founded in 2004, Peoples sought to create meaning beyond roasting coffee; to tell the stories of the cooperative coffee farmers across the world, and championing the fair trade system as a mechanism to give farmers agency in coffee growing regions. Over the years the coffee industry has changed dramatically, however, this philosophy has held true: to challenge the norm and actualise better business practice with people at the heart of everything we do.

In October 2020 we held a vision planning session to name our mission and values. These gave name to many of the values Peoples have maintained since its inception.

Peoples exists to create a difference in the world through meaningful business.

Meaningful business means to us...

Having an unpretentious quality in all that we do

Setting aside the bells-and-whistles, we are here to create true impact in the coffee industry. In order to achieve this mission, we must lift the bar on what it means to be a coffee supplier; from exceptional customer service, technical support, quality training & development and letting our product do the heavy lifting when it comes to marketing.

Being Stewards of the Environment

From constant consideration of our environmental impact here in Aotearoa, to ensuring organic practices are used to protect farmer livelihoods at origin - as we grow we seek to leave our world a little better than we found it.

To be an Imaginative & Risk Taking Creative Force

In 2004 Peoples made the small radical act of roasting high quality, delicious fair trade coffee, shaking industry perceptions and providing a delicious brew to our neighborhood coffee drinkers - all while making positive change at origin. From partnering with Again Again, to becoming Aotearoa's first certified B-Corporation coffee roastery, we continue to seek opportunities to pioneer positive change through acts of imaginative risk.

05 THE PEOPLE OF PEOPLES

Governance

In early 2019, we enlisted Laura Humphreys of Liber8Me for advisory support and strategic direction. Laura (Business Advisor) sits alongside Matt Lamason (Founder/Director) and James Beyer (General Manager) to form the Peoples Coffee Board. The board meets quarterly to review financial performance and monthly to discuss strategic & operational direction for the brand, reports on the health & wellness of our team and investment decisions for the company.

Shareholders & Directors

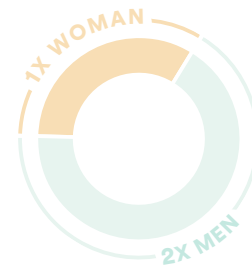


Employment Type



Our Structure

Governance Board



33% Aged under 30
66% Aged 30 –50

33% Māori
66% Other

Executive / Director



50% Aged under 30
50% Aged 30 –50

ND

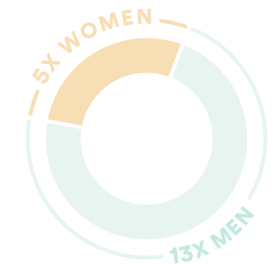
Managers



75% Aged under 30
25% Aged 30 –50

ND

Non Managers



83% Aged under 30
17% Aged 30 –50

ND

All employees are based in the Wellington region.

06 ABOUT PEOPLES COFFEE PT. 2



We offer 200g retail bags through our flagships, independent cafes and eateries, grocery retailers and through our online store direct to customers across all corners of Aotearoa. We also sell 500g, 1kg, and 3kg bags for wholesale supply across Aotearoa, and provide reusable 8kg buckets for customers in the greater Wellington region.

Our Range of Coffee

Three Core Espresso Blends, named after cooperative members across the coffee world who have inspired us:

- Don Wilfredo
- Sebastiana Martinez
- Tadesse Meskela

Ongoing Blends & Decaffeinated Coffees:

- Seasonal Espresso
- Peru | Honduras | Mexico Decaf

Seasonal Single Origin Offerings:

- Ethiopia Guji
- Colombia Tolima
- Mexico San Fernando
- Guatemala Huehuetenango



Provisions

In response to the challenges imposed by Covid Lockdowns in early 2020, we chose to launch a sister brand 'Provisions' (NZProvisions Ltd) to unite and support our local producers. Provisions, like its namesake, is about providing for the people. Quality foods surrounding great coffee, a boutique grocer that looks after its staff, the local community, and our local, artisanal producers that we want to see thrive.

We chose to launch in Miramar due to the number of creatives established on the peninsula and the revenue generated enabled us to deliver some much needed cash flows to producers while also ensuring we could retain every Peoples Coffee employee.

The operations of Provisions are not included in this report unless otherwise stated.

07 IN GOOD COMPANY



In addition to our core product of roasted coffee we also distribute the below products & services from our supply partners. Of the 39 direct suppliers that we work with, 94.87% operate local to our general operations. We choose to purchase from locally owned and operated suppliers and/or contractors who share similar values for ethical and sustainable trade.

Our geographical definition of 'local' is expressed to represent the whole of Aotearoa. However, some of our suppliers import products from various countries around the world (Coffee Origins). We refer to our 'significant locations of operation' to mean our headquarters in Newtown, Wellington.

Allgood

A fellow fair trade and organic advocate, the team at AllGood cut their teeth re-imagining the banana trade here in Aotearoa. Since their first bunch of bananas landed in 2010, they have contributed upwards of \$1,400,000 to the farmer cooperatives in El Guabo, Ecuador. We are stoked that they remain 100% New Zealand owned (Like us!) and are keeping the big players on their toes with their incredible produce. When Matt approached us with the dream of creating a Carbon Zero Oat Milk, we jumped at the opportunity to support them at our two flagships. We quickly discovered how incredible this dairy-alternative was and began distributing it to our stockists in early 2020.

BonSoy

Soy has never had a great rap in the hospo market, often looked down on for its consistency, flavour and unsustainable farming practices, that is, until BonSoy hit the market. Made from Organic Soybeans, free from all the chemically stuff, BonSoy have developed their product with espresso coffee in mind.

Espresso Ninja & Machine Limited

Our industry wouldn't get very far without the experience & service excellence of our independent machine technicians. Martin and the team at Espresso Ninja have been looking after our lower North Island customers for coming up on a decade while Steve and the guys & gals at Machine Limited keep our Upper North Island machines spick and span. Technicians don't often get the praise they deserve, from the many weekend call-outs, to the odd emergency road trip up or down the country, they are the real MVP's in our industry.

Innocent Packaging

"We make our products from the most sustainable materials available, transforming takeaway packaging into an industry beyond oil. We combine this with exceptional customer service, a focus on digital advancements, and a desire to see our customers succeed."

We have looked up to the wonderful people at Innocent Packaging for a wee while now, constantly lifting the bar on sustainability 'best practice', and disrupting the packaging industry through innovation.

Zany Zeus

A family run business with a passion for sustainability and quality. Sourcing the majority of their raw materials from Marphona Farms (the largest independently owned organic dairy farm in Australasia), they are a notch above when it comes to producing Organic Milk for the Wellington Region.

La Marzocco, La San Marco, Rocket, Mahlkonig, Victoria Arduino & Mazzer

Work horses & works of art, the espresso machine is the last step in the seed-to-cup process. Cafes small, or large, we have partnered with the industry leaders when it comes to consistently high quality espresso equipment. La Marzocco are the premium brand when it comes to high performing, large capacity venues. La San Marco & Rocket provide economical solutions for our small to medium sized cafes. While Mazzer, Arduino & Mahlkonig supply us with coffee grinders to match.

08 A BRIEF HISTORY OF PEOPLES



Cooperative Relationships

'03 Wilfredo Haslan

Matt embarks on his first origin trip to Nicuragua and meets our most enduring inspiration, Don Wilfredo Haslan. The roaster that starts it all, the LP5 sample roaster is picked up from Germany.

'04 A Newtown Icon

Back in Newtown, half the size it is now, 12a Constable St opens for brewing and roasting delicious fair trade coffee.

Roasting out of the tiny cafe doesn't last long though, within the next two years we had moved around the block to 24 Newtown Ave.

'09 Gonna Need a Bigger Shed

Matt travels to Germany to pick up our UG22 Probat roaster (made in the '50s, still kicking it in '21) to bring back to our new roastery at 22b, a slightly bigger shed next door to 24.

'11 Meeting Tadesse

An origin trip around Africa allowed us the privilege of meeting one of our Fair trade heroes, Tadesse Meskela - founder of the OCFCU cooperative (Ethiopia) and one of our longest standing cooperative relationships.

'12 Swinging the Hammer

We busted through the wall, 12a Constable St became just '12'. More seats, more coffees, meant more impact for coffee cooperatives across the globe.

'13 Meeting Sebastiana

On a trip in Guatemala, our Head Roaster Rene meets Sebastiana Martinez Gomez, board member of Cafe con Manos de Mujer ('coffee in the hands of women') a group that enables women to participate more actively in agricultural production and emphasised the value of womens coffee in Guatemala.

'18 B Corp Certified

Another badge to wear alongside our 2017 Biogro certification, we became Aotearoa's first certified B Corporation coffee roastery.

In the same year we celebrated the opening of our Lukes Lane cafe.

'20 Embracing the New Normal

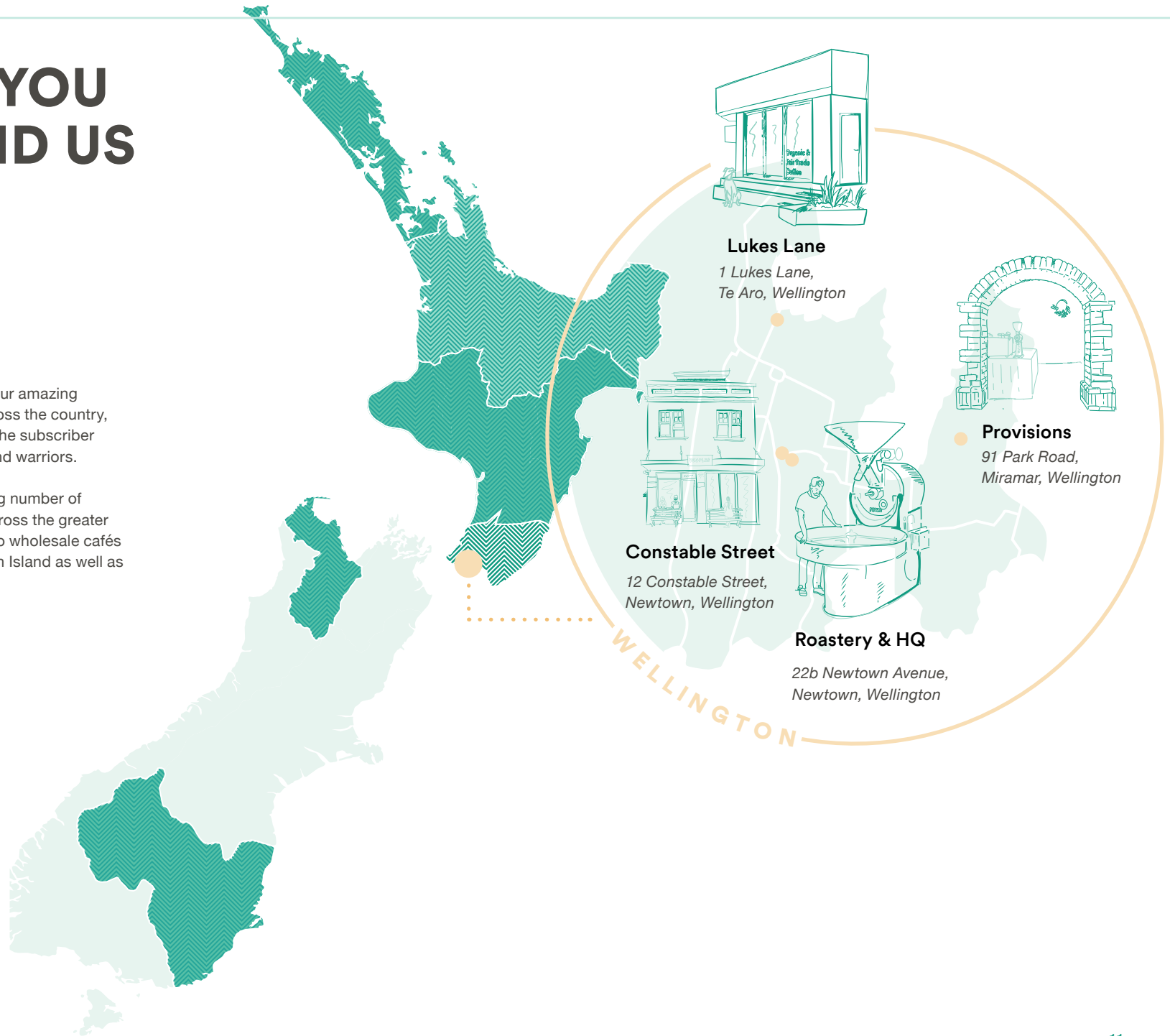
Among the disruption and great unknown of Covid 19 came oppourtinity, to give our local suppliers and makers a platform to truly celebrate local - Provisions was created and welcomed to its permanent home in Miramar.

09 WHERE YOU CAN FIND US

Fuelling Wellington and beyond

From our Newtown Roastery, our amazing Dispatch crew send coffee across the country, supplying offices, non profits, the subscriber coffee addicts, and our weekend warriors.

Peoples supply an ever growing number of supermarkets and refilleries across the greater Wellington region, and coffee to wholesale cafés across the majority of the North Island as well as Nelson, Dunedin and Wanaka.



10 COFFEE & PRODUCT ORIGINS



11 THE GLOBAL CONTEXT OF COFFEE

¹ [Coffee Barometer 2020](#)

² [Fair trade.net](#)

³ [Healthcentral.nz](#)

**125
MILLION
PEOPLE**

Depend on coffee for their livelihoods. ¹

2020 marks the **3rd year** in a row that coffee farmers are experiencing a C price of coffee negativity impacting the profitability of all producers. ¹

Across the Globe, coffee is grown on around... ¹

**12.5
MILLION
FARMS**

95%

Are smaller than 5 hectares (7 football pitches). ¹

84%

Are smaller than 2 hectares while producing about 73% of all of the world's coffee. ¹

35%

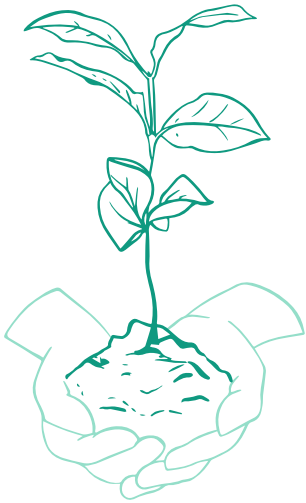
Of global green coffee trade is roasted by 10 roasters. ¹

1.6 BILLION

Cups of coffee are brewed per day ²

More than **70%** of Kiwis are drinking at least one coffee a day with **24%** consuming three or more cups daily. ³

12 FROM SEED TO CUP PT. 1



1. Cultivation

Coffee trees are grown amongst various food producing crops, sharing nutrients with each other while shade is provided by canopy trees, protecting crops from the elements.



2. Harvesting & Processing

During harvest season, coffee cherries are picked daily, more often by hand, and brought to a processing mill often shared by hundreds of farmers. At the mill, farmers will separate the coffee beans (seeds) from the outer skin, pulp & mucilage. This takes between 5 and 12 days.



3. Commercialisation

Brokers buy coffee from mills or cooperatives to sell to importers overseas. Our Brokers, Trade Aid, have formed direct relationships with Cooperatives across the world, working with them to meet the needs of the market in Aotearoa.



4. Shipping

60 to 70kg sacks of coffee are shipped in 40ft containers. Insurance is necessary to protect both the exporter and importer as poorer quality coffees can often rot during the long shipping periods or corruption at the export location could see shipments stolen or mis-handled.



5. Distribution

Importers sell direct to wholesalers, coffee is the roasted daily for cafe or retail supply. 'Green' coffee lasts up at 12-months before deteriorating. Once roasted, coffee is best consumed within 3-months.

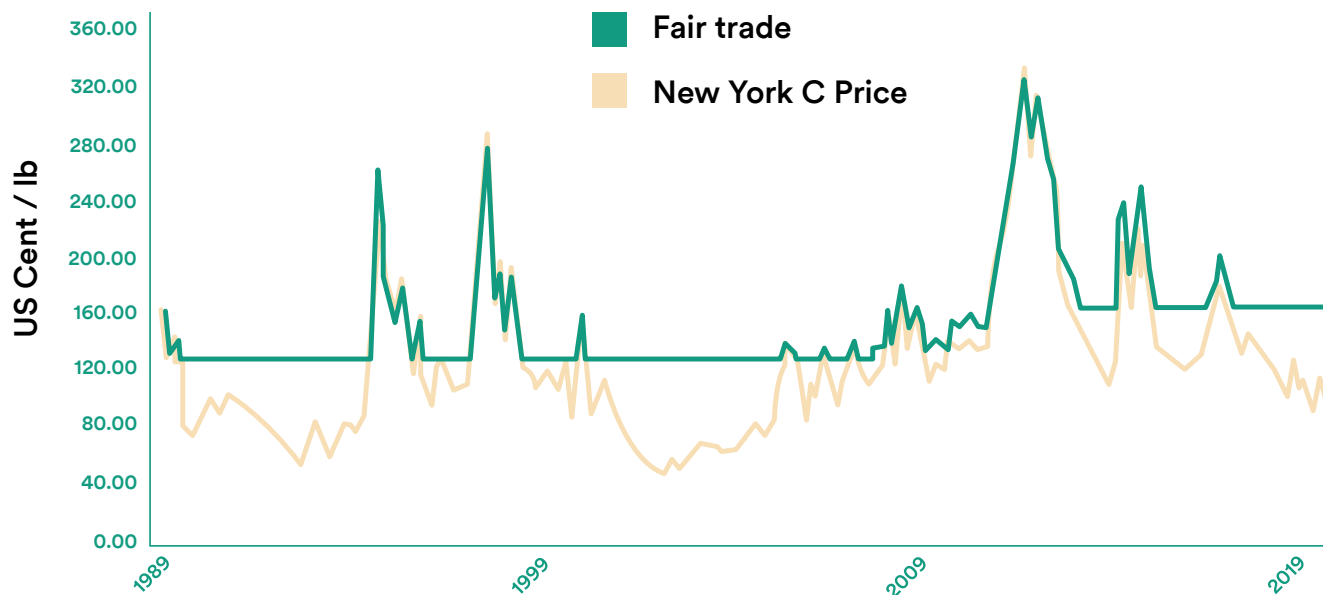
13 FROM SEED TO CUP PT. 2

Coffee is a commodity and the price is set daily at the London stock exchange (for robusta coffee) or the New York stock exchange (for arabica coffee), collectively referred to as the 'C price'. The C price is based on 'coffee futures', speculations about supply and demand for future contracts.

Over the past 40-years, supply has remained high causing the C Price to remain consistently low, so low that the majority of farmers receive less than the cost of production.¹

While consumers benefit from the consistently low C Price, this has drastic consequences for producers: from food insecurity to restricted access to resources or education. Although this problem is global, it is often the underrepresented that are affected more significantly than others, for instance, women and people from rural areas. (equally, indigenous peoples with language barriers).

Coffee pricing is unfathomably complex and near impossible to sum up in just a few paragraphs, however, we believe that transparency, knowledge and context will help guide consumers and producers to reimagine our industry. The coffee sector is built on cheap land and cheaper labour, it is an "extractive model of production - relying on rural poverty, devalorised work and the depletion of natural resources."²



Our Industry is built on an economic system dating back more than 150 years old and does not represent today's environment. The concept of sustainability itself is a response to the environmental damages induced by a focus on economic growth. In 1986, the Brundtland commission defined the concept of sustainable development, which later became the basis of what we now refer to as the United Nations Sustainable Development Goals (SDG's), that inspired the B Corporation certification.

*"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs"*³

^{1, 2} [Coffee Barometer 2020](#)

³ [UN.org](#)

OUR ENVIRONMENT

"Fair trade is [...] the practice of what trade should really look like if it has to serve the Earth, protect farmers, protect our biodiversity, and protect our cultural diversity"

Vandana Shiva, 2003.

14 ORGANIC FARMING VS. CONVENTIONAL FARMING

“The definition of certified organic coffee can be extended to include an emphasis on recycling, composting, soil health, and protection of the environment. These are important aspects to sustainability that are both cost effective and socially responsible.

That is why organic fair trade coffee and organic shade grown coffee often go hand in hand.”¹

What does organic mean?

From food to cosmetic industries, ‘organic’ has become a marketing buzzword to boost sales - many coffee roasteries offer a token ‘organic blend’ to answer market demand. Currently in Aotearoa there is no law relating to the use of the word ‘organic’, but as we write this, there is a bill going through parliament to rectify this². Peoples Coffee is certified organic through the BioGro certification.

Our western world has created a divide between what we eat and where it comes from, resulting in a lack of understanding of the global picture. ‘organic’ stands for far more than is commonly understood. It embodies much of what we care about as organisation: animal welfare, traceability, care for workers, restoring biodiversity, and sequestering carbon.

When producing organic coffee, the use of pesticides, herbicides or synthetic fertilizers is significantly restricted. To become certified, coffee producers have to adhere to organic practices for at least three years. Farms need to be physically separated from nearby non-organic farms, and have strategies in place for crop rotation ensuring the health of the soil.

We source our coffee through Trade Aid Importers based in Christchurch, Trade Aid screens all suppliers based on fair trade’s environmental standards³ and ensure all farmers have achieved organic certification. *Peoples Coffee does not collect data on direct or indirect impacts on biodiversity.

Shade Grown 101

Coffee beans are the seeds of a fruit that grow on the coffee tree. The natural habitat of coffee trees is a rich biodiverse ecosystem. The trees grow under a canopy of other plant life (often banana trees or other fruiting trees) and provide shelter to birds, insects and reptiles who also provide natural pest control. The canopy plays an active role, providing nutrients to the soil. The shade offers a colder environment where fruits mature much slower, increasing quality. Growing coffee within its natural ecosystem preserves soil quality, biodiversity, water efficiency and provides weather resilience.

Following years of colonialism, coffee became one of the most traded commodities in the world while quickly becoming a staple to economic growth for the countries that produce for export. Due to significant demand, large areas of land were cleared and various varieties were planted in direct sunlight outside of their

natural ecosystem. Monocultured coffee produces high yields but ushered in the introduction of mass pesticide & herbicide use to ward off plant disease. Often applied by hand with little to no protective equipment, these chemicals leach into soils, residue pollutes local streams and rivers causing untold damage to the local environment.

Without their natural habitat, coffee trees are exposed to the heavy rains that would usually be falling slower over the canopy, which results in erosion rather than retaining this moisture in the soil bed.

After decades of focusing on profit, the industry has failed to prevent these impacts, and respectful agriculture practices is becoming increasingly harder, despite a general consensus that organic farming is the way to go. Yet another reason why we support fair trade organic coffee producers.

¹ Coffeeresearch.org

² Parliament.nz

³ Fairtrade.net

15 THE CLIMATE CRISIS IN COFFEE FARMS

Looking at the global coffee trade, we see increasing challenges for coffee producers. Market prices go down, costs of production are not covered, all the while facing an unprecedented climate crisis. The environmental and social impacts are huge for coffee farmers and while there is a wide diversity of situations, climate change and ongoing precarious living conditions of the majority of coffee farmers are universal¹.

These can be summed up in 4 different issues:

The loss of suitable areas

“By 2050, land suitable for Arabica production is predicted to reduce by 49-56%”²

Arabica coffee trees thrive at altitude, where the amplitude of temperatures between days and nights allows fruits to mature slower, hence increasing acidity in the cup which gives coffee its complexity. With rising temperatures, coffee plantations need to shift to higher altitudes, requiring use of forested area or land used for other crops.

Water Stress

As we are experiencing periods of drought and unreliable weather patterns, water stress is a serious concern as this will increase the need for irrigation.

Rising Temperatures

Rising temperatures have a negative impact on flowering and cherry development, while rainfall (too big or too little) affect yield and quality.

Pests & Diseases

Increased outbreak of pests such as the coffee berry borer and diseases such as the coffee leaf rust have been destroying plantations throughout Central and South America and can be found at higher and higher altitudes.

In addition to these environmental impact, there are of course intersections to consider. “Climate change will hit smallholders and women coffee farmers hardest”³.

While we don’t actively monitor the environmental practices of our coffee suppliers ourselves, we have chosen to partner up with co-operatives who went through rigorous assessments in order to obtain their organic and fair trade certifications and experience stronger resilience to change.

We believe our role is to provide a better understanding of how the market operates as well as the reality that coffee producers face so that you, as consumer have the tools to make choices with your dollar the next time you wonder which coffee to bring home.

¹Loening-berlin.de

^{2,3}dhsustainabletrade.com



The Negele Gorbitu Cooperative, Ethiopia, 2015. Photo by Rene Macaulay.

16 CLOSING THE CIRCLE ON WASTE

From the beginning Matt Lamason (Founder / Owner) has instilled the culture of ‘first movers’, and to be an “Imaginative & Risk Taking Creative Force”. This is the concept that no matter how large our company becomes, we will always champion innovation and reinvention when it comes to our waste footprint and sustainable practices, and we are never too small to make an impact with our influence and leadership in the industry. Through every change in leadership, we have kept that vision for reinvention and are constantly challenging the market norm in our operations.

Peoples has been on the forefront of many tidal shifts in innovation. From championing the humble Keep-Cup in order to reduce consumption of single-use cups, partnering with Innocent Packaging for a compostable solution to the ‘then’ norms of the petrol based takeaway cup, and partnered with expresspak for compostable retail bags. Although compostable solutions come at a significant cost to the bottom line, we choose to invest in companies that are working hard to find solutions to the problem of waste, rather than compromise for a cheaper plastic alternative.

Our biggest challenge relating to circulating materials continues to be our packaging. Our cups, and how we deliver coffee to our retail and wholesale customers.



17 THE ELEPHANT IN THE ROOM



Us kiwis consume upwards of 295,000,000 take-away cups per year, that's close to 807,500 cups per day¹. Now we love the convenience of grabbing a quick cuppa on the way into the office, or during school drop off as much as the next guy, but we need to play our part in the reduction of single-use materials in our industry.

We made the decision that if we are going to provide a take-away product it must be sourced from the most sustainable materials through the most ethical processes, which is why we partnered with the beautiful people at Innocent Packaging. They believe in sourcing the best possible paper through the Forest Stewardship Council (FSC) and use exclusively plant-based inks and dyes in their certified compostable packaging². This leaves us with a product, that under the right circumstances, can be composted into new soil.

However, we know we can do more to curb the rising tide of materials being sent to holes in the ground. During the reporting period, we distributed 1,422,000 compostable cups and lids. A number we expect to increase year-on-year as we grow. Although there are incredible end-of-life solutions popping up around Aotearoa, we sadly recognise that the vast majority of the branded cups and lids we send out into the world aren't finding themselves in a composting facility.

So what can we do about this?

While we could sit by and hope for change to happen naturally, we want to always be amongst the first movers when it comes to implementing sustainable change. We have openly advocated for the reduction and removal of single-use materials from our industry and we encourage you to join us in minimizing the single-use waste problem plaguing our country. Bring your own mug from the office (set up an office mug-library), join one of the various cup reuse schemes such as Again Again, or purchase a reusable cup of your own (and use it!).

Earlier this year (2021), we were invited to participate to the Wastefree initiative in Wellington which invited cafes to go single use cup free during the 5 Fridays of April 2021. When we shared the project with our Lukes Lane cafe manager, Alex simply replied 'why not the whole month?'. Customers were offered 3 options: using their own favourite cup, an Again Again cup or a free cup from a mug library provided by UYO and The Rubbish Trip. This is how April 2021 turned into a single use cup free month at Peoples, having a huge impact on normalising reusables from then on.

¹ Stuff.co.nz

² *Certifications: ASTM D6400, ASTM D6868, DIN EN 13432.*

Learn more: Innocentpackaging.co.nz

18 MORE PACKAGING, MORE PROBLEMS PT. 1

Although we routinely recirculate undamaged 1kg and 3kg bags that are returned from our Greater Wellington Stockists, hundreds of bags are inevitably ending up in landfill. In light of this, In early 2018 we made the decision to introduce 4kg and 8kg Buckets into many of our Wellington wholesale stockists. We are pretty chuffed that since introducing these buckets, we are yet to send one to landfill. To date, we have approximately 60 buckets in circulation across Wellington.

During the reporting period, our buckets offset 7,614 3kg bags (0.25 tonne) representing 22,800kg of coffee distributed.

In addition to product packaging, during our company wide 'Sustainability Audit' in late 2020, we made the decision to join the LOSCAM pallet pooling/recycling system for our Green Coffee storage & transit. We noticed that lower grade or poorly maintained/manufactured pallets would often break in transit, and then be stacked onto additional pallets at the various dispatch centres across New Zealand before finally reaching us here in Newtown. This contributed to upwards of pallets being either taken to landfill and/or recycled (post April 2019) with McMud in Grenada. LOSCAM provides Trade Aid with high quality pallets, on loan, that we then return to their Seaview depot which are then recirculated back into rotation.

Implementing the LOSCAM system has helped reduce our pallet consumption from 14 units per month to as little as 4. Across a year, that translates to 160+ pallets that would otherwise be stripped down for compost/gardening materials.

When setting up new relationships with our wholesale customers, packaging options are always discussed. We set up systems to be able to refill reusable containers on a weekly or fortnightly basis. Rather than purchasing new items, we encourage the reuse of whatever is already being used, from a glass jar or coffee canister, to a well loved plastic container or even a cloth bag.



19 MORE PACKAGING, MORE PROBLEMS PT. 2



Sourcing products with low environmental impact has been a continual priority in our procurement strategies. In a day to day cafe environment, commercially compostable and food safe coffee bags, labels and cups have been our norm. Each verified under global composting standards. However, for everyday customers, there are barriers to accessing commercial compost facilities consistently and easily. Although there is no current reliable data on the amount of commercially compostable material sent to landfill each year, considering the linear design of our economy we can only assume that it is significant.

With more and more of our coffee being purchased for home consumption across the country, we recognised that a commercially compostable bag was no longer a light touch on our environment. Peoples initially explored a home compostable pack from China, however the company lacked sufficient information and certifications about their product lifecycle. This lack of transparency meant it did not meet our procurement requirements. In light of this we connected with Convex based out of Hamilton, who provided us with a home compostable packaging solution that met the Australian standard (AS5810) - considered by most as the highest compostable standard globally. When the label (commercially compostable and FSC® certified paper) and plastic valve seal (no, we can't source a compostable valve yet!) are removed, this packaging can be shredded and added to a conventional home / community compost, or worm farm to biodegrade back into carbon, nitrogen, and water. The exact speed of biodegradation is hugely influenced by the compost environment.

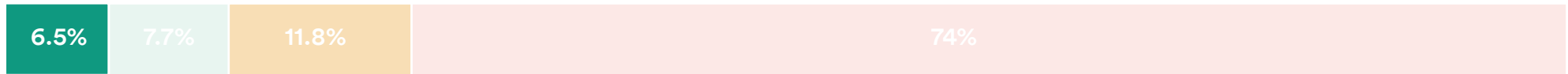
During the reporting period we did not have additional disposal information onpack other than the brand name "Econic". This is an area of our communications and labelling we are looking to improve moving forward.

Although home compostable packaging is a better option than the alternatives as we work to solve the plastics pollution crises, we realise it not a silver bullet and will continue to monitor the developments around retail packaging globally, and packaging systems in New Zealand e.g. composting infrastructure, reusable systems etc.

20 VOLUME OF MATERIALS USED BY TYPE

The below graphs show the volumes and types of materials we used throughout our business operations during the reporting period.

*We consider the starred materials renewable in our supply chain, totalling 11.01t / 11014.11kg during the reporting period.



Plastic 1.08 t

- Packing Tape
15.34kg
- Glassine Label Backing*
29.88kg
- 500g Non-Compostable Bag
130.64kg
- 1kg / 3kg Label*
168.73kg
- 1kg Non-Compostable Bag
202.23kg
- 200 / 250 / 500g Label*
258.21kg
- Grain-Pro Sack
279.68kg

Tetra Pack 1.27 t

- Bon Soy Tetra Pack
591.96kg
- AllGood Oat Milk Tetra Pack
677.04kg

Cardboard 1.95 t

- 3kg Courier Boxes
150.50kg
- AllGood Oat Milk Cardboard*
161.20kg
- Bon Soy Cardboard*
161.20kg
- 1kg Courier Box
227.84kg
- 9kg Courier Box
286.20kg
- 18kg Courier Box
923.45kg

Compostable 12.25 t

- 3kg Compostable Bag *
583.80kg
- 200g/250g Compostable Bag*
614.40kg
- Coffee Chaff
828.142kg
- 6oz Takeaway Cup*
836.00kg
- Hessian Coffee Sack
1223.60kg
- 12oz Takeaway Lid*
1526.85kg
- 6 / 8oz Takeaway Lid*
1666.00kg
- 8oz Takeaway Cup*
2135.00kg
- 12oz Takeaway Cup*
2831.75kg

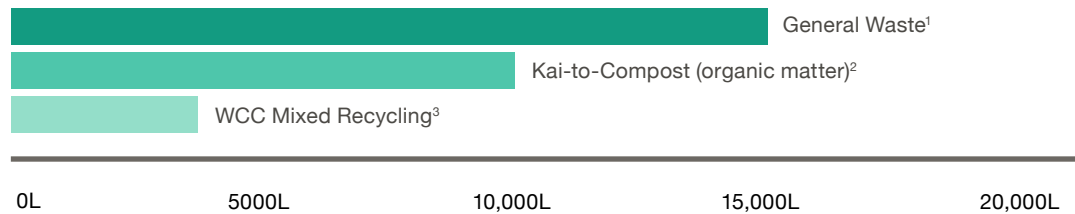
21 COMPOSTING & RECYCLING

All our Peoples Coffee locations support Kai-to-compost as our food / coffee waste collection service. They have supplied each site with a 80 litre bin that is used for all food scraps and used coffee ‘pucks’ (spent coffee from espresso machines). These bins are collected weekly and taken to the Kai-to-compost urban farm to compost and make new soil. All our sites also utilise the Wellington City Council mixed recycling service. We are supplied with a 120 litre for all plastics, and a 30 litre bin for aluminium & glass. During the reporting period, we did not collect data on the volume of materials collected, and or the volumes diverted from landfill. We are committed to finding the most appropriate process to ensure we measure this data for our next report.

To help us understand our impact on this side of the business and provide us with a baseline to help guide our strategies on managing the materials that flow through our business, we have made some conservative estimates using the following methodology. We assumed we fill each bin no less than 80% each weekly and extrapolated that out over 12 months. **See graph below.**

In April of 2019, we started diverting all shipping pallets (that were not otherwise gifted away to locals or staff) to McMud Earthworks located in Grenada North Wellington. We only started recording the total number of pallets recycled as of January 2021 (Following the beginning of this report research) but anecdotal evidence would estimate that we recycled approximately 161 units over the reporting period (Based on 14 units per month). Prior to April 2019, we would either publicise the free collection of pallets throughout the Wellington region, or take to Southern Landfill as a last resort.

Annual Estimates for Composting & Recycling



¹(3x 80lt) 240lt x 80% * 52 weeks = 9,984 litres annually
²(3x 120lt) 360lt x 80% * 52 weeks = 14,976 litres annually
³(3x 30lt) 90lt x 80% * 52 weeks = 3,744 litres annually



Waste Diverted From Disposal				
Description	Quantity	Weight	Plastic	Compostable
Coffee Sack	1,748	0.70kg	-	1223.60
Grain-Pro Sack	1,748	0.16kg	279.68	-
Coffee Chaff	118,306	0.007	-	828.142

22 LET'S TALK ABOUT MACHINERY WASTE



During the research phase of this report, we discovered that Machinery waste was frequently raised in our stakeholder analysis. One of the largest contributors to waste in the coffee industry, in our opinion, is the competitive life-cycle of espresso equipment. As the industry explores new technologies, perfectly operational equipment is often retired to make way for the latest generations in espresso machines & grinder technology. Previously estimated to last 20-years or longer, equipment now becomes redundant every 3-4 years as manufacturers (and Roasteries) compete to differentiate in the pursuit of 'quality & efficiency'.

This issue is twofold, first, this comes as a significant expense to cafes and roasteries, second and often forgotten is that these near perfect machines are either retired onto storage shelves, stripped for their bare metal, or worse still, buried in landfill. We have made the tough decision to balance our procurement policies against market competitiveness and to consider the overall end-of-life of equipment we acquire. Although it is often cheaper to purchase a new machine, we have intentionally repaired or refurbished older machines to give them a new lease on life with the support of the team down at Espresso Ninjas, based in Kaiwharawhara, Wellington¹.

Looking to the future, we are creating procurement policy with a focus to extend the life-cycle of all equipment, purchasing new only when absolutely necessary, and purchasing equipment that we deem as fit-for-use. We aim to work closely with equipment suppliers and maintenance technicians to research any new technology before purchasing and determine the ongoing costs of maintenance.

¹ We have not collected any data on the volumes of recycled parts we have used.

23 GREENHOUSE GAS EMISSIONS PT. 1

Running a small business roasting coffee located down at the bottom of the South Pacific is challenging at the best of times, adding in a climate crisis amplifies this significantly. We are yet to have our carbon emission mapped officially by an independent organisation, but we are aware of where our largest emission will be coming from, and have taken a number of steps to reduce our emissions.

Our Vehicle Fleet

As of January 2019:

2018 Ford Ranger 3.2l Turbo-Diesel
2019 Toyota Hilux 2.8l Turbo-Diesel
2010 Volkswagen Caddy 1.9l Turbo-Diesel
2010 Toyota Corolla Wagon 1.5l Petrol

As of 31 December 2020:

2020 Mitsubishi Outlander 2.4l Plug-In Hybrid
2019 Toyota Hiace 3.0l Turbo-Diesel
2018 Toyota Corolla 1.5l Petrol
2015 Toyota Corolla 1.5l Petrol-Hybrid

We identified that both Diesel Utes were superfluous to our general operations and contributed a significant level of CO₂, while our VW Caddy and Toyota Corolla were ageing poorly and requiring constant maintenance and replacement parts.

During this reporting period, we made the shift towards Hybrid or later model vehicles to reduce our carbon output and minimize breakdowns and their costly repair bills. We replaced the Turbo-Diesel Hilux for a Plug-In Hybrid Mitsubishi Outlander and returned the Ford Ranger that was leased. We also traded-in our Corolla & deteriorating Caddy for a 2018 Corolla wagon and leased a near-new high capacity Hiace Van. Finally, in the 4th quarter of 2020-21' we purchased a Hybrid Corolla wagon. Looking towards the next few years, we intend on replacing our non-hybrid Corolla for another hybrid alternative, likewise, once the lease lapses on the Hiace we hope to be in a position to replace this with a Hybrid or fully electric dispatch vehicle. We have compared the efficiencies of each vehicle based on standardised mileage per annum. We currently do not map our emission footprint.



24 GREENHOUSE GAS EMISSIONS PT. 2

Following an internal audit of our carbon footprint, we have made some significant systemic changes to how we operate but we have a long journey ahead of us. As a smaller coffee roasting company, we work in conjunction with Trade Aid to broker our contracts for Green Coffee. Trade Aid warehouse bulk volumes of coffee in Christchurch and due to our storage capacity limitations we are forced to make weekly orders that transit via road and inter-island sea connections. A transport distance of 440 km, all powered by fossil fuels. That adds up to 22,880 km over a year. We have identified that this is one of the most significant areas of emissions and something that we are working on to reduce as part of our growth strategy.

By simply shifting order frequency from weekly to monthly we would reduce the kilometres of freight to 5,280 km per annum. A further shift to quarterly freight could reduce that to 1,760 km. We are committed to achieve this goal of quarterly freighting before our next report in 2023, and have begun trialling different order volumes already.





OUR PEOPLE

"It is important that you know the history of coffee, behind a coffee is the life of a family that dedicates its time and life to produce a quality coffee and share it with you."

- Cooparm Cooperative

25 PARTNERING WITH TRADE AID

Trade Aid is a social enterprise creating fairness in trade. We work with small food and craft producers around the world, and we support and educate kiwi consumers to join with us in creating a world where trade is fair for all. Founded right here in New Zealand in 1973. Since 1973, Trade Aid has been wholesaling beautiful craft and organic food products to hundreds of other kiwi businesses, who we've welcomed into our fair trade family of businesses. It's a whānau that puts people over and above all else – Kiwi businesses who know it matters who makes our products, and that they are being treated right.¹

Small-scale coffee farmers form cooperatives (also referred to as civil organisations), second tier cooperatives and cooperative unions.

Cooperatives are governed by elected members and democratically decide on community and farming investments using the social & organic premiums, provide training in farming practices and facilitate community engagement events.

As coffee is a seasonal crop and is often harvested only once per year, farmers can go incredibly long periods between pay-days. To combat this, Trade Aid offer pre-financing when necessary to provide urgent cash-flow to producers to support infrastructural improvements on farm such as

replacing aging coffee trees, or to finance seasonal labour to harvest coffee cherries in preparation for export.

Peoples Coffee has partnered with Trade Aid since we began way back in the early 2000's because of our shared vision for a better world. Our head roaster Rene Macaulay has accompanied Justin on origin trips to visit, learn from and hopefully share our knowledge with the Cooperative coffee farmers. Over our 17 years, we have witnessed Cooperatives grow and thrive, but also sadly contract and disband, but our mission remains the same, to elevate Cooperative coffee to the world stage and champion the principles of fair trade organic farming.

There is a consensus in the industry that this coffee market as we know it is broken. Since the 1960's, there have been several attempts to regulate coffee prices. Fair trade is one answer born out of the necessity to act against the inequalities and injustice in the coffee market². There are other alternatives to reach that goal, however fair trade stands out as one of the only few reputable regulated alternative trading systems.

Certified fair trade and organic coffee makes up just 2% of the world's coffee production, it has been well proven to have the biggest impact on coffee growers' livelihoods³, and the number of fair trade certified coffee producers is steadily rising.

We have the expectation that zero of our suppliers of fair trade and organic coffee, and chocolate products have been subjected to any human rights reviews or impact assessments. In order to maintain fair trade supplier status, farmers must adhere to the Standards for Small-scale producer organisations v2.3 recently updated in April of 2019.



The Kopakama Cooperative, Rwanda, 2018. Photo by Rene Macaulay.

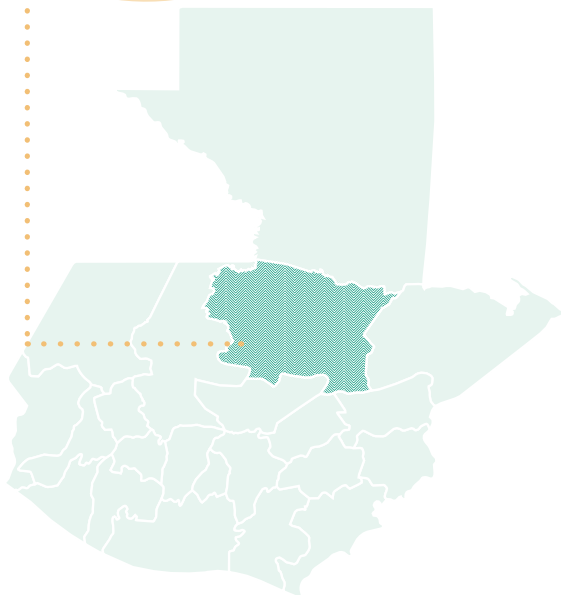
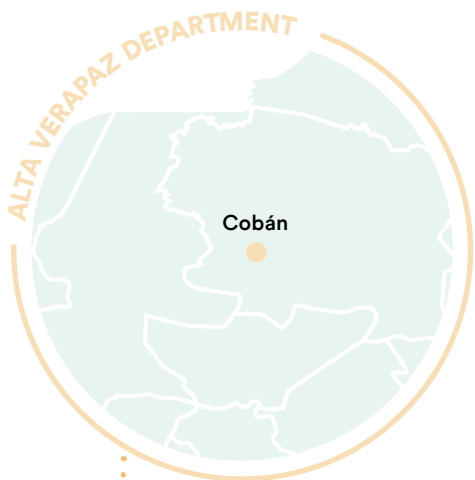
Fair trade Standard for Small-scale Producer Organizations v2.3 Section 3.3. Fair trade International expects that all operations unrelated to fair trade are also conducted in a way that upholds national legislation, including international human rights treaties ratified by your government. Therefore, if fair trade International identifies or receives information on any violation of rights of children or vulnerable adults, this will trigger fair trade's internal protection procedures that include reporting to relevant national protection bodies.

¹ [Trade Aid: Our Story](#)

² [Brewing Justice, Daniel Jaffee, 2014](#)

³ [lco.org](#)

26 COMMUNITY IMPACT OF FAIR TRADE



We have been traveling to meet with cooperatives with Trade Aid nearly every year since 2004. Though no system of trade is perfect, we have seen first hand how fair trade can benefit farmers and their communities.

Visiting the Apodip Cooperative

“One of the visits I hold close to my heart is visiting a potential new client in Cobán, a remote area in central Guatemala in 2009. Back then, the coffee producers had issues with too few middle men driving up to their village to collect coffee, which is a common challenge with big consequences: if the harvest can’t be transported it can’t be sold.

The community leader had visited another region and was introduced to a fair trade cooperative who had made great changes in the community. He went back home with a mission - to convert the entire village into one co-operative, pooling their coffee to access the market, combining resources to meet the needs of the community.

When we visited this village they had been selling fair trade & organic coffee for 3 years. Most commonly children of coffee farmers do not want to farm coffee as a result of all the challenges they are facing. But I spent a few hours talking with a group of 20 year olds who had studied at university and had returned to the village to work as agronomists, teachers and nurses.

They told me how the social troubles had changed and they wanted to return to their village as they saw complete change, and wanted to be part of investing back into their community with coffee.

Very simply, I have seen how fair trade organic coffee has the potential to radically change the lives of producers, and enables them to govern their own decisions to develop their lives in accordance with their indigenous cultural traditions.”

– Rene Macaulay, Head Roaster



The Apodip Cooperative, Guatemala, 2009. Photo by Rene Macaulay.

27 COFFEE GROWN IN HARMONY WITH THE EARTH



The ANEI Cooperative, Colombia, 2016.
Photo by Rene Macaulay.

The Sierra Nevada de Santa Marta region, Colombia is home to the ANEI cooperative and a particularly unique and precious part of the world. As a cooperative, the ANEI's central efforts are to empower and celebrate traditional knowledge, methods, and identity in its indigenous peoples (Arhuaco, Wiwa, & Kogui), using coffee as a tool to recover and preserve the economic, social, and cultural rights of its members in the Sierra Nevada de Santa Marta region. Intrinsic to their identity, the ANEI have a harmonious and restorative relationship with the environment, continuing to foster an unwavering connection between people and the earth for future generations.

“We work from the origin, valuing the cultural principles of the associated indigenous communities. In this sense, we respect each of the elements present in Mother Nature as the guiding axes of the productive processes: water, air, fire, and Mother Earth, are fundamental pillars in the Organization”

In 1971 UNESCO declared the Sierra Nevada de Santa Marta a ‘Biosphere Reserve of Man and Humanity’, recognising the significance of the ancestral landscape and drive to preserve Colombia’s unique flora and fauna. Due to their restorative worldview, the ANEI continue to produce coffee in harmony with the natural rhythm of the biosphere. Fostering biodiversity is a foundational element of organic farming practice. Not only is the elimination of harmful chemical inputs integral to a thriving environment, organic farming takes advantage of the natural processes already at play. Surrounded by the sounds of bird life and a steady hum of insects, canopy trees that provide shade and shelter to fragile coffee trees drop their leaves and provide much needed natural compost for the forest floor, which in turn offers an excellent foundation for healthy growth.

Organic farming in the Sierra Nevada de Santa Marta incorporates many traditional farming techniques to nurture a flourishing ecology, the producers are further supported by the cooperatives technical team who advise and train on restorative and efficient agro-ecological strategies to protect precious resources by minimising and reusing by-products such as wastewater.



28 SOCIAL IMPACT OF FAIR TRADE

When Peoples started pouring espresso out of a twenty square meter storefront on Constable Street, Matt believed in the value of fair trade and organic coffee farming. Although starting small, Matt’s vision quickly stirred the market’s perception on fair trade coffee, challenged the preconceptions of poor quality and misunderstanding of the ‘fair trade premium’ system.

As a single cafe creating 2000 cups of coffee (40kg of beans) per week, our total premiums paid amounted to approximately \$3,234 NZD per annum, while our mission was big, our impact was small. However, 17 years later, with annual volumes expected to reach 80,000kg in the 2021 financial year, we expect our total combined premiums to reach \$125,000 NZD.

Average Closing Price of Coffee¹



¹ [Macrotrends.net](https://www.macrotrends.net)
² [DailyCoffeeNews.com](https://www.dailycoffeenews.com)
³ [DailyCoffeeNews.com](https://www.dailycoffeenews.com)

Fair trade, as a principle, remains one of the most transparent forms of price certainty. Where the ‘C’ remains volatile, the fair trade minimum paired with Organic premiums provide farmers with a reliable mechanism to determine future revenues. The following excerpts outline where the market should have taken the price of coffee with the forces of inflation.

If the price of coffee had kept up with inflation and increased to \$8.86 NZD per kilo, it would have had to increase 222% from 1988 to 2020. But, it didn’t increase 222% from 1988; it decreased 15% to \$3.38 NZD per kilo. And, the difference, adjusted for inflation, between where the price was in 1988 and where it was in 2020 is a difference of 262%. Coffee prices for producers lost 262% from 1988 until 2020².

On the other end of the spectrum, it was reported in 2021 that a washed Geisha variety coffee from the Finca Sophia farm fetched \$3,960.07 NZD per kilo at the Best of Panama green coffee auction, shattering the previous world record price for a coffee at auction. In comparison, the current C price for arabica coffees is just over NZD\$3.47 per kilo, 1/1,139th the price of the Best of Panama winner³.

The wider market believes that 90+ cup scores and experimental processing & fermentation methods are the most effective mechanism to drive prices to farmer up. The example illustrated in the above excerpt may seem to reinforce this belief, however, Finca Sophia, although located in the highlands of Panama, is actually owned by American coffee brokers who have the resource to experiment with different growing methods, further lifting the barriers to indigenous farmers in coffee in Panama. This is a familiar story in many growing regions across the globe, with local farmers seeing little economic gain from these coffees.

Fair trade Premiums

Between April 2019 – December 2020, Peoples paid a combined fair trade Social Premium & Organic Premium value* of...

\$179,228 NZD

Plus \$1,541 NZD contributed to fair trade Chocolate & Sugar Premiums.

*Value based on the \$USD to \$NZD conversion rate as at 27th April 2021.

\$71,695 NZD

Of the combined value contributed to Social Premiums

\$107,533 NZD

Of the combined value contributed to Organic Premiums.

29 WORKING AT PEOPLES

Being a kind human

Both a namesake and founding principle, caring for People is a constant focus of Peoples Coffee. Whether that be the various stakeholders in our supply chain, the customers that frequent our cafes or the 28 incredible people that currently make up our roastery and cafe team, we aspire to reflect the principles of Fair trade in how we onboard, develop and manage every individual that chooses to be a part of our team.

Although cliché, we believe our People separate us from our competitors and what we attribute to our continued success. Peoples Coffee is a boiling pot of cultures, backgrounds and passions for the coffee industry, attracting talented people from far and wide, whose ambitions span from the pursuit of espresso excellence, to furthering their understanding of sustainability in the coffee supply chain.

We feel extremely privileged to be in a position to employ, empower and develop the next generation of coffee professionals in Aotearoa. While our staff choose to work towards our vision with us, our promise is to provide resources and opportunity to explore their career pathways and develop their skill set.

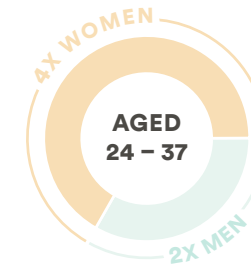
We have an annual performance review alongside a separate pay review as a mechanism to track performance, nurture passion and set goals for the future. Our team leaders and managers have an expressed obligation to support our staffs vocational development and elevate any opportunities for growth within our company. Every senior position is first offered to our existing staff who have the opportunity to express their interest and/or set this as their development goal for the future.

The hospitality industry has fallen behind other sectors when it comes to valuing it's employees, often relying on the minimum wage for remuneration guidance. In keeping with our fair trade values, we want to constantly raise the bar when it comes to valuing our staff, as of May this year (2021) the base pay rate within Peoples Coffee became \$22.25, and our commitment is to lift this to \$22.75 in September in line with the adjustment by Living Wage Aotearoa New Zealand. In July 2021 (while finishing this report) we gained Living Wage Accreditation.

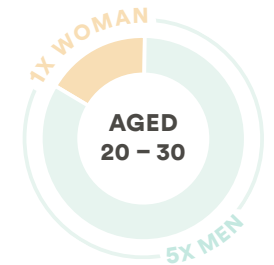
We are extremely proud to promote equality and equal opportunity across every aspect of our company structure. We believe in pay parity; the pay for one group within our team is aligned with the pay for a comparable group, this is to ensure every employee is treated fairly and respected regardless of position or title. Our base rates for a cafe allrounder are comparable with a roastery allrounder, likewise, the remuneration package for our salesforce is comparable to that of our accounts and relationship team.

New Hires

Peoples Coffee Limited

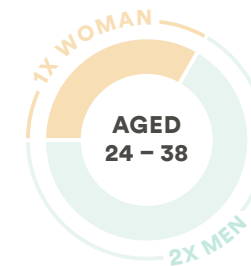


Peoples Coffee Retail



Employee Turnover

Peoples Coffee Limited



Peoples Coffee Retail



While incorporating NZProvisions, 3x employees chose to transfer from PC Retail to Provisions; there has been no employee turnover for NZProvisions. All employees are based in the Wellington region.

She'll be right

A key revelation from our 2019 internal company audit was the need to overhaul Employment and Health & Safety formal policy documentation. We realised that a few of our internal practices, although well intentioned, were not entirely safe and we were extremely fortunate to have avoided significant injuries. It's often the obvious things that go unnoticed such as cleaning the flues, safely operating our pallet mover or simply storing junk a little precariously.

We made the decision to contract Employsure to overhaul our existing systems and ensure we were operating to the current standards under the Health & Safety at Work Act of 2015. We have made it a priority to champion employee wellbeing and safety even at considerable cost to the companies bottom line. Some small steps we have taken include senior management completing Health & Safety at work and Mental health awareness programs, adding Health & Safety as an agenda item during regular team meetings and introducing annual companywide Health & Safety discussions to continually identify hazards throughout our day-to-day activities.



SUSTAINABLE BUSINESS

"We must harness the power of business to address society's biggest challenges"

Jay Coen Gilbert, 2010. On Better Business.

30 PURPOSE OVER PROFIT

We operate within an industry of drastic and often at times heartbreaking inequalities.

On one side of the fence we have an industry built around consumer experience - beautiful and thoughtful cafe spaces for our guests to enjoy, complete with market-leading equipment brands and exceptional quality food producers. On the other side - we hear heartwarming stories of community, generosity, and the desire to protect the environment. Both ends of the spectrum are polar opposites when it comes to goals for the future. While the consuming end focuses on the latest generation of espresso machines, coffee technology or 90+ cup scores, our cooperative partners aspire to fund local medical centres, food security, and basic necessities of life such as clean water, sustainable food sources, running toilets and lamps for their houses.

Somewhere between the traditional 'For Profit' organisation and the 'Not-For-Profit' sector is a space where organisations can utilize their unique skills and capabilities to create prosperity through profit and purpose. Often referred to as 'Social Enterprises', these organisations are in competition with the larger players but use business as a force for good to challenge the market's perception of quality and invite customers to understand the power behind their purchasing habits.

Peoples Coffee falls into this rare category where we believe that you can create a meaningful and long term impact through the careful balance of profit and purpose - "balance" being the key word. During our 17 years in business, Peoples has dipped in and out of profit, significantly hindering our ability to deliver on our vision. Though we have had various changes of leadership, our vision has remained clear - to create value for our cooperative farmers through quality coffee, market leading aesthetics, transparency & honesty, or as our mission statement says "To create a difference in the world through meaningful business."

To operate with purpose, is to respect every stakeholder, to build meaningful relationships with suppliers, create vocational pathways for our employees, push the envelope with employee benefits and remuneration, and return value to our cooperative partners through increasing Social and Organic Premiums year after year. Rather than charity, operating with purpose gives value to the work we are doing, allowing us to advocate to our industry peers a model that is prosperous to both the farmer, roaster and more importantly our environment.

To operate with profit enables Peoples to scale its operations, purchase greater and greater volumes of coffee from our suppliers, continue to employ incredibly passionate individuals into our organisation while creating a return to our shareholders for their investment into the company. We expect to trade 80,000kg of coffee in the 2021 financial year but our dream is to distribute exponentially more. Operating with a prosperity mindset provides indisputable proof that the coffee industry can pay a fair price to it's farmers, produce exceptional coffee, respect the environment and deliver value to its employees.



The HOMA Cooperative, Ethiopia, 2015. Photo by Rene Macaulay.

Due to the highly competitive nature of our industry, we have chosen to limit what we disclose with regards to company financials, however, after many year-on-year operating deficits we are now generating modest profits as of the 2019 Financial Year. This has allowed us to employ an additional 6 full time employees and has seen our annual coffee volumes grow from 58,000kg to 70,250kg. As of May of 2021 we have lifted our base rate for the entire company to above the current living wage and reduce overall company debt.

As a coffee wholesaler we are not immune to the industry tactics and strategies deployed by our counterparts. At some point in the history of New Zealand coffee, to maintain competitiveness and growth, roaster's quickly began to expand their offering to customers. Starting with a humble branded umbrella, street or wall sign, wholesaler contributions quickly grew to 'free-on-loan' equipment ranging from coffee grinders to complete espresso bar setups valued in the tens of thousands of dollars, all in an effort to secure 30-40 kilos of coffee trade from that cafe per week.

We have recognised that the traditional model of wholesale coffee supply (in isolation or too heavily weighted) is unsustainable. Throughout the past decade we have found ourselves carrying greater and greater levels of debt to maintain 'competitiveness' in the machinery sector. Customers (cafe owners / eateries / bars and restaurants) by-and-large have come to rely on their coffee roaster to supply their espresso equipment. As the latest models enter the market, the 'cost' of securing new customers has exponentially risen. In early 2019 we conducted an internal audit of our procurement practices, debt facilities and overall fiscal 'health' and uncovered / highlighted some serious causes for concern with regards to our business resilience (extremely fortunate leading up to Covid-Lockdown). As a result of this audit, we made it a focus of the 2019-20 FY to reduce our debt facilities, review our procurement policies, and build financial 'health' into the brand. For a company built around the quality of our product and relationships, we identified that any unseasonal level of customer attrition could significantly jeopardize our operations.



The GUAYA'B Cooperative, Guatemala, 2015. Photo by Rene Macaulay.

31 PEOPLES GOVERNANCE

Throughout our journey in business, we have reflected on our founding vision to elevate Fair trade and Organic coffee into the mainstream and drive value into the hands of our longstanding farming community. At each age and stage of our company's life-cycle, we have evolved our governance structure to keep focus on those founding principles.

As of late 2020 we made the decision to split our Sales & Accounts position, previously responsible for building & maintaining relationships with our Wholesale Network whilst managing all inbound & proactive sales. As our wholesale network enters the next growth phase it was becoming unsustainable for one person to manage the entire workload.

With the introduction of two specialised positions, Business Development Manager and Training & Relationships Manager, we have established a senior leadership team (SLT), alongside our Business Administrator. The SLT meets quarterly to review our performance against our vision and revise strategies for the following quarter, this forms the basis for the quarterly board meeting.

From casual chats in our kitchen to a dedicated learning channels on our slack platform, the company culture is nurtured by everyone in pretty low-key and organic ways. We organise regular events to keep the coffee knowledge and awareness up, such as coffee tastings (cuppings) or movie/documentary nights.

At an executive level, these kitchen chats as a moral compass, helping us make the right decisions and keep our integrity throughout all business practices. Whenever in doubt, we gather the team and discuss any problematic situation to make sure we keep our values in mind before making final decisions.

While we continually aspired to operate in a horizontal hierarchical structure, in preparation for this report we have highlighted the need for intentional inclusive team meetings to hear and acknowledge the viewpoints of our wider team.

Through the whirlwind of pandemic pivoting & the 'busyness' of growth, we have struggled to 'find time' for our weekly Work-In-Progress meetings (WIP). Covid was an exercise in adapting with urgency, where WIP meetings are a critical tool to communicate the day-to-day optics with our team, table any Health & Safety concerns or comments and gain vital feedback on our roasting operations. This has often been a space where we tackle the big dream, an open and safe space for the team to question the how and why of our company. Going into the 2021 – 22 Financial Year, we are making a concerted effort to meet weekly on a Monday, all levels of management are expected to participate and all material feedback will contribute towards our company strategy.

32 TRANSPARENCY & COMMUNICATION

Although Peoples do not currently have an official communications policy, as a motley crew of coffee professionals on a mission to do a bit of good, by nature, we value transparency in every part of our operations. Wearing our philosophy on our sleeves, the way we communicate to our stakeholders whether it be through social media, our website or other communications, has never been to shy away from the realities of the coffee world and by proudly wearing the certified B Corp badge means that we are held accountable to the social and environmental impact of our operations at a global level.

‘Sustainability’ is an ever evolving series of needs, there is no checklist, no perfection - only progress and by making even the smallest of steps in the right direction, to speak a little bit louder and occasionally rocking the boat it actualises a better business with bigger impact for all.

Through publishing this maiden report and continuing to do so every two years, we hope to further advocate and respond to these needs in the spirit of transparent and accountable action as an example of the change we want to see in the world.



The OCFUCU Cooperative, Ethiopia, 2015. Photo by Rene Macaulay.

33 WHEN AOTEAROA LOCKED DOWN

He waka eke noa We are all in this together

The nationwide lockdowns in response to the Covid 19 pandemic proved a challenging time for hospitality in New Zealand. Fresh off the back of Newtown Festival (our biggest event of the year) we received the call to start locking down and gaze into the great unknown as an industry based on human contact. Once the initial panic had subsided, our priority was to look after our people.

Our Roastery here in Wellington was able to continue roasting and dispatching online coffee orders with safety measures in place, providing a small sense of normalcy to some of our team and to coffee drinkers at home. We utilised the financial assistance of the New Zealand Government's Covid 19 Wage Subsidy scheme, borrowing a total of \$141,265.60. Although our two flagship cafes were unable to trade for the entirety of the Level 4 & 3 nationwide lockdown's, following consultation with all staff, we reduced all employees hours to 80% for a period of 10-weeks and in doing so, retained 100% of our staff. To ease some of the financial anxieties of our wholesale customers, we extended payment deadlines so that our customers could prioritise supporting their staff.

Peoples received \$26,200 from the Small Business Loan Scheme in June 2020 in anticipation of continued downturn in trade, however this was returned in full in July 2020 following stronger than expected performance in Q1. In addition, we received a WREDA Development Grant of \$2,500 towards advisory support and consultancy. Other than the support figures outlined above (Wage Subsidy, SBLS & WREDA grant), Peoples received no further government funding over the reporting period.

After many, many video calls, we realised that the 'new normal' provided an opportunity to innovate, out of lockdown we welcomed Provisions to the world - a specialty grocer focused

on supporting and uniting local producers. This new venture helped us to navigate not only the spacing requirements needed for social distancing but also to provide a much needed platform for the local producers of our Wellington community to sell their goods and grow their businesses. In its first 8-months of trade, Provisions purchased over \$118,000 worth of products from local producers (Excluding Peoples Coffee).

COVID-19 Wage Subsidy

- Peoples Coffee Limited
2019 / 2020 FY - \$5,272.20
2020 / 2021 FY - \$57,994.20
- Peoples Coffee Retail Limited
2019 / 2020 FY - \$6,314.80
2020 / 2021 FY - \$71,684.40

Small Business Loan Scheme (SBLS)

- \$26,200 Received June 2020 in expectation of continued downturn in trade, returned in full July 2020 following stronger than expected sales.

WREDA Development Grant

- Funding of approximately \$2,500 towards advisory support and consultancy.

All subsidies, grants & loans were issued in New Zealand by the New Zealand Government.

34 COVID 19 AT ORIGIN



Sierra Nevada de Santa Marta

Rodriguez de Mendoza

When reaching out to cooperatives members in February 2021, our most burning question was *“How has the Covid 19 pandemic affected you and your members?”*

It is needless to say that the impact of the pandemic on economic, environmental, and social concerns has been heightened across the globe, and as we navigate this brave new world, assessing the impact and aiding the recovery of coffee growers should be considered as part of the coffee industries’ global supply chain. Cooperativa agraria Rodríguez de Mendoza (COOPARM) of Peru and Asociacion de Productores Agroecologicos Indigenas y Campesinos de la Sierra Nevada de Santa Marta (ANEI) of Colombia have provided us insight into the effects of the pandemic in their communities.

Due to the high altitudes needed to grow coffee, poor infrastructure particularly concerning transit and roads is often a pervasive issue at origin and although many regions are no stranger to roadblocks and border closures as a result of political or environmental disruption, the prolonged nature of Covid 19 and its resulting restrictions have affected the supply of resources to communities in coffee growing regions, causing inflation of fundamental resources. COOPARM described;

“Rodriguez de Mendoza is a province located in the mountains of Amazonas and there is only one road into the city, which made the local government not let in people coming from other places and that made the prices of food, medicine, gas, etc. rise... All the products went up because it was not possible to enter and if someone went out to return they had to make a quarantine of 15 days and the transporters did not want to come to Mendoza anymore.”

The way in which fair trade cooperatives are structured means that emergency supply of resources are able to be facilitated more easily, in the case of COOPARM they were able to supply food baskets to its members containing staple items like rice and sugar to aid food security in the region. Although global consumer demand for coffee is still high, the escalation in operating costs at origin has been surging even pre pandemic, further affecting sustainable income and livelihood for coffee farmers. In addition to the supply of basic resources, both COOPARM and ANEI described a rise in the cost of harvest operations while adapting to travel restrictions, noting that restrictions meant that farmers could no longer travel from neighbouring farms and regions to aid with the harvest, resulting in a high cost of labour as well as the loss of supplementary income provided by tourism and the sale of crafts.

The ANEI reported overall;

“As an organization, we have identified strengths during this period: indigenous communities especially, being a bit far from the municipal capitals, have had few cases of the virus within them; however, we have not been oblivious to the blow that the death of some leaders of the towns has represented due to COVID-19, which has generated impacts on the normal development of organizational processes... Some processes and support have been delayed by all these difficulties, but, above all, we emphasize that we have been resilient, that we are learning to get all the good out of this situation, that together we continue to travel the path that we believe is correct and that is to continue sowing peace. And weaving the future in community and in harmony with the communities.”

Although it is difficult to predict what the future holds for coffee growers in a post-Covid 19 world, we hope that the systems built by the fair trade cooperative structure can be part of the solution by providing financial and trade resiliency to coffee growing regions.

35 EXTERNAL INITIATIVES & MEMBERSHIPS

Peoples support a range of community groups throughout the year, happily lending a helping hand with bags of coffee for fundraising, sponsorships and other initiatives to support the amazing mahi of our Wellington community.



5733

BioGro

Accredited 2015

All our green coffee is sourced from fair trade and organic farms across the globe, our BioGro certification reflects that all the coffee roasted at Peoples is fit for the New Zealand commercial definition of organic.



B Corporation

Accredited 2018

From scrutiny of every part of our supply chain, to the fundamental ethics and sustainability of our business operations, becoming a B Corporation is no small feat and we are incredibly proud to stand with a global group of business committed to creating impactful and accountable change through better business.



Sustainable Business Network

Membership held since 2014

Part of a network of Aotearoa businesses who are invested in transformation of our impact on climate, waste and water.



New Zealand Specialty Coffee Association

Membership held since 2021

Our community of fellow coffee professionals.

36 THANK YOU FOR READING

We are approaching the end of our maiden Sustainability Report and looking back to December 2020 when we set out on this journey, we didn't quite know what we were getting ourselves into. Although it goes without saying around here, we want to acknowledge everyone that contributed to this document and thank our community for their overwhelming responses.

As a company that exists to create meaningful change in this world, we are excited to continue this journey and revisit this report bi-annually. We hope in the years to come, we can reflect back on the topics material to our community and use this knowledge to direct company strategy, strengthen business resilience and continue to build sustainable practices into our ecosystem.

The writing of this report was a collaboration between James Beyer, Bethany Mitchell and Audrey Vidoni, and designed by Bethany.



37 KEY TOPICS & CONCERNS RAISED

The below table indicates the various stakeholder groups we engaged for this report and the topics and concerns they raised with us.

Staff	Cooperatives	Suppliers	Survey Respondents	Shareholders
Fair Trade, Organic, 'Forest grown' coffee	Impact of Covid-19	Ethical Supply Chain	Fair Pay / Living Wage	Business Resilience
Packaging	Operating Costs	Data	Health & Wellbeing	Health & Safety
Fair Trade impacts at origin	Price of coffee	Old Equipment	Gender Equality	Business Model
Indigenous groups	Trust	GHG Emissions	Waste	Living Wage
Communication	Coexistence with Nature	Financial Stability	Marketing / Labelling	Debt Management
Diversity	Indigenous Communities	Retention & Remuneration of staff	Education	Financial Sustainability
Gender Equality	Water	Transparency	Ethical Supply Chain / Procurement	Impact & Influence
Financial stability	Pollution	Business Direction	Transparency	
Promoting Composting	Re-use of by-products	Accountability	Local Employment	

Staff	Cooperatives	Suppliers	Survey Respondents	Shareholders
Flavour of Coffee	Fair Trade Premiums	Gender Equality	Corruption	
NZ Ownership	Productivity		Financial Performance & Management	
Positive training & knowledge sharing	Generational Connection		GHG Emissions	
Living Wage	Corruption		Agrichemicals	
	Cost of labour		Water	
			Plastic	
			Pollution	
			Packaging	

38 APPENDIX A: RESPONSE FROM ANEI

Translated from Spanish and shared with the blessing of Jorge Páez Izquierdo & the Anei community.

1. How has the Covid-19 pandemic affected you and your members?

As an Organization we have identified strengths during this period: indigenous communities especially, being a bit far from the municipal capitals, have had few cases of the virus within them; However, we have not been oblivious to the blow that the death of some leaders of the towns has represented, due to COVID-19, which has generated impacts on the normal development of organizational processes. In addition, the communities have suffered other stages as a result of the pandemic: initially there was a lot of uncertainty due to the partial closure of these, which brought with it a decrease in the resources of the producers (especially those that obtained part of their economic income from the trade in handicrafts, tourism and associated activities). For the Organization it has been a challenge to be able to comply with all the commitments acquired to maintain the Operations of the Business and to be able to assist 100% of the producers; in addition to guaranteeing the necessary adjustments for the normal development of our harvest in the midst of the abnormality of this last year; This has led to an increase in its operating costs. Some processes and support have been delayed by all these difficulties, but, above all, we emphasize that we have been resilient, that we are learning to get all the good out of this situation, that together we continue to travel the path that we believe is correct and that is to continue sowing peace. and weaving the future in community and in harmony with the communities.

2. What is the most important thing you need from Peoples Coffee, as a supplier partner?

For us as an Anei organization, the most important thing is to be able to build a solid relationship of value and trust with Peoples Coffee. More than a supplier, it is about becoming allies, partners and friends, so that Peoples Coffee, from their position and economic exercise, drives us to strengthen and promote our cultural principles, our traditions and collective well-being. In this order of ideas, for us it is essential to be able to build a stable and long-term relationship receiving feedback from the market; That our allies commit and be ambassadors of the vision and philosophy of the Sierra Nevada de Santa Marta, which also allows us to guarantee the management and permanence of programs and projects where indigenous communities and coffee-growing families benefit the most.

3. What do you want the New Zealand public to know about the coffee industry?

In these moments of reflection and transformation of the world, we want to invite all our coffee allies, to make our steps make paths to meet again, vibrating with the best energy, to understand the natural law from each of the languages that our being feels, our senses and our living, so that we can continue to share our dreams in community and the mission of care that provides us with life, our Mother Earth, from the Sierra Nevada de Santa Marta. We want the general public to know a little more about the message of the Sierra and to be encouraged to live the experience of peace, balance, harmony and coexistence with Nature that Anei wants to share through coffee.

4. What sustainable practices do you use on your farms?

Mainly, we work from the origin, valuing the cultural principles of the associated indigenous communities. In this sense, we respect each of the elements present in Mother Nature as the guiding axes of the productive processes: water, air, fire and Mother Earth, are fundamental pillars in the Organization. Our crops are established through agroforestry systems, employing good agroecological practices with permanent training by the Association. A technical and professional team advises our producers and producers and accompanies them during the implementation of techniques for saving and efficient use of water and other resources, strategies to reduce the pollutant load in wastewater from production processes, reuse of by-products.

5. How have you used social premiums in your communities and farms?

Through the social premium, the development of communities and regions has been supported, especially those most vulnerable in terms of access to health, making contributions for the adaptation of access roads and transportation of their products, delivery of materials for improving schools, book donation and other strategies focused on improving the quality of education in the region. During the critical stage of mandatory preventive isolation decreed by the National Government due to Covid-19, it was possible to bring to the most remote communities, a considerable food kit that contributed to the support of our associates during this period. Additionally, considerable support is provided for

the performance of traditional and community work in favor of strengthening the cultural identity of indigenous communities by providing elements for the exercise of governance. A great investment is made in the improvement of productivity and quality and therefore the economic income of the families and additionally institutional strengthening has been achieved, and in this sense it has been possible to link the children of producers as key pieces to strengthen the organizational processes and guarantee a generational connection and well-being for the associated families and their communities.

6. What do you want for the future of your farms and community?

Anei has always sought to improve the quality of life of the communities without losing their cultural principles and identity. Thus, we seek every day to be able to achieve a balance that allows us to be able to more constantly support the communities and help them meet their needs that have to do with many additional aspects in addition to the production processes without having to leave the territory. We want to be much closer, we envision an Organization in which 100% of our producers have the minimum conditions of subsistence and well-being, with productive farms and developed regions that continue to produce coffee from the Origin.

39 APPENDIX B: RESPONSE FROM COOPARM

Translated from Spanish and shared with the blessing of Ramiro Bocanegra Céspedes & the Cooparm community.

1. How has the Covid-19 pandemic affected you and your members?

Rodriguez de Mendoza is a province located in the mountains of Amazonas and there is only one road into the city, that made the local government not let in people coming from other places and that made the prices of food, medicine, gas, etc. rise. That's why we had to organize food baskets for the members and give them basic products such as rice, sugar, noodles, etc.. All the products went up because it was not possible to enter and if someone went out to return they had to make a quarantine of 15 days and the transporters did not want to come to Mendoza anymore. On the other hand, we had problems for the coffee harvest, because they did not allow people to go to other farms to harvest and labor became very expensive.

2. What is the most important thing you need from Peoples Coffee, as a supplier partner?

I think we feel happy because you remember us, you care about the welfare of cooparm members, you see us as friends and emotionally this comforts us because we feel accompanied on this path and we see you as friends and above all happy because you remember us and that gives us joy and strength to face all the covid that will come. We ask for your patience for the mistakes we may have made, that you continue to trust us and above all that we continue to be friends.

3. What do you want the New Zealand public to know about the coffee industry?

It is important that you know the history of coffee, behind a coffee is the life of a family that dedicates its time and life to produce a quality coffee and share it with you. Also to be able to establish friendly relationships and also to understand the sacrifice that the member has to make and thanks to this product can educate their children, give them opportunities to study, have a better quality of life, access to basic services, etc.

4. What sustainable practices do you use on your farms?

We look for the producer to produce coffee in harmony with nature, to produce an organic coffee, to protect the forests, to plant trees and above all to be a good, cheerful and trusting partner in the future. We look for each partner to have everything necessary to obtain a sustainable coffee every year: a vat tank, a solar dryer, a bathroom in his farm, a pulper, a chaledora, etc.; important things to obtain a quality product.

5. How have you used social premiums in your communities and farms?

Since we started Cooparm, our objective was that each member has the necessary equipment to produce a good coffee (dryer, vat tank, fertilizer, etc.) and each year part of the premium is used to achieve this. In 2020 part of the premium was used to buy food to give to the members because there was a shortage of food and also in coordination with the priest to buy oxygen cylinders to

implement the hospital in Mendoza.

We also allocate part of the premium to health and the member can have a support in case he/she falls ill (this amount has increased every year) or needs medicine or a more specialized medical intervention and when a member dies we support with the expenses. Many members also have their children studying and we use part of the premium to support them in their studies.

6. What do you want for the future of your farms and community?

We consider it important that the member is well implemented, with all the resources to be able to produce and obtain a good coffee because this will help to improve productivity and quality and thus be able to obtain the necessary resources for his life. We consider social formation to be important because if we have a committed member we will be able to obtain good coffee. We also hope that the member can count on the minimum conditions in his house, such as a bathroom, a living room, a kitchen, a bed to sleep in, etc. Now we are focused on continuing to support the member who has a small farm with their domestic animals which they can use for self-consumption or to sell and thus generate a little more resources. We are also involved in the issue of reforestation, we are aware of climate change and we must all get involved in the care of nature.

40 GRI INDEX

General Standard Disclosures				
Sections	GRI Standard	Description	Pages	Notes
Organisational Profile	102-1	Name of the organisation	3	
	102-2	Activities, brands, products & services	7	
	102-3	Location of headquarters	10	
	102-4	Location of operations	10	
	102-5	Ownership and legal form	5	
	102-6	Markets served	10	
	102-7	Scale of the organisation	6	Net sales, total capitalization, total assets, and identity and percentage of ownership omitted due to confidentiality.
	102-8	Information on employees and other workers	6	
	102-9	Supply Chain	11	

General Standard Disclosures				
Sections	GRI Standard	Description	Pages	Notes
Organisational Profile	102-10	Significant changes to the organisation and its supply chain	–	There have been no significant changes to our supply chain outside the impacts of COVID-19 discussed on page 40 during the reporting period.
	102-11	Precautionary Principle or approach	–	We apply the Precautionary Approach as our business as usual which is evident throughout this report and in how we conduct our business.
	102-12	External initiatives	43	
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Governance	102-18	Governance structure	6	
Stakeholder Engagement	102-40	List of stakeholder groups	44 – 45	
	102-41	Collective bargaining agreements	–	All employees have individual contracts. We have no collective bargaining agreements.
	102-42	Identifying and selecting stakeholders	5	
	102-43	Approach to stakeholder engagement	5	

General Standard Disclosures				
Sections	GRI Standard	Description	Pages	Notes
Stakeholder Engagement	102-44	Key topics and concerns raised	44 – 45	
Reporting Practice	102-45	Entities included in the consolidated financial statements	–	Peoples Coffee Limited, Peoples Coffee Retail Limited, NZ Provisions Limited
	102-46	Defining report content and topic Boundaries	4	
	102-47	List of material topics	15	
	102-48	Restatements of information	–	Not applicable. First report.
	102-49	Changes in reporting	–	Not applicable. First report.
	102-50	Reporting period	–	1 April 2019 - 31 December 2020 (21 months)
	102-51	Date of most recent report	–	Not applicable. First report.
	102-52	Reporting cycle	4	Every 2 years
	102-53	Contact point for questions regarding the report	4	
	102-54	Claims of reporting in accordance with the GRI Standards	4	
	102-55	GRI content index	48 – 53	
	102-56	External assurance	–	We worked with Go Well Consulting to produce this report, but have not had it externally assured.

Specific Standard Disclosures			
Sections	GRI Standard	Description	Pages
Our Environment			
Organic	304-2	Significant impacts of activities, products, and services on biodiversity	17
	304-3	Habitats protected or restored	18
	308-1	New suppliers that were screened using environmental criteria	17
Material Management / Wholesale Packaging / Retail Packaging / Cups	301-1	Reclaimed products and their packaging materials	23
	301-2	Recycled input materials used	21
	301-3	Reclaimed products and their packaging materials	21
Composting and recycling	306-4	Waste diverted from disposal	24
	306-3	Waste generated	24
Lets talk about machinery waste	306-4	Waste diverted from disposal	25
	301 - 1	Recycled input materials used	25

Specific Standard Disclosures			
Sections	GRI Standard	Description	Pages
Our Environment			
Greenhouse Gas Emissions	305-1	Direct (Scope 1) GHG emissions	26
	201-2	Financial implications and other risks and opportunities due to climate change	18
Our People			
Social impact of Fair trade	412-1	Operations that have been subject to human rights reviews or impact assessments	29
	203-1	Infrastructure investments and services supported	32
Working at Peoples	405-1	Diversity of governance bodies and employees	6
	405-2	Ratio of basic salary and remuneration of women to men	33
	401-1	New employee hires and employee turnover	33

Specific Standard Disclosures			
Sections	GRI Standard	Description	Pages
Sustainable Business			
Transparency and Communication	103-1	Management Approach	39
Covid 19	201-4	Financial assistance received from government	40
Financial management / Prosperity	201-1	Direct economic value generated and distributed	37
	204 -1	Proportion of spending on local suppliers	8
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