

GOOD COFFEE.



HEILANDT

Kaffeemanufaktur

TRANSPARENCY REPORT 2022



It's more important to do something on a small scale than to talk about it on a large scale.

WILLY BRANDT

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PREFACE

Here it is, the transparent view of our actions in 2022. Once again, we show you in detail exactly which green coffees we have bought and, above all, from whom, at what conditions and prices. It is important to us that you can understand what the farmers „get“ and how this compares to what is happening on the market. But that is not all. We introduce you to two new green coffee partners from Costa Rica and Colombia, whose coffees we have come to appreciate very much. We are also happy to have won two long-time business partners for an interview, who have been buying our coffee for years and give us an interesting insight into what they do. What 476,542 bags and Caritas in Cologne are all about can also be found on the following pages.

No preface without a look back

As in every undertaking, there is light and shadow. Last year, for example, was very demanding, because the effects of the disturbing world events on the economy and society naturally also preoccupy us. In addition to private worries and fears, dealing with the war-related inflation and the increased prices for green coffee were at the centre of our activities. We had to pass on cost increases in order to maintain our margins and thus meet our responsibility for the team. For the first time, Heiko had to negotiate with our coffee partners about the extent of their increases. This did not feel good, especially as the farms are increasingly struggling with the effects of climate change. Despite all the price discussions,

nothing has changed in our position of sourcing all coffees directly and thus guaranteeing quality and the whereabouts of the purchase prices.

“Enjoying high-quality coffee is the key to a more equitable and sustainable coffee culture.”

Bernhard

Fortunately, we clearly feel that our B2B business has picked up again after the pandemic and that the demand for good coffee in the gastronomy and in companies has increased. The perception and importance of speciality coffee among companies and consumers continues to grow. Partly because there are more and more roasting facilities and the supply is increasing. This is good, because it raises awareness and helps to increase general quality consciousness. And that is in the interest of all of us. Enjoying high-quality coffee is the key to a fairer and more sustainable coffee culture. We are all on the right track with this.

New technology, same emotions

The new website - a highlight last year. Heilandt thrives on its people and the passion for really good coffee. We want to convey this more strongly than before with the new website. Heilandt is full of emotions - if we can convey what you normally experience in our roasting house or in our cafés on the website, then we have achieved a lot. Not enough with the new technology, we also introduced a new merchandise management system in 2022. This “ERP” is the essential step for us to be able to map our processes and data in a uniform system and to increase our customer orientation. We are very happy that the introduction and the connection to the new website went off without any major incidents. As it is with such an extensive system introduction – not everything works smoothly yet and the daily work shows us what we still have to work on. However, the value of such a system is already apparent and we are looking forward to steadily increasing it.

We continue

We could go on and on about what we are doing and what keeps us busy. But then, at the latest, you will finally stop reading. So, to conclude, perhaps the most important thing: we are still happy to be able to bring pleasure and joy to so many people with our coffee. Experiencing this every day is incredibly motivating and makes us very happy to cycle to work. Even though there is a lot to think about these days – enjoying the many beautiful things in everyday life



is just as important to us. As uncomplicated hosts in our cafés and with the best possible, delicious coffee, we would like to contribute to this and provide simply beautiful moments. So far, this has worked out quite well - and we have no plans to change that.

We hope you enjoy reading the new transparency report. If you have any questions or suggestions, please do not hesitate to contact us.

Four handwritten signatures in black ink, arranged in two rows. The top row contains two signatures, and the bottom row contains two signatures.

Bernhard, Heiko, Moritz & Marc

WHAT IS FAIR?

You won't find organic or fair trade labels on our coffees. Coffee farms have to invest a lot of money for certification, which is simply not possible for some. That's why we prefer to ensure ourselves or through our partners that the farms meet or even exceed organic standards, for example. Only five of our coffees are officially certified organic, but all others are produced under at least the same ecological conditions. In addition, we trade according to our Direct Trade Standard, which clearly exceeds the official Fair Trade requirements and which we therefore like to call #morethanfair.

It is important for us to emphasise once again that without our partners we would not be able to trade directly with small farms. Roasting companies that are similarly positioned to us are often only able to buy directly from larger and already more prosperous farms without intermediary partners. These farms are able to network digitally, organise their own exports and sometimes even have their own storage facilities, for example in Europe. Of course, these farms also have excellent coffees that are in demand on the market. However, the regular, personal contact of our allies with micro-farms allows us to get unusual and very rare coffees that always fascinate us. And it allows us to support these farmers in their quest for ever higher quality coffees.

These are our conditions for all Heilandt coffees:

- There is a direct contact with farmers or there is at most one person or partner organisation we trust interposed.
- The coffee farmers are paid on average at least 50% above the current fair trade price and the prices are negotiated directly.
- We create transparency about how, where and by whom the coffee was produced.
- The green coffee comes from coffee farms that are committed to sustainable agricultural practices and, as far as we know, offer fair working conditions.
- Long trading relationships with the producers and quality-promoting measures on the plantations are indispensable in order to sustainably improve through the transfer of knowledge and equipment.



THE PLEDGE

Most of you have known for a long time that we are first and foremost a roastery and that we invite you to taste and enjoy our craft in our cafés. But where and how we source our green coffees and whether it is just a pure marketing strategy when we tell you about direct trade is not always easy to understand. That's why, since 2019, we're proud to be part of *The Pledge* to shed some light on transparency and direct trade in the world of specialty coffee and the roasters that go with it. *The Pledge* is a global coalition of coffee roasters who share our values. It feels good to continue on the path we have chosen together.

LET'S BE CLEAR

The table on the following double page creates facts and gives you a precise insight into all our green coffee purchases for our 2022 assortment. In order to understand the table in detail, we would like to explain it a little for you here. In addition to information about the farms and our direct trade partners, you will also find details about the duration of the respective cooperation. How much we have bought of each coffee, how the prices are divided up and how we have financed the coffee can also be seen in the overview. How are the prices to be understood?

The **FOB** (Free On Board) price is due before the green coffee is loaded onto the ship. However, it does not show how much money the farmers actually receive in the end. After the harvest, the coffee from smaller farms is often processed in so-called mills and not on the farm itself. Costs are incurred for this, as well as for bagging, packaging and transport to the ship. For even more transparency, we also include the **farm gate price** in our table. This is the price that is actually paid to the farms. The difference between the FOB and the farm gate price is the cost for the mills and the transport to the ship. Producers who have the same FOB and farm gate price own their own mill and transport their coffee to the port themselves.

For the so-called **market price**, we refer to current data from the International Coffee Organisation as of 30 June 2022. The price of green coffee has risen continuously worldwide in recent years. At first glance, this is of course a positive development. However, the reasons for this are climate-related

crop failures, especially in Brazil, the unrest in growing countries and the consequences of the Covid-19 pandemic.

Our **payment modalities** are still quite diverse at the moment. The abbreviation "B.H." stands for "before harvest". In the best case, the farm receives 60% advance at the latest at the beginning of the harvest and 40% when our coffee goes on the ship. This gives the farms the necessary financial security for the current harvest season. They receive the money when it is needed to cover their costs and to be able to carry out the harvest with high quality. We finance this advance payment mainly from our liquidity. Since we still have to wait about 9 months for the green coffee after payment, this type of financing involves considerable risks for us.

"Payment on demand", on the other hand, is the least risky option for us, but not the most sustainable, because the farms or partners have to make advance payments. However, we are getting closer and closer to our goal of pre-financing everything as far as possible, so that coffee farms can plan their harvest with security. Our average purchase price (weighted) is 3.11 USD / lb (libra = 0.4536 kg) for Arabica and 2.30 USD / lb for organic Robusta.



| COFFEE | PRODUCER | DIRECT TRADE PARTNERS/ IMPORT | PARTNER- SHIFT SINCE | QUANTITY GREEN COFFEE (Kg) | FOB PRICE (USD/lb) | FARM GATE PRICE (USD/lb) | MARKET PRICE (USD/lb) | PAYMENT TERMS |
|---|--|------------------------------------|----------------------------|----------------------------------|-----------------------|-----------------------------|--------------------------|------------------------|
| Brasil Sao Domingos | Fazenda Sao Domingo | OCAFI | 2019 | 6600,0 | 2,63 | 1,93 | 2,30 | Bei Abruf in HH |
| Brasil ZéZé Sítio Corrego do Macedo (Lot11/P10738) | ZéZé Cruz | Petunia Coffee | 2020 | 150,0 | 5,09 | 3,75 | \$2,30 | Bei Abruf in HH |
| Brasil ZéZé Sítio Grande Catalao (Lot22/P10737) | ZéZé Cruz | Petunia Coffee | 2020 | 420,0 | 4,62 | 3,32 | 2,30 | Bei Abruf in HH |
| Costa Rica Don Eli Jacob | Carlos Montero | Don Eli Coffee | 2022 | 30,0 | 9,42 | 8,00 | 2,74 | Bei Abruf in Antwerpen |
| Costa Rica Don Eli Monterrey | Carlos Montero | Don Eli Coffee | 2022 | 345,0 | 6,07 | 4,50 | 2,74 | Bei Abruf in Antwerpen |
| Guatemala SHBH EP Acatenango Natural Champagne | Arnoldo Pérez & Maria Eugenia Escobar / Finca La Senda | Thomas Pingen (RBCL) | 2018 | 345,0 | 5,56 | wie FOB | 2,74 | 100 % FOB |
| Guatemala SHBH EP New Acatenang Carbonic Maceration | Arnoldo Pérez & Maria Eugenia Escobar / Finca La Senda | Thomas Pingen (RBCL) | 2018 | 276,0 | 5,56 | wie FOB | 2,74 | 100 % FOB |
| Colombia La Increíble 22 | Norman Eusse | Nicolai Fürst / Colombian Spirit | 2021 | 240,0 | 5,28 | 4,82 | 3,02 | Bei Abruf in HH |
| Colombia El Trebol (Sugar Cane Decaf) | El Trebol Frauenverband | Colombian Spirit | 2020 | 700,0 | 3,27 | wie FOB | 3,02 | Bei Abruf in HH |
| Ethiopia Bookkisa | Ture Waji | Osito | 2021 | 960,0 | 4,60 | wie FOB | 2,30 | Bei Abruf in Antwerpen |
| Mexico Finca Chelin SHG | Enrique López / Finca Chelín | Thomas Pingen (RBCL) | 2018 | 276,0 | 7,50 | 7,00 | 2,74 | 60 % v.E. / 40 % FOB |
| Mexico Mixteca Organic Lot1 | Small Producer Lots / Community Blend | Thomas Pingen (RBCL) | 2018 | 1173,0 | 4,00 | 3,60 | 2,74 | 60 % v.E. / 40 % FOB |
| Mexico Mixteca Organic Lot2 | Small Producer Lots / Community Blend | Thomas Pingen (RBCL) | 2018 | 1656,0 | 3,60 | 3,20 | 2,74 | 60 % v.E. / 40 % FOB |
| Mexico Bio Robusta Tierra Nueva | Small Producer Lots / Community Blend | Thomas Pingen (RBCL) | 2018 | 23874,0 | 2,30 | 2,20 | 1,04 | 60 % v.E. / 40 % FOB |
| Mexiko Decaf Mazatec | Small Producer Lots / Community Blend | Thomas Pingen (RBCL) | 2018 | 414,0 | 4,19 | 3,99 | 2,74 | 60 % v.E. / 40 % FOB |
| Mexico Decaf SHG | Small Producer Lots / Community Blend | Thomas Pingen (RBCL) | 2018 | 690,0 | 4,19 | 3,99 | 2,74 | 60 % v.E. / 40 % FOB |
| Mexico Electronicas | Small Producer Lots / Community Blend | Thomas Pingen (RBCL) | 2018 | 2208,0 | 2,80 | 2,65 | 2,74 | 60 % v.E. / 40 % FOB |
| Mexico Mazateca SHG | Narciso Bolaños | Thomas Pingen (RBCL) | 2018 | 345,0 | 4,50 | 4,20 | 2,74 | 60 % v.E. / 40 % FOB |
| Mexico Oaxaca Blend | Small Producer Lots / Community Blend | Thomas Pingen (RBCL) | 2018 | 2760,0 | 3,85 | 3,45 | 2,74 | 60 % v.E. / 40 % FOB |
| Mexiko Organic Honey | Efraín García / Rancho Tierra Amarilla | Thomas Pingen (RBCL) | 2018 | 276,0 | 5,00 | 4,50 | 2,74 | 60 % v.E. / 40 % FOB |
| Peru Amazonas Natural Anaerobe | Alfonso Tejada Iberico / Finca Timbuyacu | Finca Churupampa / RBCL / Heilandt | 2018 | 1518,0 | 3,70 | 3,50 | 2,74 | 100 % FOB |
| Peru Amazonas Natural Microlot Catuai Bourbon | Alfonso Tejada Iberico / Finca Timbuyacu | Finca Churupampa / RBCL / Heilandt | 2018 | 552,0 | 4,70 | 4,50 | 2,74 | 100 % FOB |
| Peru Atipanaku Mario Jesus #6 | Mario Jesus | Finca Churupampa / RBCL / Heilandt | 2018 | 240,0 | 6,60 | 6,60 | 2,74 | 100 % FOB |
| Peru Bio La Laguna Blend | Chirinos Community Blend | Finca Churupampa / RBCL / Heilandt | 2018 | 6762,0 | 2,95 | 2,75 | 2,74 | 100 % FOB |
| Peru La Laguna Blend | Chirinos Community Blend | Finca Churupampa / RBCL / Heilandt | 2018 | 15180,0 | 2,80 | 2,60 | 2,74 | 100 % FOB |
| Peru RTB | Chirinos Community Blend | Finca Churupampa / RBCL / Heilandt | 2018 | 4485,0 | 2,45 | 2,35 | 2,74 | 100 % FOB |
| Ruanda 2022, Rwanda Shyira Washed | Nyamasheke District Community Blend | Raw Material | 2022 | 345,0 | 5,70 | 5,20 | 2,74 | 100 % FOB |
| Sumatra, Orang Utan | Wih Bersih Community Blend | Orang Utan Regenwald GmbH | 2013 | 5160,0 | 4,13 | wie FOB | 2,74 | Bei Abruf in HH |
| Thailand, Thailand Pang Khon Natural 22 | Mystic Hill Tribe | Jürgen Wittmann (Mystic Hilltribe) | 2014 | 240,0 | 4,18 | 3,98 | 2,74 | Bei Abruf in HH |



PARTNERS

Without our allies and you, we are nothing!

We value the people we work with and share the joy of our common product, coffee. We are committed to a direct trade model at eye level and a fair price culture. We want to know exactly where and through whom we source our green coffees. It is therefore essential for us to find allies we can trust and that you, in turn, place your trust in us.

In this year's report, we are pleased to introduce two new partners, Don Elí Coffee from Costa Rica and the Colombian Desarrolladores De Café, in a short portrait.



Here is the complete overview:

Col-Spirit | Andreas Tischendorf & Maria Mercedes Grajales

Desarrolladores De Café | Nikolai Fürst

Don Elí Coffee | Carlos Montero

Mystic Hill Tribe | Jürgen Wittmann

Ocafi | Niklas Krüger

Osito | Kyle Bellinger & Jose Jadir Losada

Orang Utan Coffee Project | Regina Frey

Red Beetle Coffee Lab | Thomas Pinggen

Petúnia Coffee | Timo Plötz

DON ELI COFFEE

Carlos Montero

In Tarrazú, in the west of Costa Rica at an altitude of over 1600 metres, lie the coffee plantations of the Montero family of DON ELI COFFEE. The Guadalupe or "Papa" property is the plantation closest to Carlos Montero's heart. It was the very first farm that Carlos' mother and his father Don Eli were able to buy together and call their own. Before that, his father was a hired farm manager and sold lottery tickets on the side for years to save money to buy his own land.

Carlos remembers the time when he was a small child picking coffee there with his father. At that time, they still delivered their cherries to the local cooperative that Don Eli had helped found. Later, the land was inherited by Carlos' sisters. After working in restaurants and pubs in the US for many years, Carlos was able to buy the land from his sisters and use it for his own coffee production. The "Papa" property sits in the middle of Carlos' other plantations, making it the centrepiece in many ways. He is now running it in the third generation together with his children Marianela and Jacob. Fertile soil and shade from bananas, citrus fruits and mangos allow the coffee varieties grown by DON ELI COFFEE to thrive optimally, and you can taste it in the cup.

We have been working with Carlos and his family since 2022. Our colleague Anna met Carlos a few years ago on a trip to Costa Rica and then visited him again at the end of 2021 / beginning of 2022 for the coffee harvest. Carlos sent us samples from this harvest and paid us a visit in Cologne in

the summer of 2022. Last year, we had two coffees from DON ELI COFFEE in our range. One of them was our quickly sold out and incredibly delicious FETTE PALETTE no1.

Thank you very much and here's to many more years of cooperation!



[doneli.coffee](https://www.doneli.coffee)
[donelicoffeefarm/](https://www.donelicoffeefarm/)

DESARROLLADORES DE CAFÉ (DDC)

Nikolai Fürst

Nikolai Fürst has travelled halfway around the world for speciality coffee and the truly sustainable and fair coffee trade. To where the coffee grows and where the people are who dedicate themselves daily to the cultivation of coffee. His company Desarrolladores De Café translates as "The Coffee Developers" and this describes well the comprehensive approach that Nikolai follows in his work in Specialty Coffee. In the meantime, Desarrolladores De Café's portfolio includes a coffee school, a coffee roasting plant in Medellín, Colombia, the purchase and sale of green coffee, courses for baristi and roasters and consulting for coffee farms.

Sven from Heilandt met Nikolai in 2019 at the Hamburg Coffee Festival during the Cuptasting Championship and met him again directly in June of the same year in Berlin at the World of Coffee. At the end of 2021, thanks to Sven's connection to Nikolai, we were able to roast the first coffee from Medellín for you – our ESPERANZA from farmer Norman Eusse. It was a stunningly delicious and exciting coffee, so we immediately bought Norman's coffee again with the next harvest in 2022.

Colombia at the moment is THE country for experimental processing and new discoveries. Nikolai Fürst, his partners and his team are an important part of this development.

We are very much looking forward to receive many more stunning coffees in the future via Desarrolladores De Café from the farm directly to our roastery!



www.desarrolladores.cafe
[desarrolladores.cafe](https://www.desarrolladores.cafe)

ACT TOGETHER

We will give you a small insight into the world of our business partners and show you the various possibilities of cooperation.

AXA Insurances Office coffee can taste good

We talked to Christian Gröblichhoff, manager and specialist at AXA Insurances, about the relevance of office coffee.

What is the importance of the famous coffee break and coffee itself for your employees?

We are convinced that the coffee break, which enables the informal discussion of topics, is a very important aspect of our corporate culture.

Do you notice that the demand for coffee quality has changed? Maybe even due to the long home office phases during the past 2 years?

The quality of the coffee is very important to our colleagues. For remote work, the quality of coffee at home has been raised in the last two years. Of course, our colleagues now also have this expectation when it comes to office coffee at their workplace.

As AXA, you are probably being courted by many coffee brands. Why Heilandt of all brands, what criteria tipped the scales?

From our point of view, Heilandt has the best overall package. Sustainable trade, an authentic corporate culture and the good and artisanal quality of your roasts ensure credibility for the end consumer. Your commitment and the training you offer our staff help us to process and prepare your product in the best possible way.



Was it important for you to work with a local partner?

It is important for us to have products that are known and trusted by our staff. That's why a renowned Cologne speciality coffee roasting company like you is ideal for us and the perfect choice.

How important is the topic of sustainability for you?

The sustainability issue is very important to us and is fortunately becoming more and more relevant in all areas of our company. That's why we are only looking for partners who will advance this topic with us.

What do you wish for future cooperation with us?

We would like to see further suggestions for the preparation of your excellent coffee and trust that you will keep us up to date on the latest trends in sustainability and coffee enjoyment.

Tasting quality

We take a seat in the Neobiota

An experience without labels

If you are looking for a very special first-class taste experience, but don't want to end up in an out-of-the-way restaurant with unnecessary labels, you should definitely visit Neobiota. The Cologne gourmet star restaurant near the beloved shopping mile Ehrenstraße offers distinctive menus in a relaxed and uncomplicated atmosphere and has been run by Sonja Baumann and Erik Scheffler with a lot of heart and passion for about 5 years now. When it became clear that the two no longer wanted to make any concessions in their former jobs and wanted to set up something of their own, they put a lot of energy into their shop, which today employs 16 people and offers space for 28 guests. There is something for every taste here: the characterful menus also leave room for vegetarian and vegan options - which now account for a good 60 % of the evening menu. In addition to the dinner menu, Neobiota also offers first-class breakfasts – with coffee from Heilandt, of course. “We want to convey an attitude to life. Whoever is our guest should feel comfortable and enjoy the moment,” explains Erik. For them, that means taking any stress away from the guests and doing everything they can to be able to relinquish control during the meal. For many, that's not so



easy. In the cosy rooms, a wide range of people can be seen: from 18 to 80-year-olds, it feels like a colourful family dinner table here – informal and cordial. Comparatively friendly student prices naturally play into the cards of the younger crowds.

The vibe is right

Quality and high standards run through the entire concept of Neobiota. This also applies to the selection of coffee. “We tasted our way through the city and tried out different roasting houses,” Erik recalls. “With Heilandt, the spark went straight over and we felt in good hands right from the start.” The demand for quality and sustainability, as well as the philosophy and the Heilandt team, were ultimately convincing. Heilandt founders Moritz and Heiko were very committed right from the beginning and actively supported Erik and Sonja in the selection of coffee and the correct setting of the espresso machine and coffee grinder. “The exchange and know-how on both sides are mutually beneficial,” Erik is pleased about the partnership. Especially the rather unusual filter coffee preparation with the Syphon required the support and knowledge of the two Heilandt bosses.

It quickly becomes clear in conversation that Erik and Sonja stand fully behind their products. They pay attention to regionality and long-term partnerships. After about four years of partnership with Heilandt, they came up with the idea of offering two of their own coffee blends – one for filter coffee and one for espresso – created and roasted exclusively by Heilandt for Neobiota. “For me, coffee is true emotion. The warm feeling when the coffee runs down your throat,” Erik enthuses. As with the food, guests here have the opportunity



to try new things and get involved in learning more about the product. To be surprised and carried away with an open mind – that's what Neobiota encourages.

Sustainable, but critical

At the latest during the espresso after the meal, Erik gets into conversation with his clientele. “You convey the feeling on the spot, not in the social media,” he knows and trusts in the substance and craftsmanship of Neobiota. He is happy to tell what they do and why. He knows that you can't be brutally regional as an urban restaurant in a big city like Cologne. “Nevertheless, we do what we can. We offer our own natural wine, the fish only come from sweet water from the Eifel, there is no agony meat and we keep the distances as short as possible,” he explains to us. In addition, they receive food from their wholesalers once a week that would otherwise have ended up in the rubbish. They use it to cook food for the homeless as part of the “Street Guardians” initiative and thus make an active contribution against food waste. For all his efforts, Erik remains critical and constantly questions himself. Where are strengths and where are weaknesses, in which area can the Neobiota become better and do more? “The moment you are satisfied with yourself, you lose touch,” he says.

“You convey the feeling on the spot”

When asked about future plans, Neobiota's and Heilandt's answers are similar: One only wants to grow cautiously and within a healthy framework. The shop should remain personal and the emotional impact on the guests should not be lost. The current recession is a challenge, but Erik remains optimistic.



Bagfuls of support

Our partnership with the Caritas printing house

“I have many people with great potential in my department.”



A look into the past

More than 50 years ago, in 1972 to be precise, the “workshops for people with disabilities” of the Caritas Association Cologne were founded. At that time, it was a completely new approach to take disabled people out of their private environment, to offer them a new daily structure and to promote their personal development also through work. This made it possible for them to participate in social (working) life. To this day, the focus is on building on the strengths of each individual and reducing deficits. “We at Caritas adapt the world of work to the people, not the other way round – as it is often the case in the private sector,” reports Johannes Deschamps, client advisor and Heilandt partner for many years.

Then he explains to us how he came to his job. As a trained colour lithographer, it was obvious for him to do his civilian service at CariPrint - the Caritas printing company. Pre-press was still in its infancy at the time and so Johannes came here at exactly the right time to develop this specialist area accordingly. “Working with people has stuck with me and gives me a lot of pleasure,” he reports enthusiastically. “You rarely get such direct and honest feedback

from people. But the productive output of the people working in the workshops is also enormous.” The idea of inclusion is always in the foreground, however, and everyone should have the opportunity to pursue the path of work and life that suits them best. So instead of being automatically classified as “disabled” by the world of work, they are offered the chance of further development up to the first labour market.

But also in the workshops, the pressure from external factors is increasing, as they are an important player in the economy and have to “deliver” reliably. For example, a regularly calculated working hour has to be generated with several people who are less able to work, in order to meet the demands for adherence to deadlines and pricing. In the workshop, however, people also find the best framework conditions to be able to develop themselves further. “We want to challenge and encourage our employees. I have many people with great potential in my department; many have already been able to leave us for outside jobs,” Johannes reports. Regular “participation talks” ensure an exchange about individual perspectives. What one likes and what one doesn’t like, where one still wants to go and what one wants to achieve – self-determination and self-efficacy are important



aspects in everyday work. We learn that there are individual budgets for the employees, which they can decide on themselves if they want to. Accordingly, there are also personal advisors who offer help and advice on questions about housing, additional services, and so on.

“The comprehensive possibilities of the workshops are good for the people,” Johannes sums up, without glorifying. “And as a workplace we are a functioning unit. Each with their own possibilities and demands”. For that, however, one is dependent on regular orders. And this is where we come in.

Heilandt and the CariPrint print shop

When our roastery was still in its infancy, the first step was to find a reliable partner to accurately stick the labels on the many coffee bags - in flexible runs and as quickly as possible. Here, of course, we were able to benefit considerably from the short communication and traffic routes of the CariPrint print shop, and an initial collaboration was quickly established in 2016. Thanks to their all-round service and high level of expertise in digital printing, the work soon went beyond simply sticking on the bags and the entire process of printing, cutting and packaging was taken over. This was considerably beneficial for both parties. “At the same time, with such important production steps and demands, the responsibility we carry also increases,” Johannes recognises. “When Heilandt grows, we grow accordingly.” Today, we even get to benefit from being able to store a large part of the finished bags on site and call them up at any time. Advantages that we definitely appreciate in our work with Caritas. Johannes keeps a close eye on the entire stocking and logistics – not least because of his years of experience and constant involvement



in all processes. At the end of our conversation, Johannes tells us how many Heilandt coffee bags have been completely labelled for us since 2016: 476,542 – and counting. We are very grateful for this reliable partnership over many years and look forward to the journey together, which we hope still lies ahead of us.

Thank you Johannes, thank you CariPrint!



Coffee cultivation in the 3rd generation

Marianela Montero about her Finca Don Eli in Costa Rica



Dear Marianela, first of all we would like to say how happy we are here at Heilandt that we were able to buy and roast your excellent green coffees for the first time this year. Thanks to the high quality of the coffees and your willingness to experiment with the processing, the filter roast DON ELI, for example, is a great addition to our range. We are thrilled by the diverse aromas of your coffees and are already looking forward to next year's harvest!

But here is the first and most important question first: How do you prefer to drink your coffee at home?

We prefer to drink our coffee as filter coffee, we have a Moccamaster at home that we love, it's practical and good. When we have more time, Jacob or I brew a V60.

Your father bought Finca El Llano in the 1980s together with your grandfather Don Eli, and together with you and your brother Jacob you are now running it in the third generation, right? Did you focus on speciality coffee from the beginning?

No, we didn't focus on Specialty Coffee, we supplied the cherries to a cooperative for many years. Then in 2013, together with my brother, I started to build our micro mill and process speciality coffee.

How big is your coffee-growing area and what varieties do you grow?

We are located in Tarrazu, the largest coffee growing area in Costa Rica. We have three farms: El Llano

(5 hectares), Tematica (9 hectares) and La Pastora (12 hectares). We divide these farms into different lots and also buy coffee cherries from other farmers in the region. We grow mainly Caturra and Catuai. In smaller quantities, we also grow Geisha, Yellow Bourbon, Typica, Villalobos, Villa Sarchi and some hybrids like Esperanza.

How important is biodiversity to you on the finca? Do you have livestock and do you grow other products?

Biodiversity is a very important part of our work! Besides our coffee, we grow some avocado, fruit trees like oranges and lemons, and banana trees. We use many of these trees for shade. Shade is very important for the farm and benefits the soil a lot. We also have various wild animals such as tepezcuinte (pakas), armadillos and birds. Preserving the natural flora and fauna on our fincas is very important to us.



“We love what we do (...) and we try to give our best”

Is climate change already very noticeable in Costa Rica, like the unexpected frost in Brazil?

Yes, it is noticeable. There are areas where more than 10 years ago no coffee grew because it was too cold, and today you can grow coffee there. There are also more fungi that attack the plants, and the rainy and dry seasons are not as defined as they used to be.

Do you sometimes feel pressured by the roasters you work with to produce more and more unique coffees?

We love what we do, we don't feel much pressure, but of course we focus on quality and try to do our best with what we have. Partnerships like with Heilandt are enormously important for us so that we can plan ahead. This cooperation motivates us to continue to do good work and to be able to produce high-quality coffee.



We are aware of the fact that being experimental in growing and processing can quickly become a financial risk. Does the joy of experimentation prevail or is it sometimes necessary to keep an eye on the finca's profitability?

Jacob is the one that is doing all the experiments with processing, I've done some small experiments of growing small amounts of different varieties. Honestly is very important to look after the farm profitability, in our opinion this is key.

Hand on heart, do you have new ideas and plans for the next harvest?

We have the plan to continue working with our partners. We will be processing very similar processes to last year such as *Semi-washed*, *Honeys*, *Reposados*, *Naturals* and *Anaerobics*. Our plan is to grow the total volume that we will produce and process. Also we will continue to improve our infrastructure at the mill. We trying to grow the coffee tourist project in our farm and our goal is to bring more people to visit us, stay at our farm and learn more about Costa Rican coffee.

Do you have something else on your mind that you would like to share with our customers and us?

It's very important that you keep learning and appreciating good coffee. The small growers like us need people that care about traceability and sustainability in coffee. Every time is more difficult to be a farmer with all the supplies being so expensive and the climate change affecting the productivity of the farm. Consumers that pay premiums for high quality coffee incentivate the farmers to continue growing coffee. Make sure

that when you are buying coffee you are buying from companies that are ethically responsible and have good sourcing practices.

Finally, what can we, as your customers, do better?

Continue educating your clients about Specialty coffee, try to work as close as possible with the farmers and try to focus on long term relationships with your partners. Also continue asking these questions because is important to keep communication with the producers. Also you are more than welcome to visit Don Eli farm and see the changes we are doing

in order to have better farming , less pesticides and use clean energies , more sustainable way to produce coffee for future generations.



We stay on Step by step to sustainability



Green power

Our cafés are supplied with 100% German green electricity from the sun, wind and water.



Reusable system

We also offer coffee and cake to go in reusable Vytal cups or containers and thus save a lot of disposable cups.



Reuse of old cardboard boxes

We save material and costs by giving old cardboard boxes a new use.



Cleaning agents

We use Frosch or Gryn brand products; with vegan and environmentally sustainable ingredients, packaging made from recycled material (Frosch) and supplied as a concentrate (Gryn) in large canisters rather than individual spray bottles. We also use washable sponges and cleaning cloths to reuse them as often as possible.



Local & sustainable suppliers

For example, our milk has been coming from the "Hielscher Hof" in the Rhineland for years, our cake from the "Kuchenmanufaktur" in Sankt Augustin since 2019 and the pure and untreated blossom honey from the "Bienwerk", a small Cologne city apiary. What they all have in common is a commitment to quality and a love of craftsmanship.



Emission-free on the road

Thanks to our e-scooter, our colleague Julian gets from the roastery to all of Cologne's gastro and office customers quietly and only charged with electricity.



Unpackaged coffee

With their own container, customers can pick up beans or freshly ground coffee unpackaged at the roastery. So everyone can enjoy the coffee at home without packaging waste.



Coffee grounds

Our used coffee grounds are collected by the urban Cologne mushroom farm "Pilzling" and further used as a valuable breeding ground for mushrooms.



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