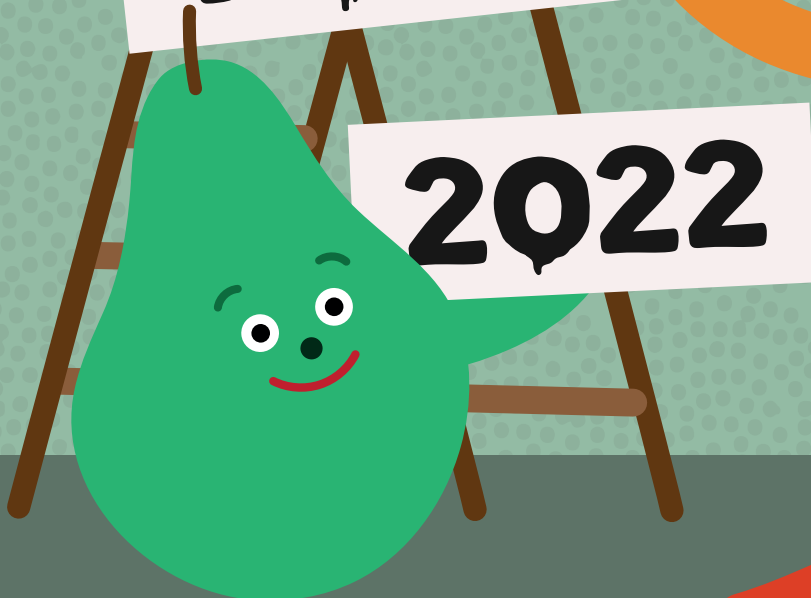




IMPACT



REPORT



2022





IMPACT REPORT

2022

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INTRODUCTION

2022 was a great year in many ways! After the uncertainty of the pandemic and upheaval of moving roasteries, it was far more settled than previous years. We took this opportunity to really get our heads down and focus on what we wanted the future of Calendar to look like. We published our first company strategy, outlining our sourcing and sustainability goals for the years ahead. It was a lot of work (involving some serious learning curves!) but we're really proud to now have a renewed sense of focus and tangible goals moving forward. We've also been lucky enough to grow our customer base, roasting more coffee for more lovely people, and for this we're so grateful.

This report is a transparent look at the impact we've had (good and bad) from an environmental, financial and economic perspective. We delve deep into all the pernicky numbers and details that have become so important to understand. In the words of someone much smarter than me, 'you can't improve what you don't measure!' and when it comes to running a responsible business, this couldn't be more true.

ZARAH LAWLESS - CO FOUNDER



Nordic Approach Spring Cupping 2023
Credit: Calendar Coffee

PRICE TRANSPARENCY



Coffee cherries at Alcidez Avendaño's farm in Huila, Colombia
Credit: Calendar Coffee

Coffee passes through many hands on its journey from seed to roasted bean, and at every step from picking and processing to packing and shipping, value is added. To shine a light on the prices paid along the way, we've compiled a report of all the coffees we purchased in 2022. Similar to last year, this report focuses on our buying history with each producer, the volumes we purchased, and the prices that were paid throughout the supply chain.

Recently, we made our first trip to origin and got to meet some of the producers we've been purchasing from over the years. This incredible experience gave us a greater appreciation for the hard work that takes place at origin. While we currently buy all our coffee through importers, we are exploring ways to strengthen our partnerships and commitments to producers. Until we are negotiating directly with producers and understanding their costs of production, we can't guarantee we are paying sustainable prices for our coffee. What we can do is commit to being transparent about the prices we do pay, and request our suppliers do the same.

WHY TRANSPARENCY?

We believe greater transparency around coffee prices can benefit the entire industry. Producers will have a better understanding of what their coffees are worth, green coffee buyers can see what others are paying for similar lots, and consumers will know how much makes it back to the farmer. Publishing our coffee prices does not guarantee the producer was paid a fair price, but we do believe transparency around this information is crucial to building a more equitable future for our industry.

SPECIALTY COFFEE TRANSACTION GUIDE & THE PLEDGE

In 2022, we contributed our pricing data to the Specialty Coffee Transaction Guide and signed the Pledge. By compiling data from producers, exporters, importers and roasters, these platforms strive to increase the prices paid to farmers and provide living incomes in coffee-producing countries. We're excited to be part of a growing number of international coffee roasters who are embracing transparency and empowering everyone in the supply chain to make more informed choices. To learn more visit the websites below.

SPECIALTY
COFFEE
TRANSACTION
GUIDE

**The
Pledge**

DIFFICULTIES OF TRANSPARENCY

We faced a number of challenges while compiling the data for this report. Besides the various weight and currency conversions, coffee is valued differently depending on whether a producer is selling whole coffee cherries, parchment, or fully milled green coffee. Each step in processing and milling adds value to the coffee and is reflected in the price. In our report, you'll see that farmers in Ethiopia and Kenya sold whole cherries to their local washing station, which is why the price paid was much lower for these coffees. These complexities make transparency even more difficult, and demonstrate why pricing alone isn't useful. When analysing these figures, it's important to take into account the context and anything else that might have influenced the price.



Milled green coffee ready for export.
Credit: Calendar Coffee

CALENDAR COFFEE TRANSPARENCY REPORT 2022

Country	Producer	Region	Purchase History	Importer
Brazil				
	Valdir Manske	Espirito Santo	1	Ally Coffee
Colombia				
	Jose Martinez	Huila	1	Caravela Coffee
	Las Brisas	Tolima	3	Caravela Coffee
	La Serrania Decaf	Huila	4	Caravela Coffee
	Planadas Decaf (Organic)	Huila	1	Belco
Ecuador				
	Alejandra Guzman	Pichincha	4	Caravela Coffee
	Carmen Tapia	Pichincha	4	Caravela Coffee
Guatemala				
	Los Ancestros	Huehuetenango	2	Caravela Coffee
	Miguel Mendoza	Huehuetenango	1	Primavera
	Primavera Family	Huehuetenango	2	Primavera
	Tony Medina	Chimaltenango	1	Primavera
	Juliana Martin	Huehuetenango	1	Primavera
	Rosendo Domingo	Huehuetenango	2	Primavera
Honduras				
	Roman Flores	Intibucan	1	Nordic Approach
Nicaragua				
	El Diablo	Jinotega	2	Caravela Coffee
Peru				
	Ukuku	Cajamarca	2	Caravela Coffee
	Velo de Novia	Cajamarca	1	Caravela Coffee
	Monte Grande	Cajamarca	1	Caravela Coffee
	Jose Perez	Colasay, Jaen	1	Nordic Approach
Ethiopia				
	Refisa (Organic)	Nensebo, West Arsi	2	Nordic Approach
	Khalid Shifa (Organic)	Gomma, Jimma	1	Belco
Kenya				
	Kamwangi	Kirinyaga	1	Nordic Approach
	Kiangoi	Kirinyaga	2	Nordic Approach
	Karimikui	Kirinyaga	1	Nordic Approach

- Price paid to farmer was for whole coffee cherries
- Price paid to producer was for unmilled dried parchment
- Price paid for fully milled green coffee

Cup Score	Kg Bought	Farmer/Producer Price in USD/lb	FOB in USD/lb	Price we Paid to importer
86	660	Not Available	\$2.87	\$4.77
87.5	350	\$3.14	\$3.85	\$6.66
86	1,750	\$3.24	\$3.84	\$5.14
85	700	\$3.24	\$3.84	\$5.97
85	345	Not Available	\$3.27	\$5.43
87	280	\$4.00	\$4.73	\$7.17
87.5	245	\$4.00	\$4.73	\$7.57
86.5	4,692	\$3.11	\$3.72	\$5.07
87	350	\$3.69	\$4.11	\$5.73
86.5	3,588	\$2.33	\$2.75	\$4.04
87	690	\$2.82	\$3.24	\$4.65
87.5	420	\$4.23	\$4.65	\$6.42
87.5	420	\$3.80	\$4.22	\$5.88
87.5	276	\$3.06	\$4.01	\$5.85
86.5	4,140	\$3.04	\$3.64	\$4.47
85.5	2,484	\$2.23	\$2.75	\$3.82
86.5	2,070	\$2.17	\$2.69	\$4.29
86.5	1,035	\$2.35	\$2.87	\$4.81
87	345	\$2.69	\$3.65	\$5.11
87	780	\$2.08	\$4.12	\$5.83
87	360	Not Available	\$3.30	\$4.65
88	780	\$2.31	\$5.15	\$6.93
88	360	\$4.49	\$5.84	\$7.63
88.25	270	\$4.51	\$5.81	\$7.61

Total Kg
27,390

FOB price transparency on 100% of our total volume purchased

GLOSSARY

FARMER

Refers to someone who grows and sells coffee as whole cherries.

PRODUCER

Is a farmer, cooperative or washing station that sells coffee processed, dried, and packaged down to 'parchment' stage. In some cases, the producer also mills and exports their coffee.

PURCHASE HISTORY

Displays the number of years we've been buying from each producer.

CUP SCORES

Are a quality rating based on the SCA cupping protocol, with a scoring scale from 0-100. This is our assessment of the coffee after arriving in Europe.

PRICE WE PAID

Is the amount paid to our importers in USD/lb. This excludes delivery charges and extended warehousing costs.

FOB (FREE ON BOARD)

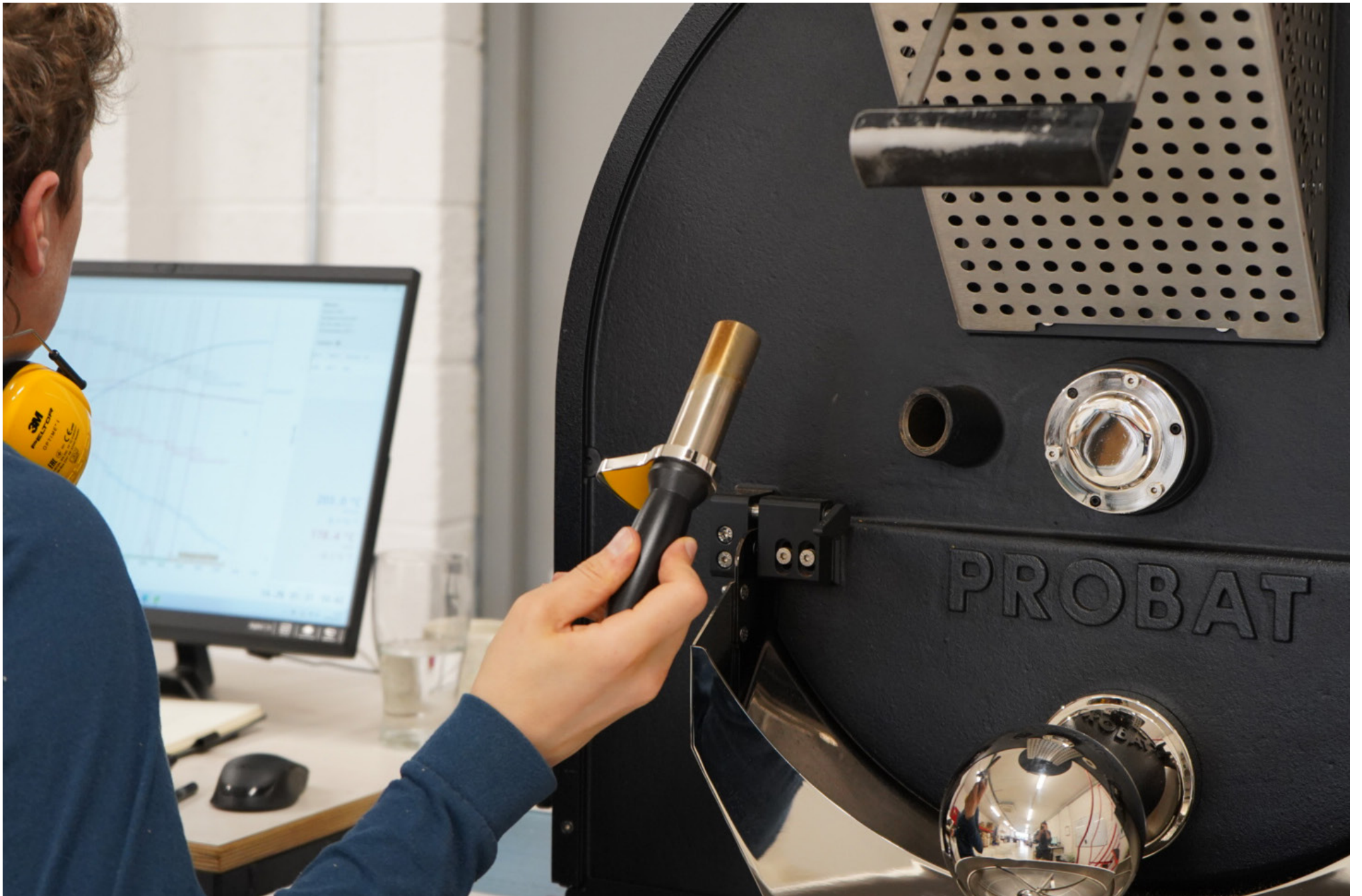
Is the price paid to the exporter for coffee that's ready to ship. This includes the producer price, logistical costs and exporting fees. This figure displays how much of the purchase price is returned to the country of origin, but tells us very little about how much the farmer or producer received.

FARMER / PRODUCER PRICE

Indicates the price that the farmer or producer received for their coffee. This price varies depending on whether whole coffee cherries, parchment, or fully milled green coffee was sold.



Kenneth Njeru, Kiangoi washing station, Kenya
Credit: Nordic Approach

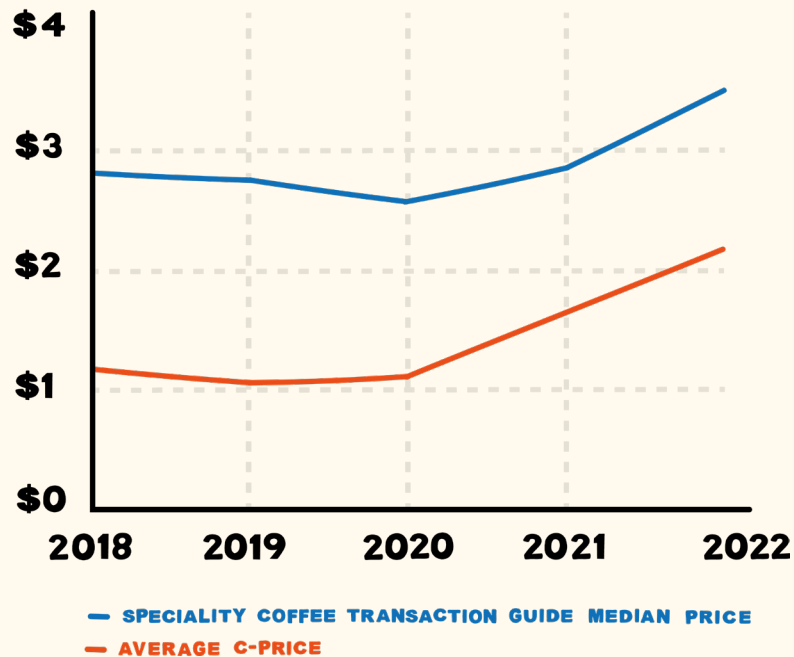


Kirsty roasting.
Credit: Calendar Coffee

2022 TRENDS

Coffee prices remained quite high throughout the industry during 2022. The price paid for commodity coffee, also known as the C-price, reached a high of \$2.58 in February of 2022 - this is the highest it's been in over a decade. Even though we don't purchase commodity coffee, this C-price still has a strong influence on specialty prices. As the C-price rises, specialty prices must also increase, otherwise there is no financial incentive for farmers to continue the labour intensive process of producing coffee for the specialty market. Below is a comparison of the C-price and the median FOB price in the Specialty Coffee Transaction Guide over the past five years.

SPECIALITY GUIDE VS C-PRICE

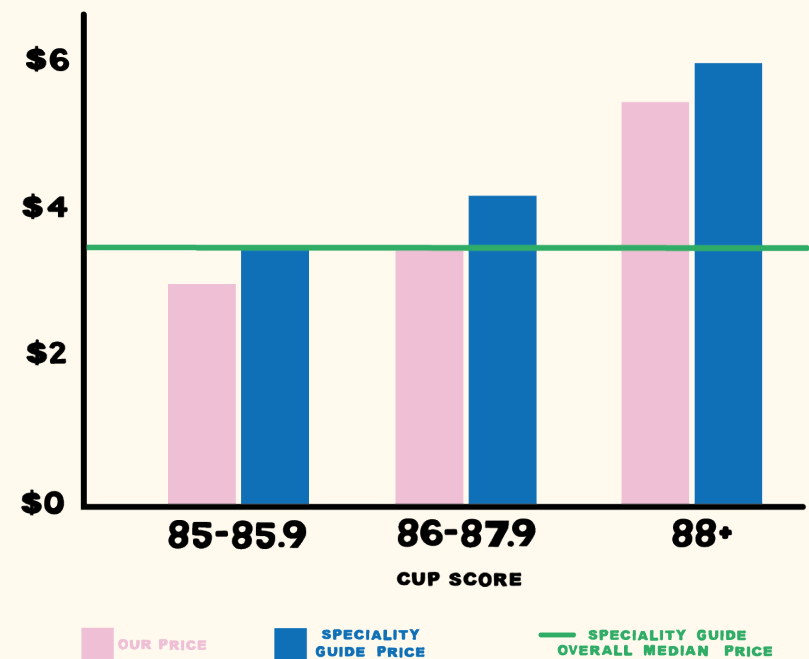


The Specialty Coffee Transaction Guide compiles a list of prices paid for coffees graded 80 points or above on a scale of 100 points. This year, they reported an overall median FOB price of \$3.50 within the specialty sector - rising \$0.65 over the previous year. We're happy to say that we matched this price, as our average weighted FOB price was also \$3.50, rising \$0.64 over last year.

However, after looking at the numbers a bit closer, we realised the prices we paid were not high enough considering the quality of coffee we bought. As you can see in the graph below, our weighted average FOB price of coffees between 86-88 points was \$3.45. We thought this was quite a good price, until we saw that other buyers were paying an average of \$4.21 for coffees of the same score. This is what makes the Specialty Coffee Transaction Guide such a useful tool - it allows us to compare prices for similar scoring coffees.

While we appreciate these benefits, we must keep in mind that this guide is based solely on what other businesses are paying for their coffee. If we want to ensure producers are making a profitable living, it's important to start taking into consideration the cost of production, cost of living and all other expenses faced by the producer.

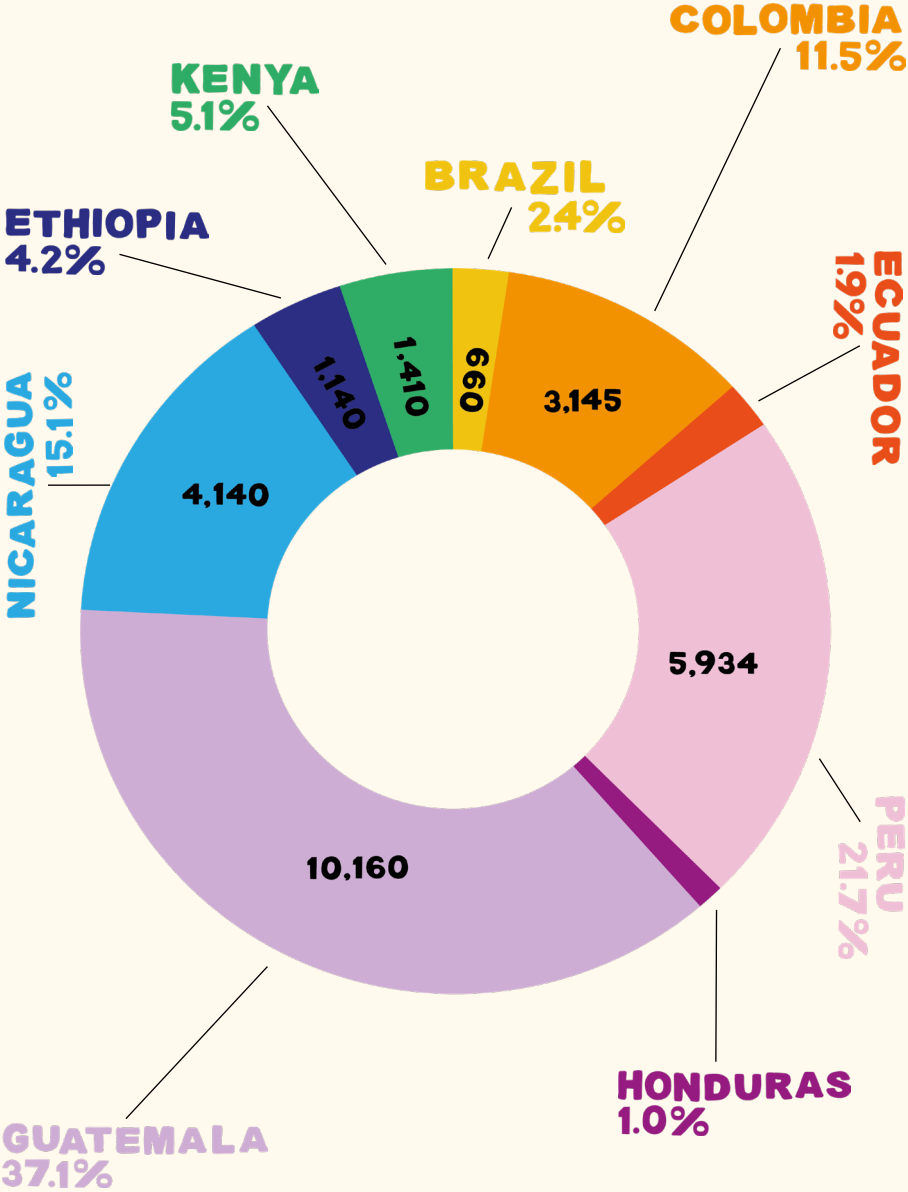
SPECIALITY COFFEE TRANSACTION GUIDE COMPARISON



KEY PURCHASING STATS FOR 2022

- We imported 27,390 kg of green coffee
- We purchased from 24 producers across 9 countries
- We obtained the FOB price for all 24 coffees, achieving FOB price transparency on 100% of our total volume purchased
- We obtained the Farmer/Producer price for 21 out of 24 coffees, achieving Farmer/Producer price transparency on 95% of our total volume purchased
- Our weighted average FOB price increased by 22% from the previous year
- We purchased 11% more organic coffee this year

GREEN COFFEE PURCHASED PER COUNTRY (KG)



COST OF PRODUCTION

It's important to note that higher prices don't necessarily equate to greater prosperity for producers. While we're proud to show that we paid much higher prices for our coffees compared to 2021, the question still remains "is this enough?" Coffee farms are a business just like any other, which means they require a profit to stay in business. Yet the cost of production on the farm is rarely taken into consideration when pricing coffee.

Recently, farms all over the world have seen a dramatic rise in their costs of production, which could actually result in some producers operating at a loss. To address this issue, one of our importers, Caravela, has created a figure called the Minimum Prosperity Price. This figure calculates the minimum farm-gate price paid in each country that will allow the average farmer to meet their costs of production, make a living wage and obtain a profit margin of at least 20%. Moving forward, we will be using this indicator as the foundation for future contracts, ensuring producers make a profit on the coffee we buy.



Visting Juan Cubillos at Finca La Florida in Huila, Colombia
Credit: Calendar Coffee

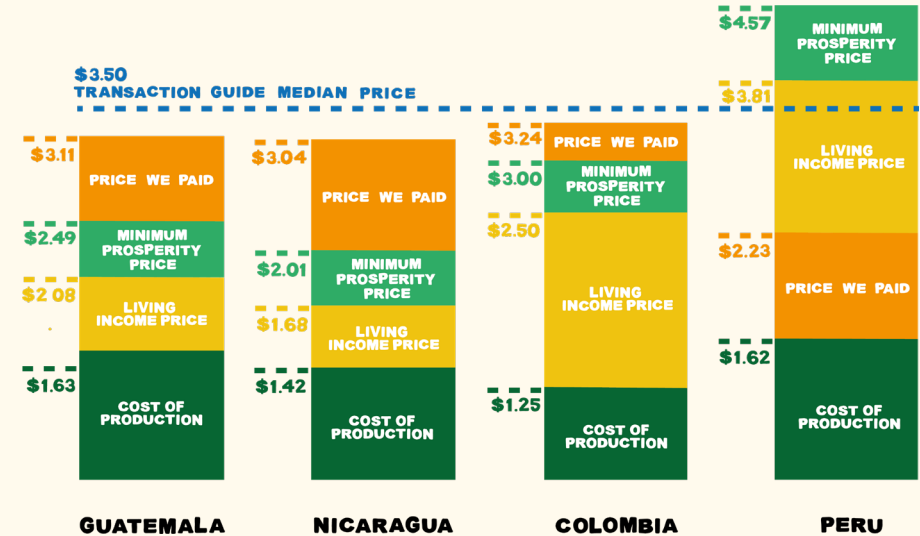
MINIMUM PROSPERITY PRICE

With the help of Caravela, we've compared their Minimum Prosperity Price to all of the coffee we purchased for our Teamwork Espresso in 2022.

We are proud to show that we paid 8% more than the Minimum Prosperity Price in Colombia, 25% more in Guatemala and over 50% higher in Nicaragua, ensuring that producers in these countries are making a profitable living. Unfortunately, we did not reach the Minimum Prosperity Price in Peru. As you can see, the Minimum Prosperity Price in Peru is significantly higher than the other three countries, and this is due to three major factors.

Of the four countries we purchased from, Peru has the smallest average farm size, the lowest productivity and the second highest cost of production. Together, these three factors contribute to a very high Minimum Prosperity Price. For this reason, we will be reviewing all of our future contracts in an attempt to guarantee a prosperous living for all of the producers we purchase from. This may take some time, but we believe the Minimum Prosperity Price has become a very important tool for better pricing in the industry.

MINIMUM PROSPERITY PRICE COMPARISON



COST OF PRODUCTION

The price of labour, transportation, fertiliser and all other costs needed to produce 1lb of coffee.

LIVING INCOME PRICE

Based on the Global Living Wage Coalition report on Living Wage for each country.

MINIMUM PROSPERITY PRICE

Calculated as 20% above the Living Income Price.

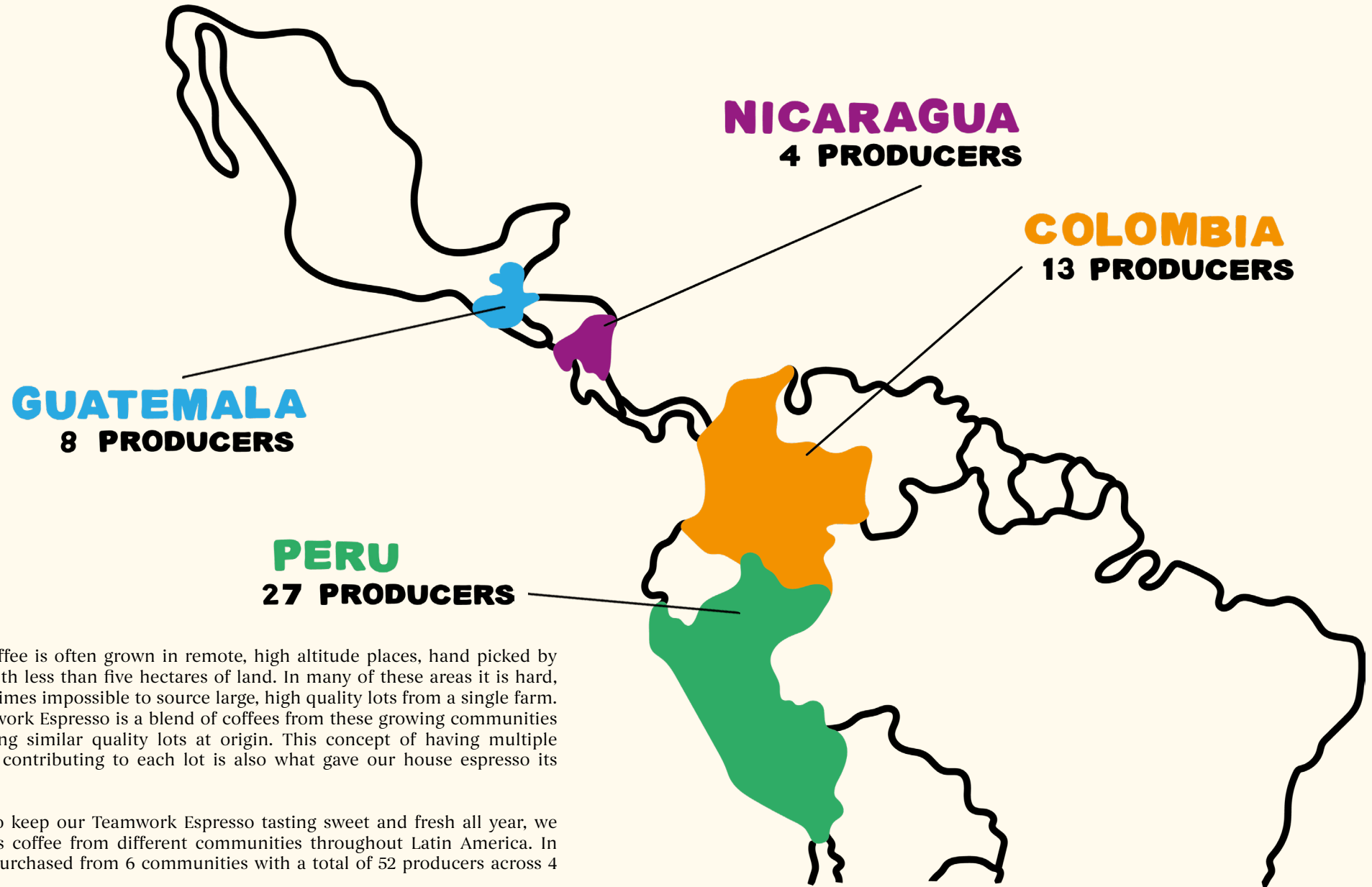
PRICE WE PAID

The price paid to the producer, also called the farmgate price.



Finca La Florida, Huila, Colombia
Credit: Calendar Coffee

TEAMWORK ESPRESSO



Quality coffee is often grown in remote, high altitude places, hand picked by farmers with less than five hectares of land. In many of these areas it is hard, and sometimes impossible to source large, high quality lots from a single farm. Our Teamwork Espresso is a blend of coffees from these growing communities - combining similar quality lots at origin. This concept of having multiple producers contributing to each lot is also what gave our house espresso its name.

In order to keep our Teamwork Espresso tasting sweet and fresh all year, we source this coffee from different communities throughout Latin America. In 2022, we purchased from 6 communities with a total of 52 producers across 4 countries.

ENVIRONMENTAL IMPACT

We all share a responsibility to reduce our environmental impact and support our natural surroundings. Using the carbon auditing company, Zevero, we've calculated the footprint of our operations and have been able to identify the areas of our business that are doing the most harm to our planet. The analysis breaks down our emissions into 3 different scopes:

SCOPE 1

Includes all of our emissions that result directly from our company facility and vehicle, such as fuel combustion in our roaster and delivery vehicle.

SCOPE 2

Is an indirect, upstream purchase of electricity for our own use. Even though the emissions are generated from the facilities of our energy provider, we must account for them because the emissions are a result of our own energy use.

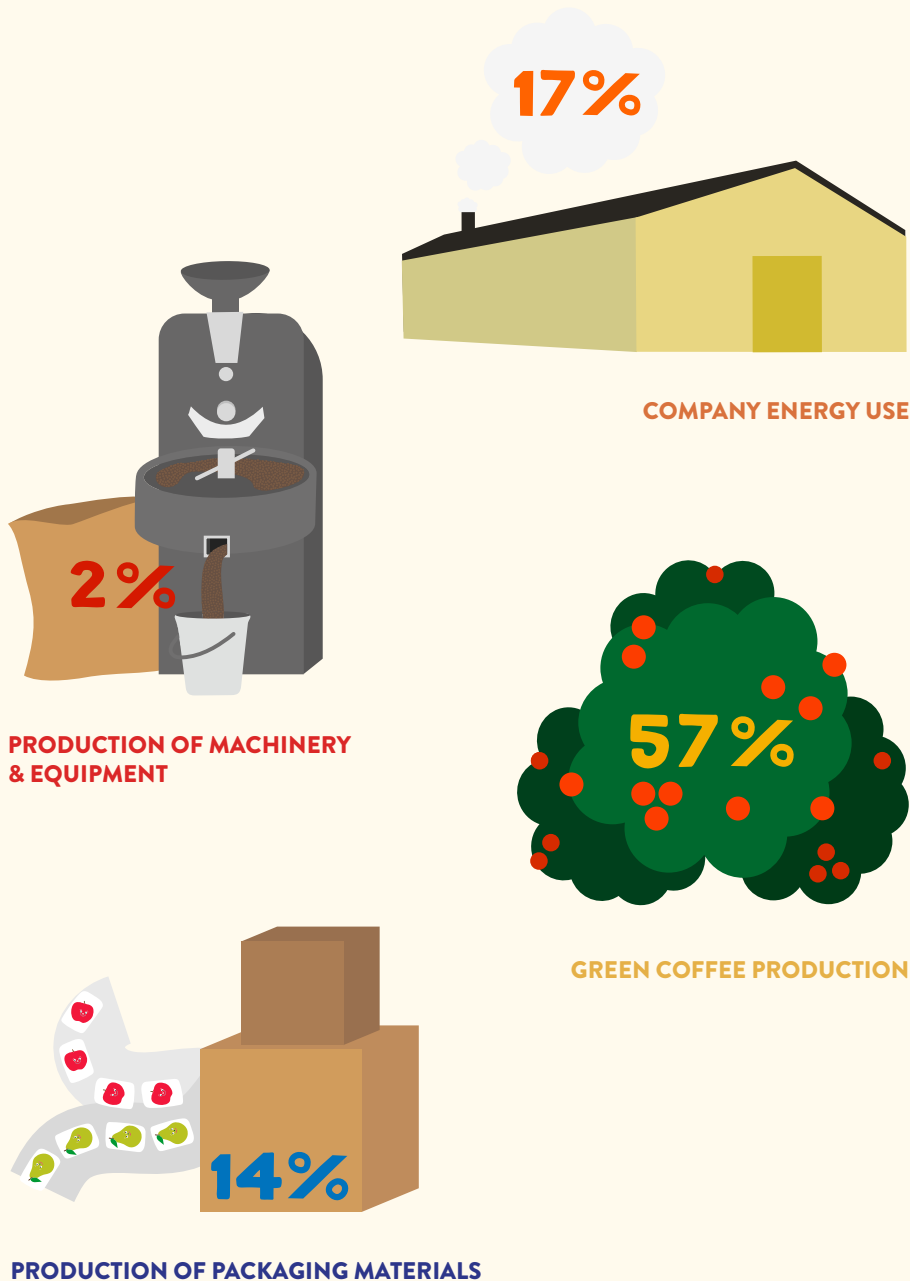
SCOPE 3

Encompasses all of our indirect emissions along the value chain, both upstream and downstream. Everything from production of the green coffee we buy, transportation, distribution, purchased goods and capital goods fall under this scope.

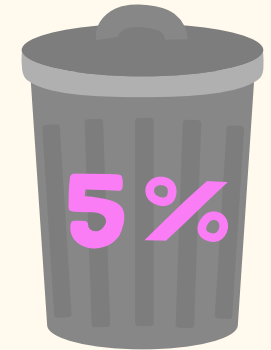


Finca La Florida, Huila, Colombia
Credit: Calendar Coffee

BREAKDOWN OF OUR EMISSIONS



TRANSPORT & DISTRIBUTION



OUR WASTE & END OF LIFE PRODUCT

OUR TOTAL EMISSIONS = 107.78 tCO₂e
(tCO₂e = tonnes of carbon dioxide equivalent)

Once again, the majority of our carbon footprint comes from the production of coffee at origin. At nearly 60%, this is a result of the clearing of land, the use of fertilisers and the processing of coffee cherries to exportable green beans. To decrease these emissions into the future, we're planning on purchasing more organic coffees, and aligning ourselves with producers who are practising environmentally friendly agricultural techniques on their farm.

Our second largest source of emissions came from our company's energy use. This figure doubled compared to the previous year due to our relocation to a much larger premises. Lighting and heating this space requires a lot more energy, and our delivery vehicle needs to travel longer distances from our new location, both leading to a higher footprint. To reduce our company's energy use, we've recently purchased an all-electric delivery vehicle, which is already helping to decrease our emissions.



Green coffee in parchment
Credit: Calendar Coffee

GLOSSARY

SCOPES 1 & 2

COMPANY'S ENERGY USE

Our direct emissions from fuel combustion in our roaster and delivery vehicle, combined with the indirect emissions produced during the extraction, production and transportation of the petrol, propane & electricity we use.

SCOPE 3

GREEN COFFEE PRODUCTION

Emissions from the production of coffee at origin, including the use of fertilisers, pesticides, processing methods and transportation.

COMPANY MACHINERY & EQUIPMENT

Emissions created during manufacturing the physical assets we purchased for our operations of production.

PACKAGING, LABELS & RETAIL PRODUCTS

Emissions created by our suppliers while manufacturing the retail products we sell and the packaging we use.

TRANSPORTATION & DISTRIBUTION

Emissions generated during the transportation of goods from our suppliers and to our customers.

OUR WASTE & END OF PRODUCT LIFE

Emissions that result from the disposal and treatment of waste, recycled material and compost from our facilities as well as our packaging or coffee grounds discarded as waste by the consumer.



Green coffee drying in Huila, Colombia
Credit: Calendar Coffee

One way we're improving our environmental impact is through our continued partnership with Hometree, a registered charity whose work focuses on establishing and conserving permanent native woodlands throughout Ireland. They do this by encouraging biodiversity through land regeneration, afforestation and conservation. So far, we've planted a total of 1,234 on the west coast of Ireland with Hometree.

2020 - 300 TREES PLANTED

2021 - 398 TREES PLANTED

2022 - 536 TREES PLANTED



hometree



Family tree planting day at Hometree
Credit: Calendar Coffee

CARBON OFFSETTING

HOW MUCH CO2 CAN A TREE SEQUESTER?

It would be nice to have a simple answer to this question, but unfortunately that isn't the case. The truth is, not all trees are the same. Some species of trees can store more carbon than others - even within a species, there are a number of factors that must be considered. The age of the tree, the size, the type of soil and typical weather conditions all affect a tree's ability to capture carbon.

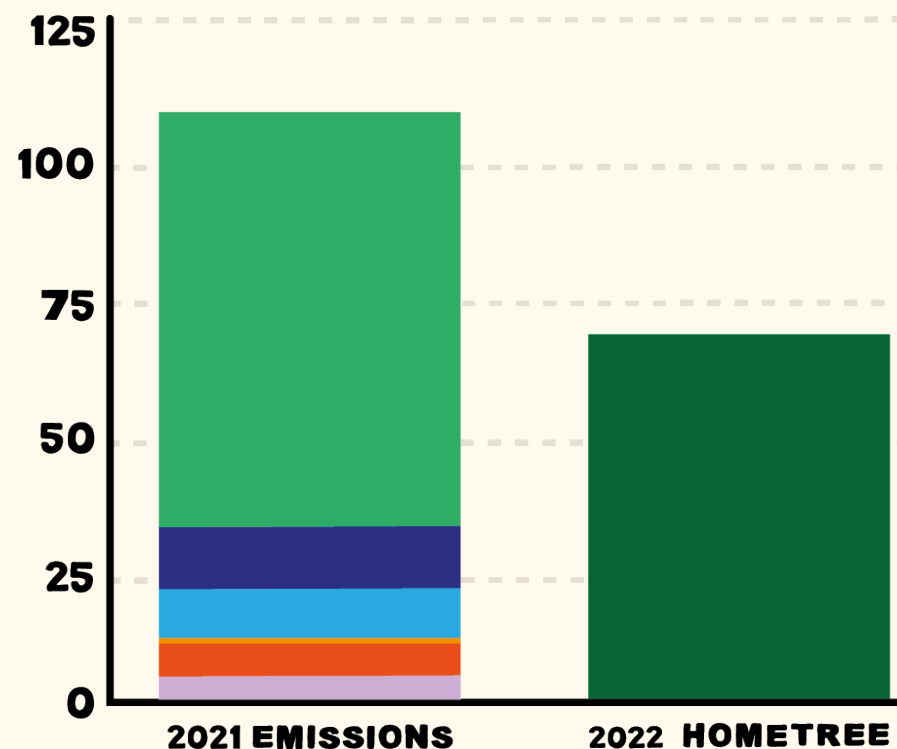
Fortunately, working with Hometree has helped us gain a much better understanding of how this works. Based on the climate in Ireland and the species of trees we are planting, every 8 trees we plant today will sequester 1 tonne of CO2e over the next 30 years. To figure out how this was calculated, follow us on a little breakdown:

- Over the first 30 years, 1 hectare of planted native woodland is estimated to sequester 14.5 tonnes of CO2 equivalent (tCO2e) per year.
- The number of trees planted per hectare will vary greatly depending on the species, but the type of native woodlands established by Hometree are planted with a density of up to 3,300 trees / hectare.
- If we divide 14.5 tonnes by 3,300 trees, it gives us the average annual rate of 4.4 kg of CO2e per year for each tree.
- With an average annual rate of 4.4kg CO2e, over a 30 year period, each tree has sequestered 132 kg of CO2e.

We've decided to focus on how much our trees will sequester in a 30 year period because we recognise the urgency presented by climate change. Both the European Green Deal and Ireland's Climate Action Plan have outlined the importance of achieving climate neutrality by 2050. Even though the trees we plant will continue to capture a significant amount of CO2 after this 30 year period, we simply don't have the luxury of time.

This year, we planted 536 trees to help offset our carbon footprint for 2021. By our calculations, these trees will go on to capture over 70 tonnes of carbon dioxide over the next 30 years. This amounts to 66% of our 2021 footprint of 106.95 tCO2e. While we are proud of our achievements so far, we're not stopping there. We've dedicated ourselves to becoming carbon negative by 2025. To achieve this, each year we will plant double the amount of trees needed to offset our carbon footprint.

HOMETREE CARBON OFFSETTING

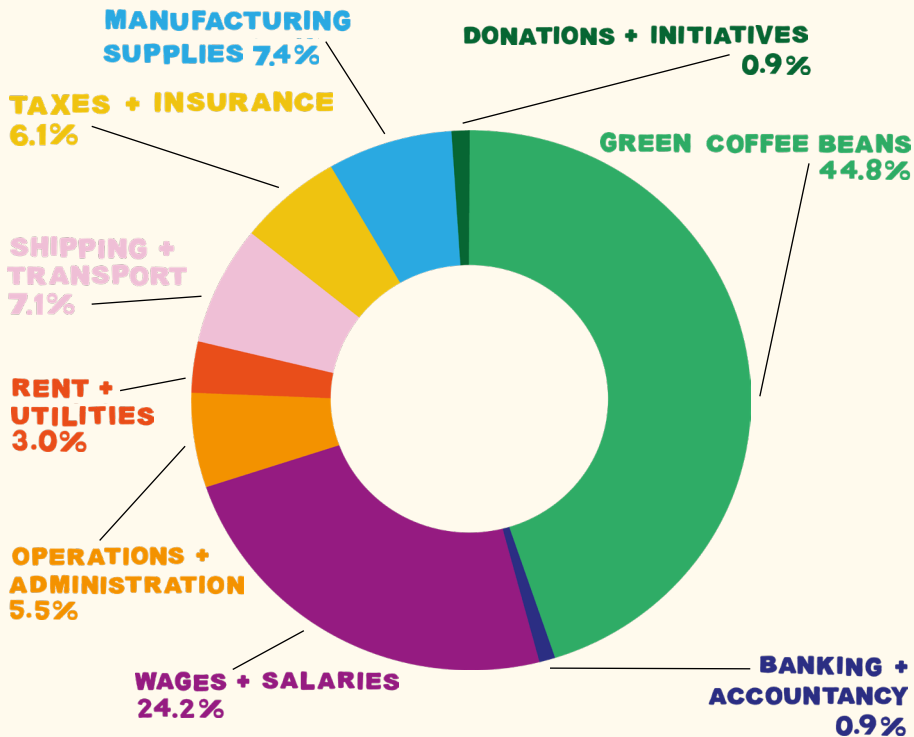


While this goal is important to us, we must also remember that planting trees doesn't give us permission to create unlimited emissions. If we want to ensure buying our coffee has a positive impact, we have to continue implementing solutions to reduce our environmental footprint. We believe it's our responsibility to maintain a balance of keeping our emissions to a minimum while supporting the restoration of native woodlands across Ireland.

FINANCIAL TRANSPARENCY

To be fully transparent, we recognise the importance of highlighting how money flows at our end of the supply chain as well. By displaying our own finances, we want to show you where your money goes when you buy a bag of Calendar Coffee. Below, is a breakdown of all the costs associated with running our business, from operational costs and taxes, to salaries and donations.

Once again, the bulk of money spent this year went towards the purchase of green coffee. Due to the rising prices of coffee, we saw a 26% increase in this expenditure compared to 2021. This year's second largest expense was for our wages and salaries. As our company grew, we created two brand new full-time positions at the roastery, which resulted in a 49% increase in these expenses compared to the previous year.



GLOSSARY

GREEN COFFEE BEANS

What we pay to our importers to obtain green coffee from origin.

MANUFACTURING SUPPLIES

The direct costs of our packaging and other materials used in production.

BANKING & ACCOUNTANCY

Bank fees on international transfers and general accountancy.

WAGES & SALARIES

What we pay to our employees for their hard work.

OPERATIONS & ADMINISTRATION

The cost of operating and running a roastery. Including printing, postage, stationary, software subscriptions & repairs.

RENT & UTILITIES

What we spend on electricity, gas, phone bills, internet & rent for our premises.

SHIPPING & TRANSPORT

The cost of running our delivery vehicle, business travel & shipping expenses.

TAXES & INSURANCE

How much tax we pay and the cost of insuring our business.

DONATIONS & INITIATIVES

The contributions we make towards charities and environmental organisations.

World Coffee Research is a non-profit organisation providing farmers with the tools, knowledge, and plants necessary to adapt to a changing climate. Together with our importing partners, Caravela, we're donating €0.50 from every kilo of TEAMWORK Seasonal Espresso sold, to support their brilliant work.

€3,808 DONATED TO WCR IN 2022



We're committed to making decisions that benefit both the people and planet we depend on. That's why we're a proud member of **1% for the Planet** - a global, growing movement of individuals and businesses coming together to protect the future of our planet by giving 1% of our sales (whether we're in profit or not) to support the work of environmental non-profits.

€8,308 DONATED IN 2022



Everyone has the right to a standard of living that affords adequate food, clothing and housing. In principle, a living wage establishes an hourly rate that gives employees the ability to continuously improve their living conditions, unlike the National Minimum Wage which is not based on the cost of living.

WE ARE A LIVING WAGE EMPLOYER!



CLOSING STATEMENT

Completing this report has once again reaffirmed the importance of improving the way we buy our coffee. One of the key learnings this year has been the need to base our buying around the cost of production at farm level. This has led to establishing a Minimum Prosperity Price for the producers contributing to our Teamwork Espresso. It feels like a huge step in the right direction to finally have a method to help us understand the prices we should be paying for our coffee that ensures producers earn a profit.

Every decision we make, no matter how big or small, has an impact somewhere along the line and it's our responsibility to do everything we can to minimise this, and align ourselves with suppliers who share our values. Slowly but surely, we're making progress towards our next major goal of being carbon negative by 2025. Of course, there's still a lot of work ahead but we remain committed and determined to get there!

ZARAH LAWLESS - CO FOUNDER



Nordic Approach Spring Cupping 2023
Credit: Calendar Coffee

