



content

01 welcome to grace farms

02 who we are

03 2024 highlights

04 what we do

05 where we are

06 how you can get involved

07 conclusion

08 consolidated & additional impact metrics

09 methodology & references

grace farms™ impact report 2024

1

welcome to grace farms



letter from adam

In 2024, amid rising geopolitical uncertainty, increasing costs of tea and coffee, growing demands for transparency, and expanding ecological crises, we remained steadfast in our mission: to help create a more just, sustainable, and peaceful world—one meaningful cup of tea or coffee at a time.

Inspired by the vision of Grace Farms Foundation, Grace Farms Tea & Coffee is more than a beverage company—it's a platform for change, shaped by the daily experience of Grace Farms itself. Every cup supports smallholder farmers, protects vital ecosystems, and advances the movement to end forced labor.

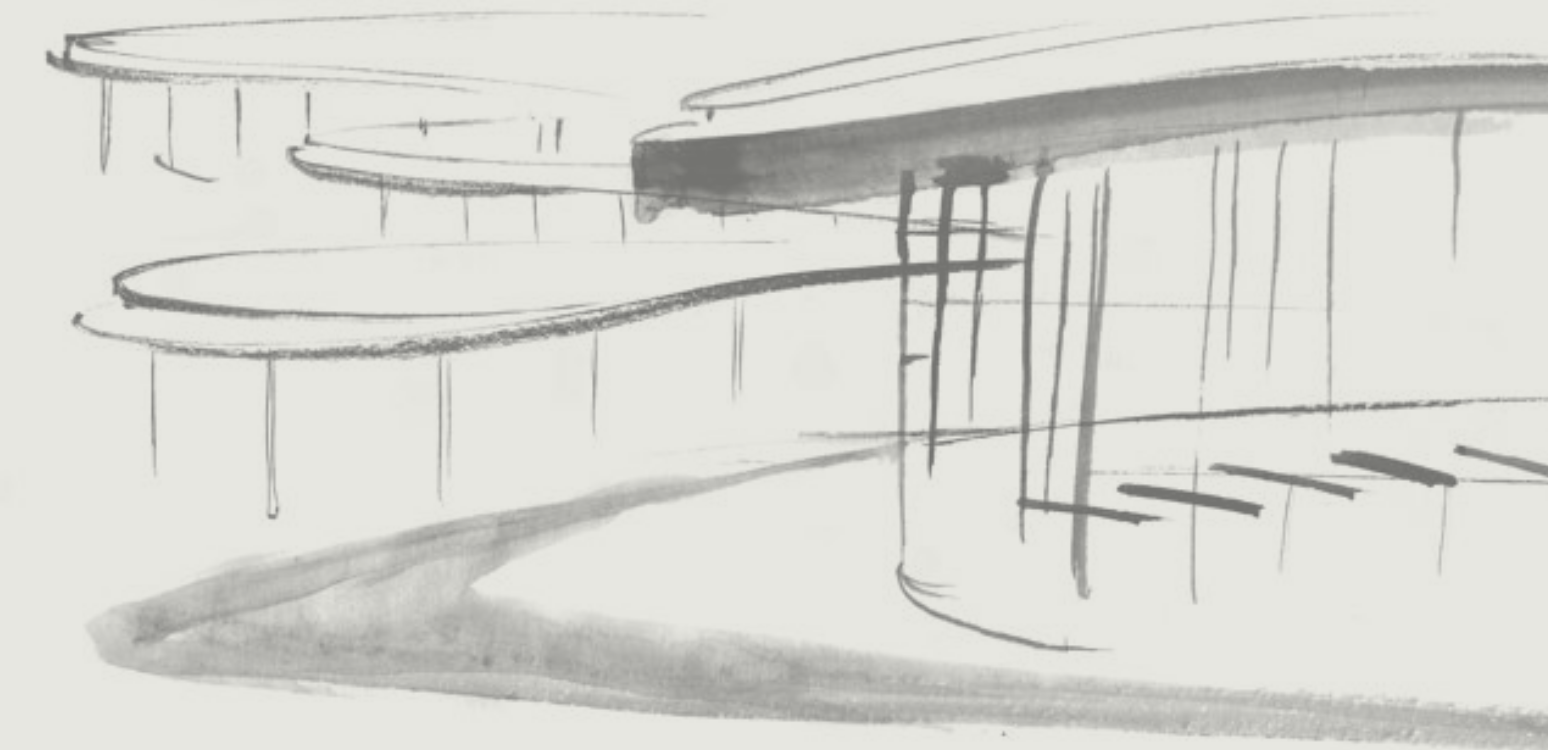
What began as a simple expression of hospitality at Grace Farms has grown into a powerful way to share our deeper purpose. Behind every product is a commitment to ethical sourcing, environmental stewardship, and community reinvestment.

This year, we reached more people than ever before, expanded our retail partnerships, and took meaningful steps toward transforming how business can—and should—be done.

We invite you to join us: in your homes, in your workplaces, and here at Grace Farms. Because creating change can be as simple as changing the coffee and tea you drink.

Thank you for being part of this incredible journey.

Adam Thatcher,
CEO, Grace Farms Tea & Coffee



about this report

This Impact Report highlights our measurable progress in 2024, with a focus on supply chain practices, environmental performance, and community investment. Our reporting is guided by globally recognized frameworks, including B Lab's B Impact Assessment, Fairtrade International standards, and USDA Organic certification. Whenever possible, we've relied on verified data from our suppliers, cooperative partners, and third-party platforms. A detailed methodology is included in the appendix.



2

who we are



our three goals

Grace Farms Tea & Coffee is a Certified B Corp™ wholly owned by Grace Farms Foundation, a nonprofit organization that operates Grace Farms—a cultural and humanitarian center in New Canaan, Connecticut.

Our work is guided by three interconnected goals:

- 1** **invite**
people everywhere to experience Grace Farms through our signature teas and coffees.
- 2** **demonstrate**
ethical and sustainable sourcing practices that protect people and planet.
- 3** **give back**
100% of profits to support Design for Freedom, Grace Farms Foundation's initiative to end forced and child labor in the building materials supply chain.

Rooted in the Foundation's work at the intersection of justice, sustainability, and peace, every purchase of our tea and coffee directly supports this mission.

making the
world a more
just, sustainable,
and peaceful
place—one cup
at a time.



meet the team



sharon prince

Visionary, founder, and CEO of Grace Farms Foundation



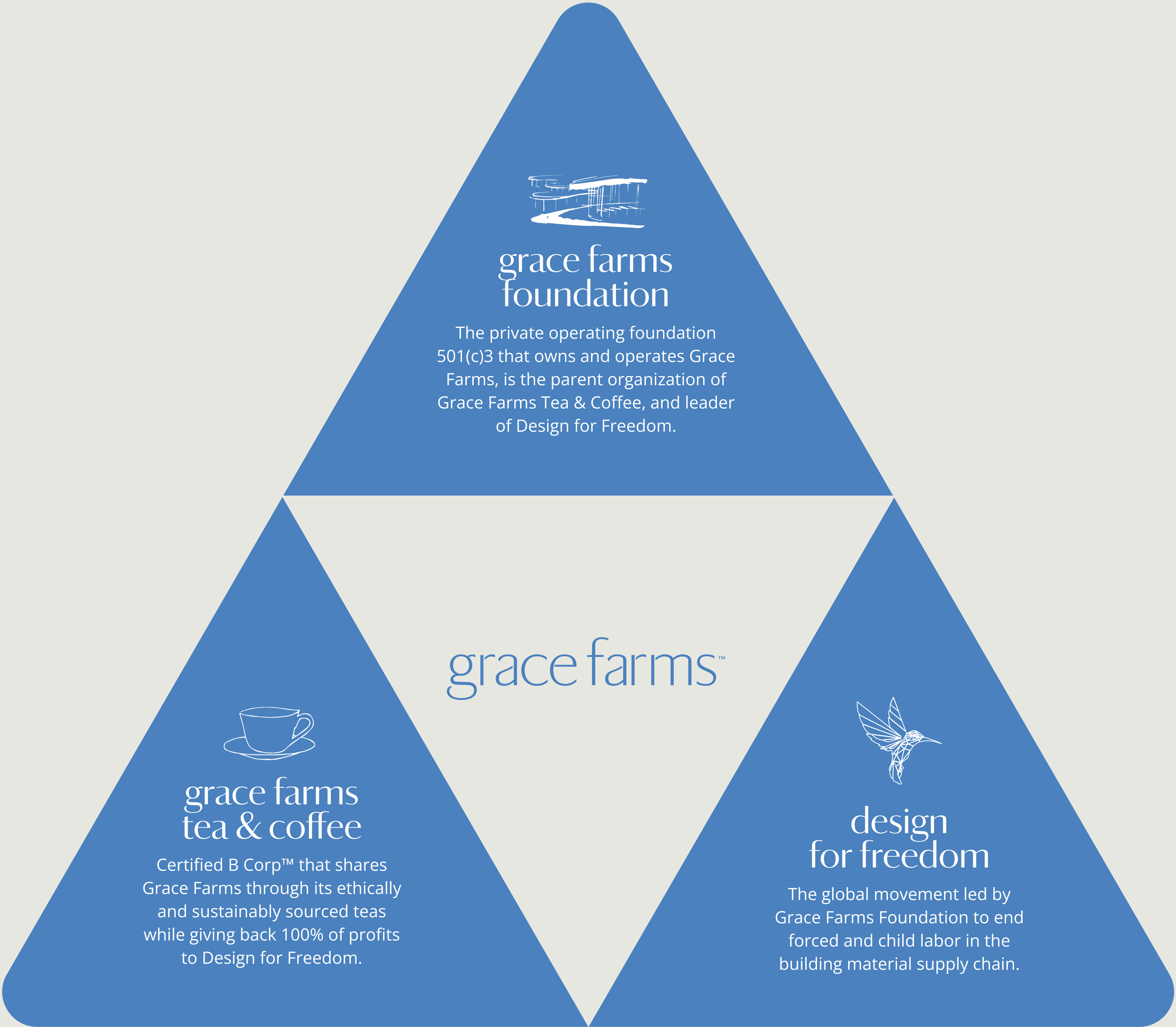
adam thatcher

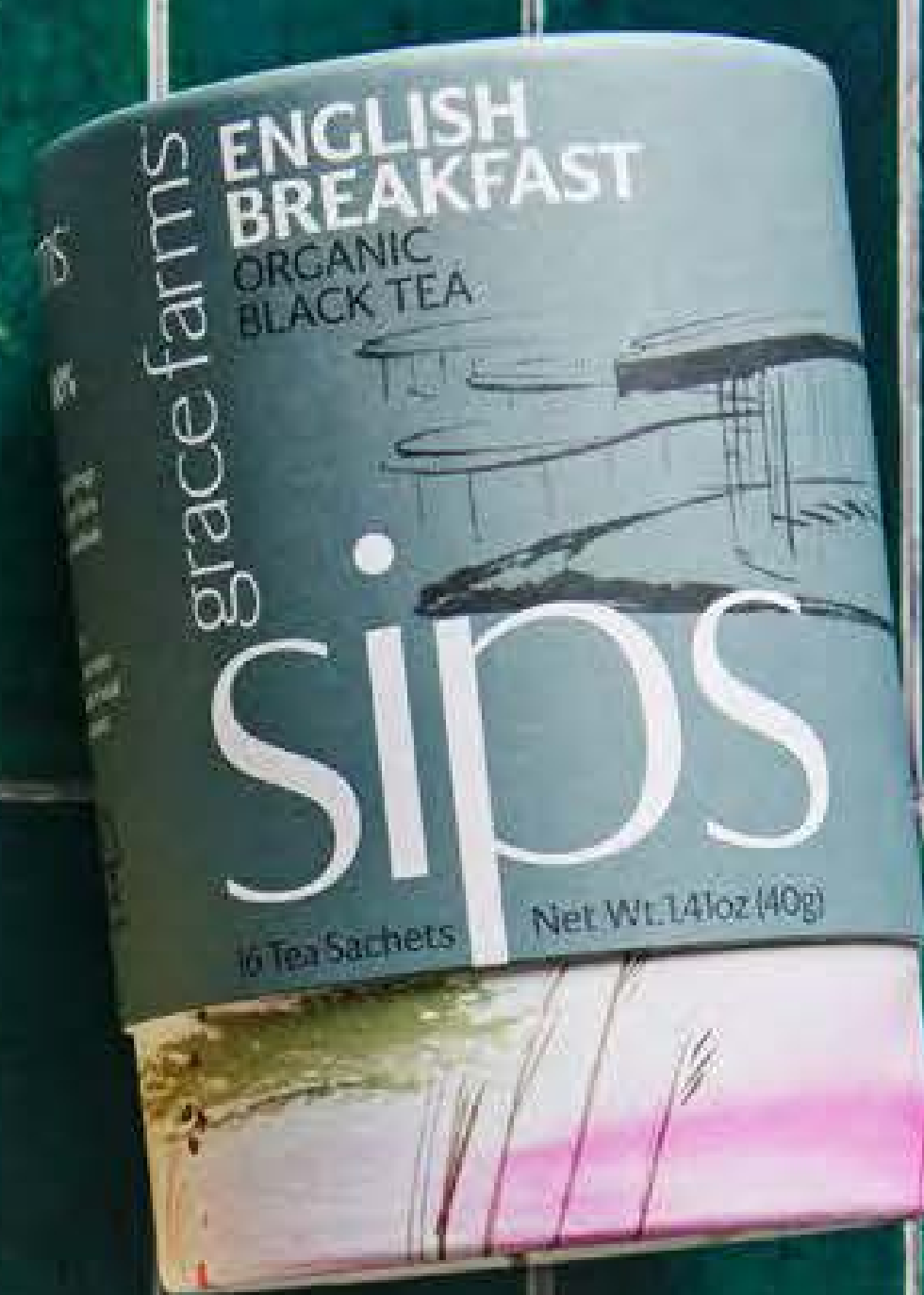
Co-founder and CEO of Grace Farms Tea & Coffee



frank kwei

Grace Farms' Director of Hospitality and tea & coffee expert





3

2024 highlights

2024 highlights



retail expansion: *whole foods market*

This year marked a major milestone: our entry into 32 Whole Foods Market stores across the North Atlantic region—including Connecticut, Massachusetts, Rhode Island, and New Hampshire. This expansion introduced our popular Wellness Teas to millions of new customers and generated vital new demand for sustainably grown tea and coffee from smallholder farms.



impact at work: *new partners*

We launched Impact at Work, an expanded corporate foodservice program that brings our mission into the workplace. Through partnerships with companies like Bloomberg, JPMorganChase, and UBS, this program offers more than just coffee and tea—it's a connection to Grace Farms Foundation and the stories that inspire purpose-driven work.



packaging innovation: *compostable pouches*

We continually strive to reduce the environmental impact of our packaging while improving the function, aesthetics, and product quality preservation. We are excited to share that with the introduction of a new certified compostable stand up pouch our full line of retail tea products including our sachets and canisters are compostable.



origin visit:
ketiara cooperative

In 2024, we embarked on our first visit to the Ketiarra Cooperative in Sumatra, Indonesia to experience first hand the people, place, and process that creates their exceptional coffee.



our b corp journey:
recertification

In 2025, Grace Farms Tea & Coffee will certify again as a Certified B Corp™ with the B Lab using its business operations and impact data from 2024 to improve from its current score of 102.

Each of these milestones reflects our belief that growth and scale should be harnessed to drive meaningful, lasting impact.

A smiling woman with dark hair, wearing a red shawl and a brown headscarf with green accents, stands under a large black umbrella. She is wearing a blue and red checkered shirt. The background is a blurred green field with yellow flowers. Raindrops are visible on the umbrella and in the air.

4

what we do

what we do

At Grace Farms, ethical sourcing is central to our humanitarian mission—and our teas and coffees are a daily expression of that commitment.

women-led co-ops

In 2024, we sourced **100% of our coffee from women-led cooperatives and enterprises**. We do this not only because we believe women cultivate with greater care—resulting in exceptional quality—but because we know that every bean creates impact.

While women make up roughly 50% of the global coffee farming and processing workforce, they hold less than 10% of leadership or ownership positions. Our sourcing model is designed to help change that.

This year, we partnered with three women-led cooperatives in Ethiopia, Colombia, and Indonesia. These co-ops support both female and male farmers, most of whom cultivate 2–4 hectares (5–10 acres) of land.

Farmers often intercrop with food and shade plants, strengthening biodiversity, climate resilience, and soil health. Cooperative-run processing facilities provide equitable employment—women typically lead the drying process, while men perform heavier labor.

Women reinvest up to 3X more into their communities than men, funding education, microenterprises, and family well-being. By sourcing from women-led organizations, we help accelerate community development at the root.





In 2023, Grace Farms Tea & Coffee became the **first and only U.S.-based tea company to partner with Fairtrade International** to source certified teas. We chose Fairtrade because of its rigorous social and environmental standards, its support for smallholder farmers, and its leadership in building climate-resilient agricultural systems.

Fairtrade certification ensures safe working conditions, democratic governance, environmental protection, and a **guaranteed minimum price** that shields farmers from market volatility. In addition, farmers receive a **Fairtrade Premium**—an extra payment per pound—used to fund projects prioritized by the community.

We source coffee exclusively from **smallholder farms**, where farmers own their land and directly benefit from their work. In contrast, large-scale plantations often depend on underpaid seasonal labor with little long-term investment in people or ecosystems.

In 2024, Grace Farms contributed **\$13,914 in Fairtrade Premiums** to our tea and coffee partners. These funds are democratically managed and invested in local priorities such as education, clean water, healthcare, and farm improvements.

This regenerative model strengthens entire communities. **Our 2024 impact includes:**

18%

more per pound paid than the non-Fairtrade Organic FOB price.

21%

higher average annual income than the Fairtrade Living Income Reference Price for farmers in our supply chain.*

35%

of our total ingredient costs were spent on **Fairtrade-certified ingredients**.*

**For coffee only.*

By working with women-led co-ops and Fairtrade-certified farms, we're helping shift the power dynamics in global agriculture—one cup at a time.

spotlight: ketiara cooperative

In the Gayo highlands of western Sumatra, the **Ketiara Cooperative**, led by the inspiring Ibu Rahmah, has been providing coffee for Grace Farms since 2015. Since then, the Ketiara cooperative has grown from 600 farmers to nearly 1,700 farmers - **with 70% of them being women**. Through Fairtrade, Ibu Rahmah provides more stable income to these farmers while providing them essential organic farming and climate resilience training which results in greater yields.



Sumatra's Ketiara Co-op
Gayo Highlands, Indonesia





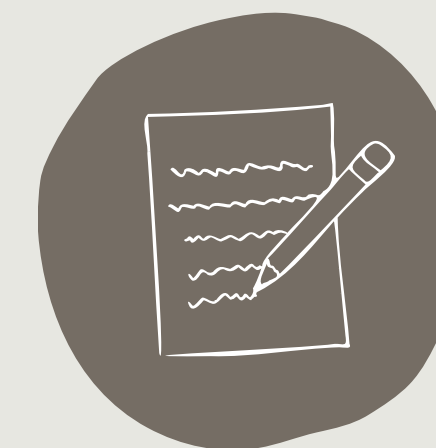
2025 targets



Grace Farms' FOB is an average of **20% over** the non-Fairtrade Organic Pricing annually

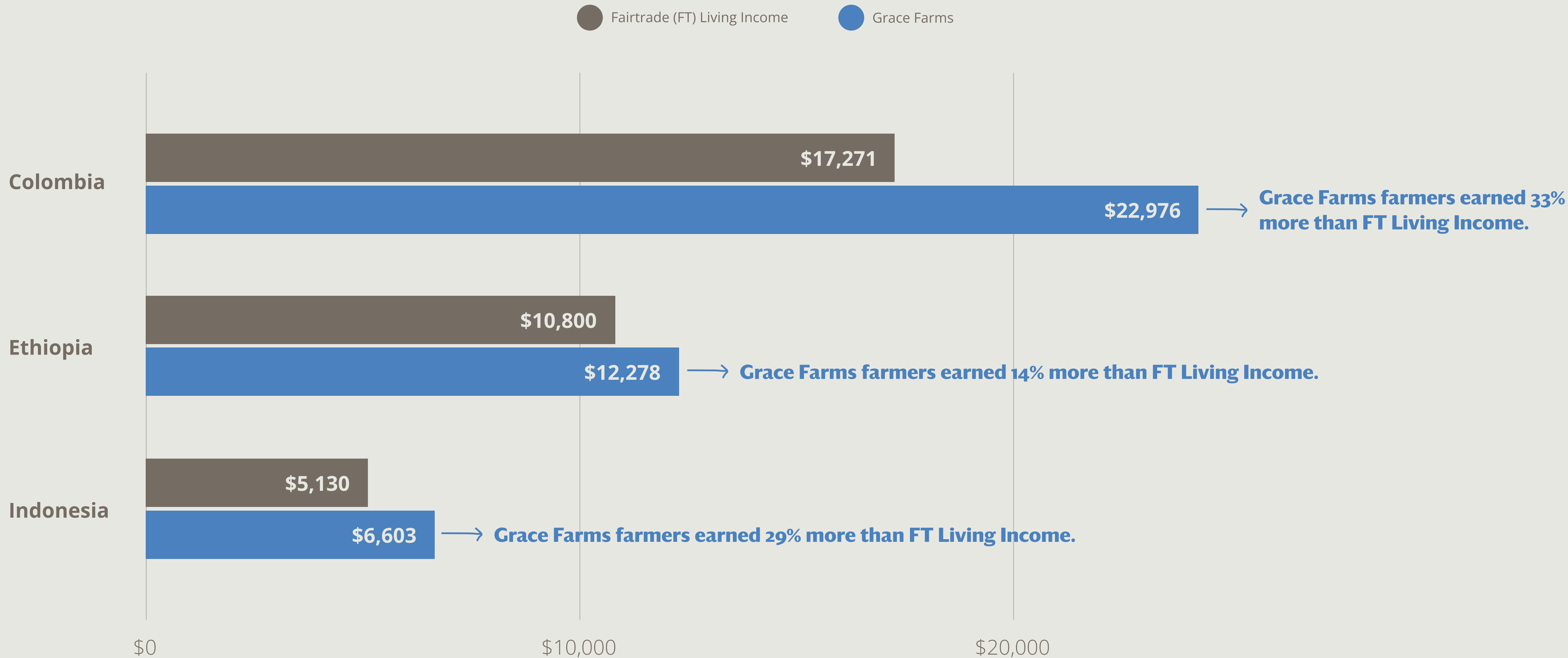


Average annual income of a farmer in Grace Farms' coffee supply chain is **22% higher** than the annual income of a farmer paid the **Fairtrade Living Income Reference Price (LIRP)**.



100% of our direct vendors of at-risk ingredients have agreed to our supplier code of conduct or have their own internal code of conduct that addresses forced labor within their supply chain.

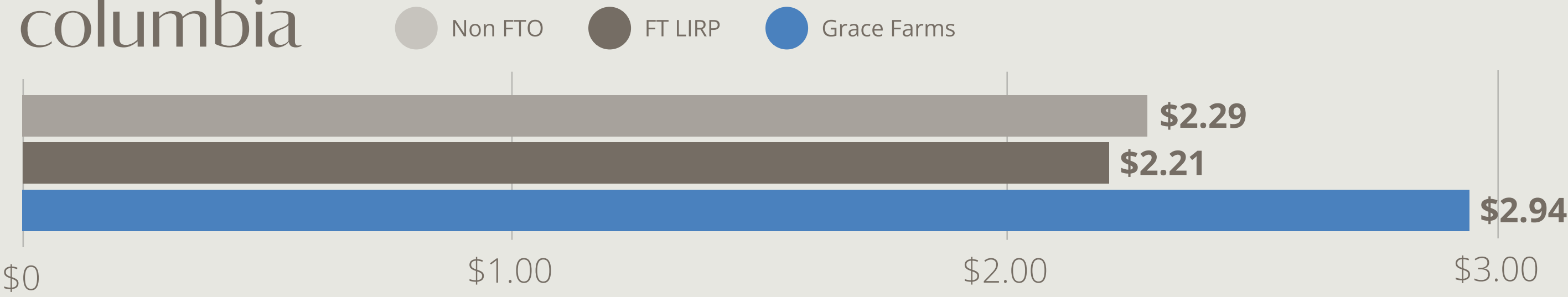
coffee farmer annual income by country of origin (usd)



On a weighted average basis, Grace Farms farmers earned 21% more than FT Living Income.

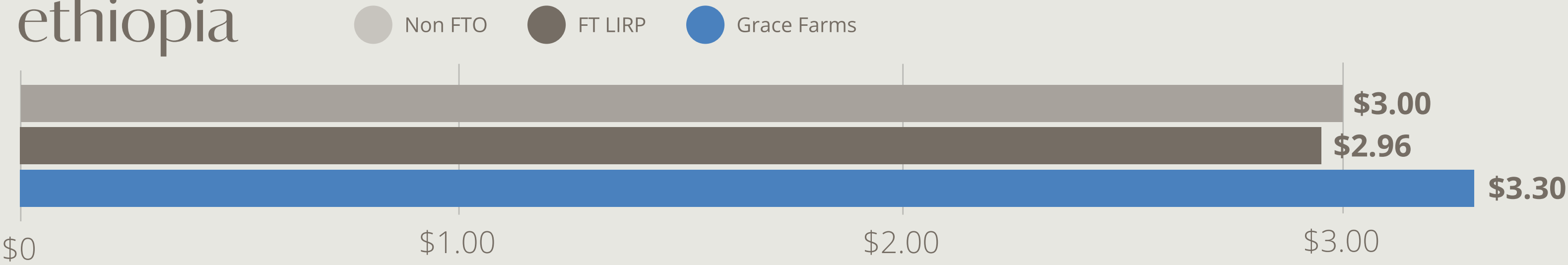
coffee price by country of origin (fob, usd per lb)

columbia



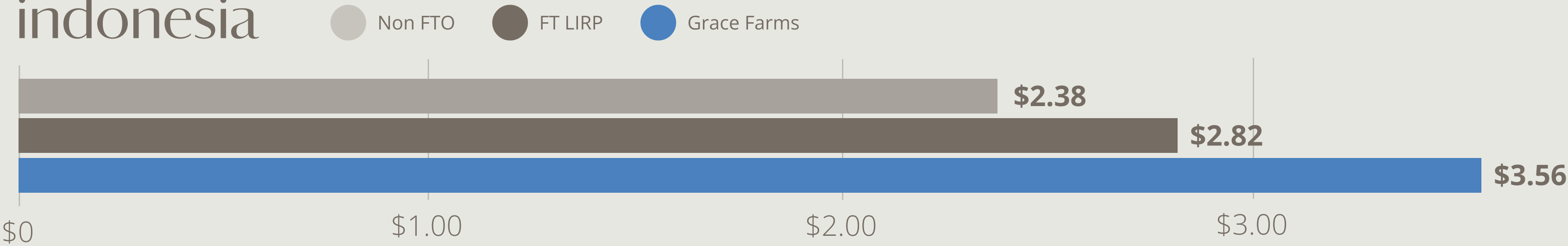
The Colombian farmers that Grace Farms sourced from in 2024 earned **33% more** than Fairtrade Living Income Reference (FT LIRP) and **28% more** than non Fairtrade Organic (non-FTO) FOB price.

ethiopia



The Ethiopian farmers that Grace Farms sourced from in 2024 earned **11% more** than FT LIRP and **10% more** than non-FTO FOB price.

indonesia



The Indonesian farmers that Grace Farms sourced from in 2024 earned **26% more** than FT LIRP and **50% more** than non-FTO FOB price.

On a weighted average basis, GF farmers earned **19% more than FT LIRP** and **18% more** than non-FTO FOB price.

environmental stewardship

In 2024, we deepened our commitment to environmental stewardship through responsible sourcing and packaging. Every decision—from ingredient selection to how our teas are wrapped—reflects our effort to reduce impact and model a more sustainable future.

Organic Farming

In 2024, 100% of our products were certified organic. We believe organic ingredients not only taste better, but also protect the health of our planet, our consumers, and the farmers who grow them.

Coffee is one of the most emissions-intensive food products in the world—second only to beef and chocolate—and produces more than twice the greenhouse gas (GHG) emissions of poultry or palm oil. This is due to the global scale of production, the energy required for processing, and the land-use changes involved in cultivation.

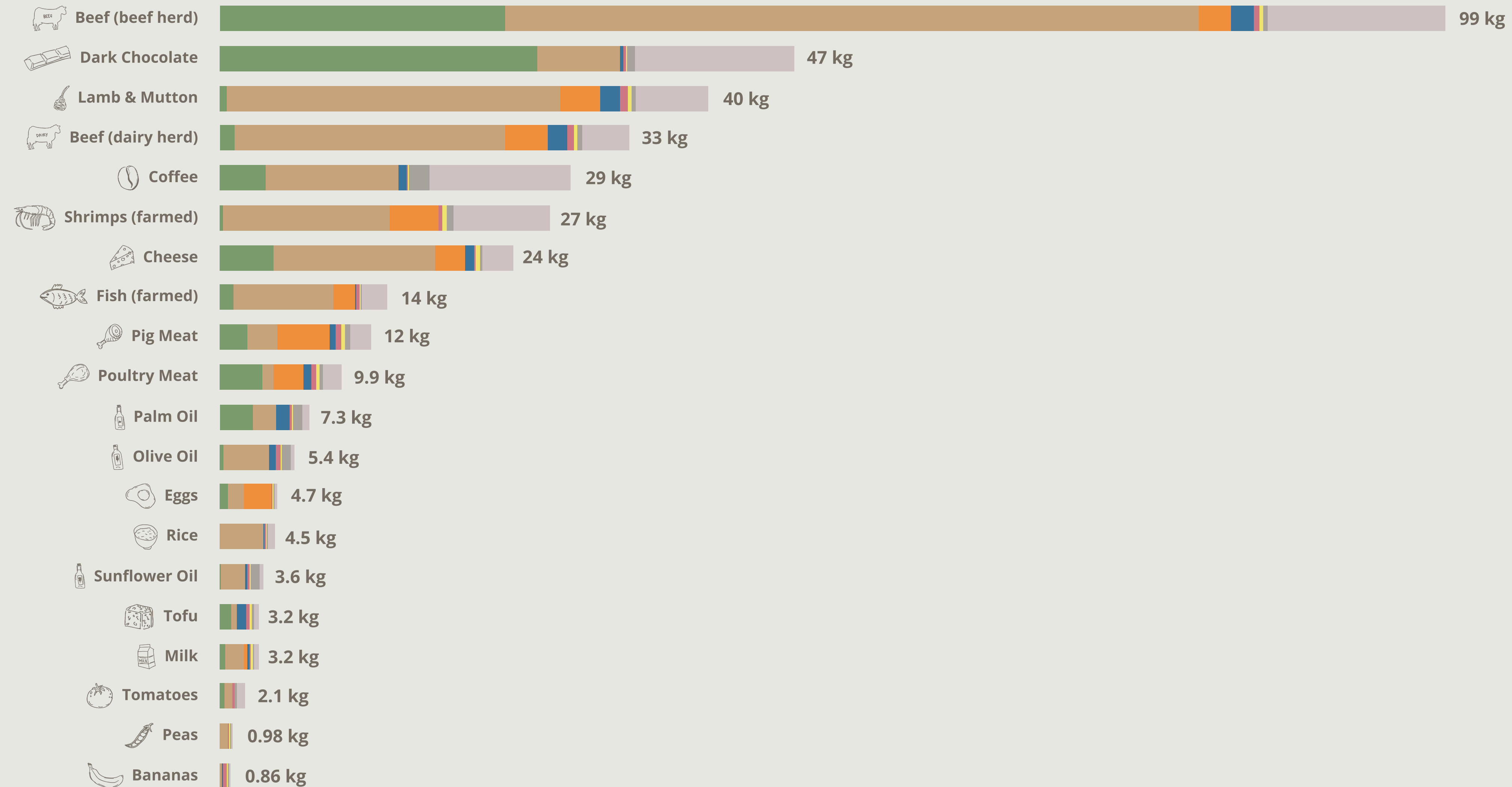
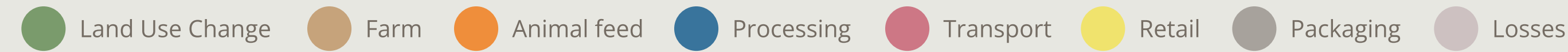
Farming practices account for roughly **38% of coffee's total emissions**, and choosing **organic, Fairtrade-certified** coffee over conventional can make a far greater climate impact than similar swaps in lower-emission foods.

At Grace Farms, **100% of our coffee comes from shade-grown farms**, preserving native tree cover, protecting biodiversity, and avoiding deforestation-related emissions. Organic farming further reduces impact by eliminating fossil fuel-intensive synthetic fertilizers, which are major contributors to nitrous oxide, a potent greenhouse gas. Instead, organic methods enhance soil carbon storage through composting, cover cropping, and gradual nutrient application.

By sourcing **organic, shade-grown tea and coffee**, we help mitigate the climate impact of a high-emission category while investing in long-term soil health and regenerative ecosystems.



greenhouse gas emissions across the supply chain





Plastic-Free Tea Packaging

In 2024, we transitioned our retail tea packaging to be 100% plastic-free and compostable. This shift eliminates packaging waste that would otherwise persist in landfills or enter waterways as microplastics. Unlike conventional packaging, which can take hundreds of years to break down and may never fully decompose, our compostable materials are designed to break down in home and commercial compost systems within months. This reduces our reliance on fossil fuels, lowers our carbon footprint, and supports a circular economy by turning waste into nutrient-rich soil. It also allows customers to enjoy our products without contributing to plastic pollution—reinforcing our commitment to environmental stewardship at every step.

83% of our total 2024 packaging was made compostable, biodegradable, recyclable, or made from FSC certified or post-consumer recycled components.

2025 targets



At least 85% of packaging by weight is made compostable, biodegradable, recyclable, or made from FSC certified or post-consumer recycled components



100% of our products sold are certified organic



100% of our coffee is sourced from Shade-Grown farms



Conduct a carbon footprint audit



Become Carbon Neutral Certified

5

where we are



spotlight: elephant friendly sourcing

In the Dooars Valley of India, we work with **Patharjhora Tea Garden**, one of the first Elephant-Friendly Certified farms in the country. In a region where tea fields often disrupt elephant migration routes, this farm has created protected corridors that allow elephants to move safely while preserving the crop. Elephants have long seasonal migration routes and without meaning to they can destroy entire farms in their migration. This historically has led to frustrated and harmed farming communities. Aside from the risk, elephants play a crucial role in supporting biodiversity by dispersing seeds. Protected elephant corridors preserve critical crops as well as supporting biodiversity. We are proud to work with the Putharjhora Tea Garden who have made this a priority.

This model safeguards biodiversity, prevents crop destruction, and demonstrates how nature-positive agriculture can work — even in complex landscapes.



Patharjhora Tea Garden
Eastern & Western Dooars, India



scale as a force for good

Every new retailer, every additional product on the shelf is more than a business milestone — it's an impact multiplier. Scale means more Fairtrade premiums, more hectares of biodiverse farming practices, more carbon emissions avoided, and more partners inspired to raise their own sustainability ambitions.

spotlight: *whole foods market*

One such partner in 2024 was Whole Foods Market, one of the largest natural grocers in the country. Grace Farms Tea & Coffee was a finalist in Whole Foods' Local and Emerging Brands Accelerator Program (LEAP) and invited to feature a selection of its organic wellness blends in the North Atlantic region in 32 stores in Connecticut, Rhode Island, Massachusetts and New Hampshire. Whole Foods, which actively supports in-store demonstrations, has been an ideal place to share our story and sample our teas with curious and conscious consumers - raising awareness of Grace Farms and our mission to a whole new audience.



spotlight: *impact at work*

From office pantries to executive dining rooms, Grace Farms Tea & Coffee brings ethically sourced, organic teas and coffees to the workplace. Our foodservice program includes single-serve and bulk formats tailored for corporate, hospitality, and catering environments—designed to meet the highest standards of quality, care, and convenience. With partners like JPMorganChase, Bloomberg, and RMS Hotels, our teas and coffees offer a highly visible and organic way for values-aligned organizations to showcase their commitment to quality, sustainability, and ethical sourcing.





6

how you can get involved

how you can get involved

Whether you're an individual consumer, a workplace, or a large-scale buyer, your choices matter. Here's how you can join us:

1

bring grace farms home

Purchase our products online or at your local retailer.

2

give as a gift

Grace Farms beautiful, delicious and impactful products are a great way to show how much you care.

3

transform the workplace

Offer our ethically sourced tea and coffee in your place of work through our **Impact at Work** program.

4

visit grace farms

Join us for public programming that deepens your connection to justice and sustainability.

5

partner with us

Collaborate on private label products, sourcing initiatives, or policy advocacy.

Every purchase, every partnership, every shared cup is part of a broader movement.

7

conclusion



conclusion

2024 was a milestone year — a proof of concept for ethical sourcing at scale. But we're just getting started. To everyone who's helped advance this work — thank you for being part of our community. To those just discovering us — welcome to Grace Farms.

Let's go!



A top-down view of a tea set on a light-colored, textured surface. It includes a large glass pitcher with amber-colored tea and a tea bag, a smaller glass pitcher with red tea, and several small glass cups, some containing red tea and others amber tea. A piece of light-colored stone is in the lower-left corner.

8

consolidated & additional impact metrics

consolidated & additional impact metrics

We have aligned our social and environmental metrics and goals with B Lab’s standards across six impact topics: Governance, Fair Work, Inclusion, Philanthropy, Human Rights, and Environmental Stewardship. Within each impact topic we set overall Key Performance Indicators and annual targets that are measurable to track our successes and opportunities for improvement.

impact topic	intent	targets	2024 results
<i>Governance</i>	Ensure stakeholders and underrepresented groups are included in the decision-informing and decision-making process.	Have built an advisory board that includes at least two representatives of underrepresented stakeholders. ex. customers, suppliers, and farmers.	No advisory board in place
		At least 50% of our voting board of directors (Managers) are members of an underrepresented community*.	66%
	Create an inclusive organization.	A documented stakeholder engagement process is conducted at least annually, with feedback formally collected, analyzed, and summarized in a report that is presented to the board of directors.	Q3 Board meeting report

consolidated & additional impact metrics

<i>Fair Work</i>	Create a supportive and growth-oriented workplace culture.	>90% of employees say they find satisfaction in their position at Grace Farms Foods.	100%
		90% of employees participate in on-going training and self-development opportunities including Grace Farms Foundation events.	100%
		100% of employees receive at least semi-annual performance feedback.	100%
	Fair, safe, and equitable working conditions across our value chain.	% of total ingredient costs spent on Fairtrade-certified ingredients.	35%
		Average % paid per pound above the non-Fairtrade Organic FOB price.	17%
		Higher average annual income than the Fairtrade Living Income Reference Price for farmers in our supply chain.	23%

consolidated & additional impact metrics

Inclusion	Deepen connection to Grace Farms' mission.	100% of employees volunteer at least 8 hours every year at Grace Farms Foundation and 8 hours volunteering at not-for-profit of their choice. Volunteer hours are paid.	Participated in 20 events at Grace Farms
	Create an inclusive organization.	At least 33% of all employees identify as Black, Indigenous, and People of Color.	33.33%
		At least 50% of all managers identify as members of underrepresented groups.	50%
		At least 30% of our business spending is directed to suppliers or vendors that are majority-owned or led* by individuals from underrepresented groups.	47.05%
Philanthropy	Fund the Foundation's mission.	Achieve financial profitability and distribute 100% of net profits annually to the Grace Farms Foundation to support its mission.	Not yet profitable

consolidated & additional impact metrics

	Provide a roadmap for other not-for-profits to create functionally-related businesses that give back 100% of profits.	Develop and launch a mentorship program to support other nonprofit organizations in establishing mission-aligned for-profit businesses that generate revenue to fund their charitable work.	Taught classes at NYU & UCONN
Human Rights	Protect human rights.	92% of all at-risk ingredients that can be Fairtrade certified are sourced with Fairtrade certification. Exceptions include ingredients we have been unable to source reliably or due to quality concerns.	92%
		100% of our vendors of at-risk ingredients have agreed to our supplier code of conduct or have their own internal code of conduct that addresses forced labor within their supply chain.	100%
	Alleviate poverty in our supply chain.	GF FOB is 20% over the non-Fairtrade Organic Pricing annually: Weighted Average.	18%

consolidated & additional impact metrics

Environmental Stewardship		Average annual income of a farmer in Grace Farms' coffee supply chain is 22% higher than the annual income of a farmer paid the Fairtrade Living Income Reference Price (LIRP).	21%
	Supply Chain Poverty Alleviation: Fairtrade Premium embedded in Fairtrade price to fund community-led projects.	N/A	\$13,914
	Minimize Grace Farms' impact on the environment.	100% of our products sold are certified organic.	100%
		100% of our coffee is sourced from Shade-Grown farms.	100%
		At least 85% of packaging by weight is made compostable, biodegradable, recyclable, or made from FSC certified or post-consumer recycled components.	83%
		Conduct a carbon footprint audit.	Conducted preliminary carbon reporting in partnership with Harvard student project

A close-up photograph of a person's hands pouring tea. The left hand holds a clear glass teapot with a gold handle, tilted to pour a golden-brown liquid. The right hand holds a clear glass cup, partially filled with the same liquid. The background is a blurred white surface, possibly a tablecloth. In the bottom left corner, there is a blue circle with a white number '9' inside it.

9

methodology & references

methodology & references

Our impact measurements are derived from:

- Verified purchase records and invoices
- Cooperative earnings statements
- Public dashboards from Fairtrade International
- Internal analysis

The **Weighted Average** for Grace Farms’ average FOB price per pound and average annual income is calculated based on the 2024 purchase mix, using the amount of coffee (in pounds) purchased by Armenia Coffee—Grace Farms’ importer—by country of origin. The weighting by country of origin is as follows:

<i>Purchase Mix</i>	<i>Weight (lbs)</i>	<i>% of Total</i>
Colombia	42,514	31%
Ethiopia	84,656	62%
Indonesia	9,259	7%
TOTAL	136,429	100%

The **Annual Income** for Grace Farms’ farmers in Colombia, Ethiopia, and Indonesia is calculated using the Fairtrade Living Income Reference Price methodology, as outlined in each country’s Explanatory Note. This calculation begins by converting Grace Farms’ FOB price to a farmgate price per kilogram, using the farmgate-to-FOB conversion table provided in the Fairtrade Living Income Reference Price Explanatory Note. The resulting farmgate price is then multiplied by the estimated annual yield, which is calculated as the product of viable land area and sustainable yield—both defined in the respective country’s Fairtrade Explanatory Note.



definitions

- **Farm Gate:** the price the farmer receives at their farm, before any transportation, processing, or export costs.
- **FOB:** Free on Board. This is the export price — the price at the port ready for shipment onto a ship (but before international shipping costs). It includes farm gate price plus milling (hulling the parchment), export fees, handling, internal transport, some margin, etc.)
- **LIRP:** Living Income Reference Price is the price per unit (usually per kilogram or per pound) of coffee that a farmer would need to earn to afford a basic but decent standard of living for themselves and their family.
- **SFI (Sustainable Forestry Initiative):** A North American certification that promotes responsible forest management through standards for sustainability, biodiversity protection, and community engagement.
- **FSC (Forest Stewardship Council):** A global certification system that ensures forests are managed in ways that preserve biological diversity and benefit local communities and workers.
- **Fairtrade International:** An organization that sets social, economic, and environmental standards to support farmers and workers through fair pricing, safe conditions, and sustainable practices
- **Shade-grown:** A method of farming, especially for coffee and tea, where crops are cultivated under a canopy of native trees, helping to preserve habitats, protect soil, and reduce carbon emissions.
- **Elephant Friendly:** A certification for tea and other crops that ensures farming practices protect elephant migration routes and minimize harm to elephants and their habitats.