

OUR
equation
STARTS WITH SOIL 

**Learn about our initiative to generate
positive environmental impact**





A Quality Coffee Starts With Its Soil

The quest for quality coffee is inextricably linked to healthy climatic conditions and nutrient-rich soil and biodiversity that comes along with them. That's why when we collaborate with our partner producers, we start with the soil.

Smallholder farmers aren't responsible for rapid climate change. Nevertheless, they will be experiencing its effects the soonest, and in some cases, they already are.

A better future is possible when we commit to working collaboratively with producers to support their transformation into regenerative agriculture. To achieve this, we focus on the following areas:

- Crop diversification based on agroforestry designs
- Decrease dependency on external inputs, such as chemical fertilizers
- Improving organic matter
- Increase net income

Facts and figures

- The agriculture sector is one of the biggest emitters of CO₂, and as such, it is a significant contributor to global warming.
- Coffee growers (smallholders) are among the most vulnerable groups to the potential impact that climate change will bring.
- Soil has the capacity to sequester carbon and retain atmospheric CO₂ in its organic matter.
- According to experts, due to climate change, more than 50% of the current areas used for coffee production will no longer be suitable by 2050.

Start With Soil Premium

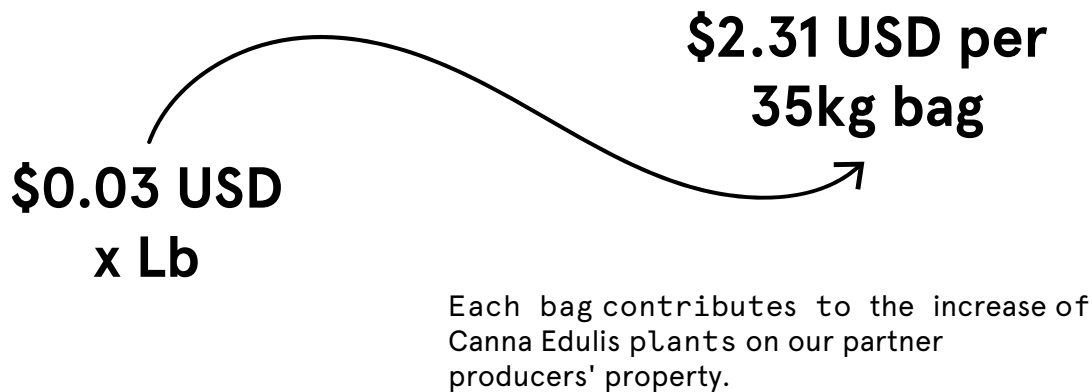
Starting September 2021, we will include a premium of US\$0,03 per pound in every coffee we source. The proceeds will go directly to an investment fund dedicated to impacting small-scale farmers at origin through our field partner BIODIVERSAL.

BIODIVERSAL is the first regenerative agriculture startup focused on coffee lands and small-scale producers' resilience, established in 2018 in Bogotá. Since then, they have been working directly with small-holder coffee farmers in the Cundinamarca department of Colombia.

BIODIVERSAL believes that economic security should never sacrifice environmental stability, and in fact, the two should improve together. The SWS premium is our way to support this belief and all of their efforts to make it a reality.

How this creates impact

First initiative that we will support is: Crop diversification (Achira)



HOW IT WORKS

1) SWS premium

We collect the funds from the SWS premium (\$0.03/lb) and direct it to our field partner, Biodiversal

2) Biodiversal

With these resources, Biodiversal conducts the following activities:


- Identification of small scale farmers
- Field analysis and soil organic matter measurement
- Input and labor administration
- Crop stewardship & technical assistance
- Product Harvest

3) Coffee Growing Families

- Provide access to agricultural lands and supervise crop evolution

OUTCOMES:

- Net-Income increased by +20%
- 1 New agroecological business developed
- Soil organic matter increased by +0,4%
- Additional food production capability developed



**The way forward is
together.
And it starts with
the soil.**



**Why not
start now?**

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