

THANKSGIVING



COFFEE CO

2021 Impact Report

HELLO! | Letter from the CEO

Thanksgiving Coffee Co. was founded in 1972 in Fort Bragg, CA by my parents, Paul and Joan Katzeff – I have watched this company grow and develop since my earliest memories. I now have the privilege of leading the company for the next phase of its evolution, and am honored to have taken on the role of CEO in December 2021.

A trailblazing company with a heart for social activism, Thanksgiving Coffee Co. pioneered many of the practices that inspired change across the specialty coffee industry – our central focus is to empower coffee farmers to improve both the quality and sustainability of their farms and communities. We're proud that so many have followed our lead, since we believe this is a better way to do business.

As a Certified B Corp (since 2015) and a CA benefit corporation, we are dedicated to doing what is right to take care of all of our stakeholders. We strive to ensure that everyone we impact benefits from our business practices: we select the highest quality coffee beans grown by farmers and families who practice responsible agricultural practices and protect biodiversity; we take care of our team who roasts, packages and delivers our products to our wonderful customers; we empower our customers to 'vote with their dollars' to support causes they care about; and we give back to the causes and communities we love, all while providing the most delicious coffee in the world (in our humble opinion).

During 2021, the second year of the global pandemic, we collectively faced many challenges. In large part due to the strong relationships we've developed with our coffee farmers in 22 countries around the globe, we were able to stay strong, keep the coffee roasting and our customers buzzing. We are grateful for our team, our suppliers, and our customers for their trust, dedication and perseverance.

Heading into our 50th year, Thanksgiving Coffee Co. is ready to blaze new trails and lead the craft coffee industry into its next 50 years. We are pleased to offer you our inaugural Impact Report to share some highlights of our work in 2021.

Regeneratively yours,
Jonah Katzeff



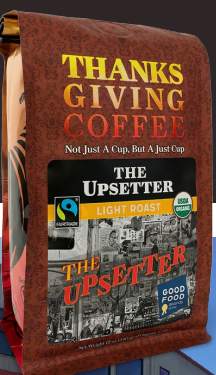
At its origin:



Thanksgiving Coffee's mission is to enhance the well-being of all of our stakeholders, from coffee grower to coffee drinker.



Present day:



BY THE NUMBERS | Our Campus

We are on the unceded ancestral homelands of Northern Pomo and Yuki peoples, in the Noyo watershed.

18
Employees

11,000 ft²
of buildings

3
acres

3/4
of our landscaping
is dedicated to
pollinator-friendly
plants and habitat

\$15/hr
lowest starting wage

All full-time employees receive the following benefits: paid vacation days and holidays, health and dental insurance, and paid sick leave.



Thanksgiving Coffee Company Campus - Fort Bragg, CA



How are we pollinator-friendly on our campus?

No harmful pesticides, fungicides, or herbicides are used

We protect the watershed by conserving water and minimizing the use of fertilizers

Our plantings include 47 heirloom apple trees and a wide variety of other flowering plants



BY THE NUMBERS | Our Purchases

We ethically source our green coffee beans from small holder family farms and Co-ops. We screen our suppliers for environmental practices, as well as social impact. The majority of our coffees are Certified Organic, Bird Friendly, Shade Grown and/or Fairtrade Certified.

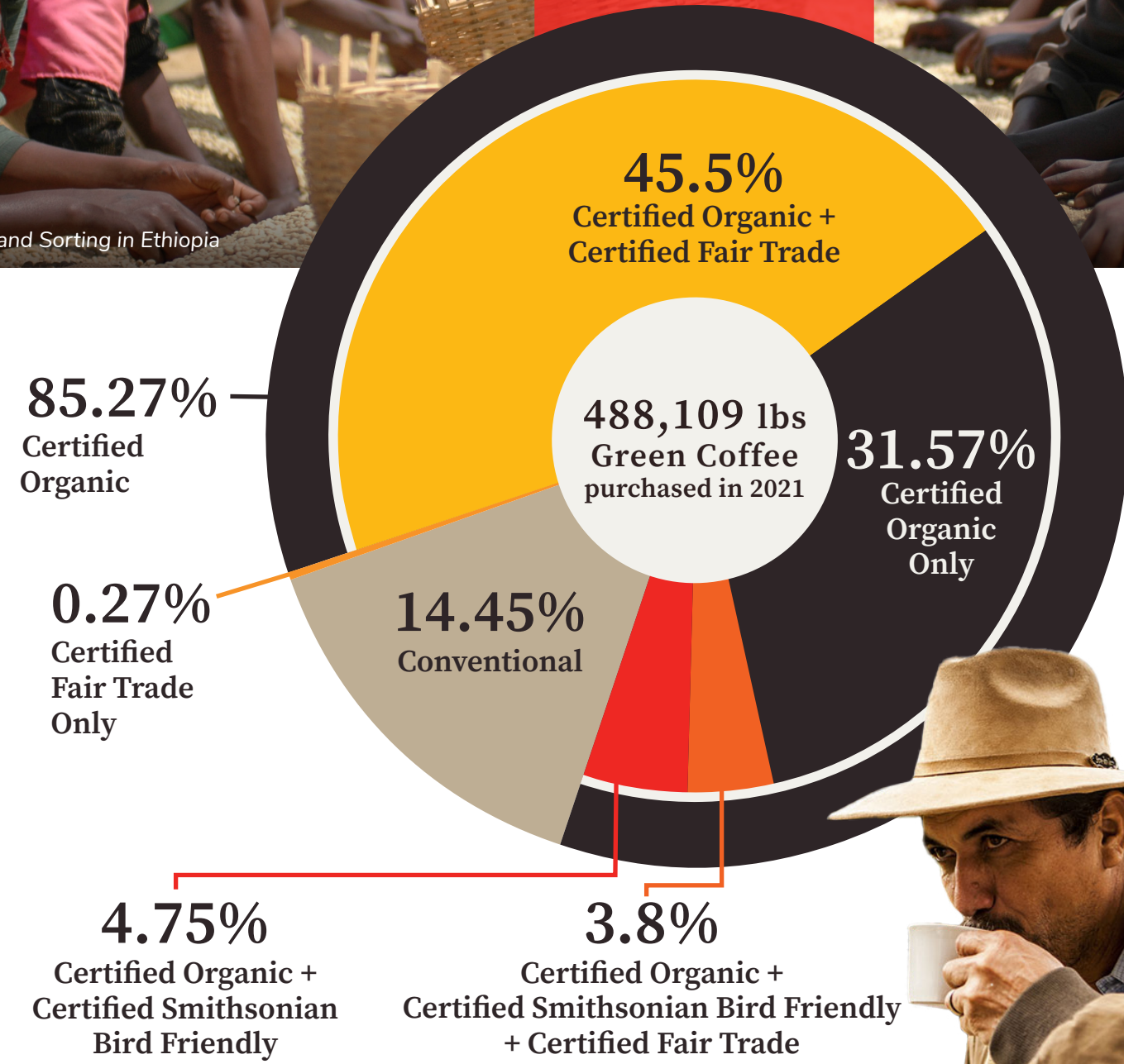


Farmer with red coffee cherries in Oaxca, Mexico



Hand Sorting in Ethiopia

Most of Our Green Coffee Bean Purchases Have Sustainable Certifications*



Cupping Coffee in Rwanda

Byron Corrales sipping coffee on his farm in Matagalpa, Nicaragua



*Some farms hold multiple certifications

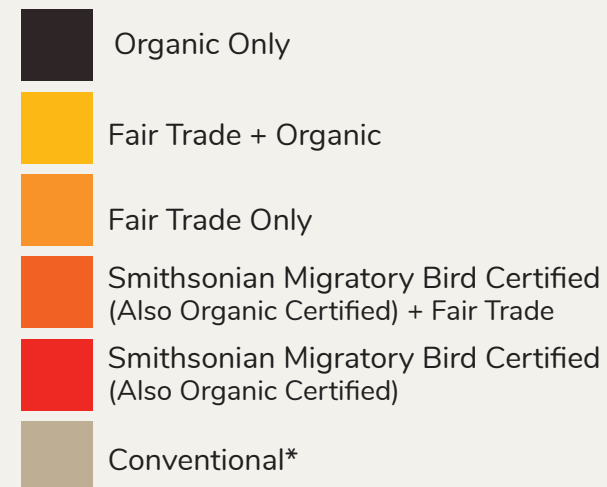
BY THE NUMBERS | Our Purchases

Where do our green coffee beans come from?

This graphic shows which countries we source from, how many pounds of beans we purchased from each country, and the certifications the beans we source carry.

Sustainable Certifications

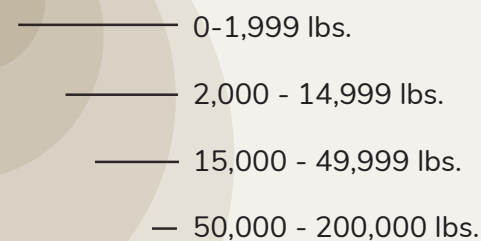
The colors indicate the sustainable certifications that the beans sourced from each country carry. In the cases where multiple colors/certifications are shown, the chart is not showing quantities of each type.



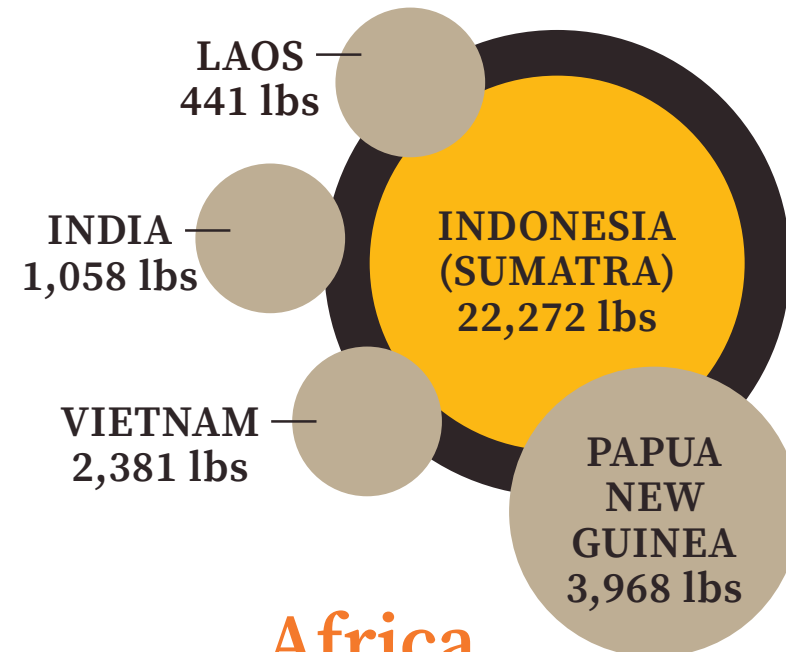
*Our farms that have conventional beans follow sustainable practices, but in many cases the cost to go through the certification process is prohibitive.

Pounds of Beans

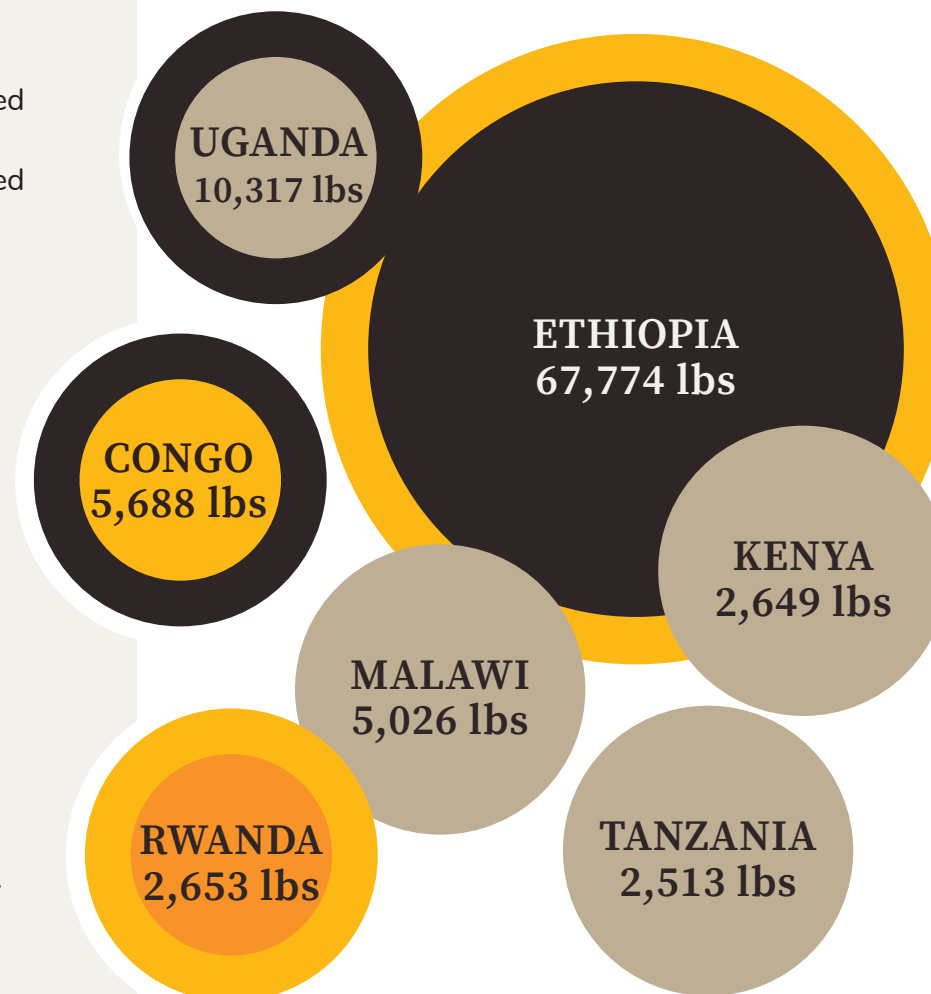
Each country is represented by a circle. The larger the circle, the more beans that are sourced from that country.



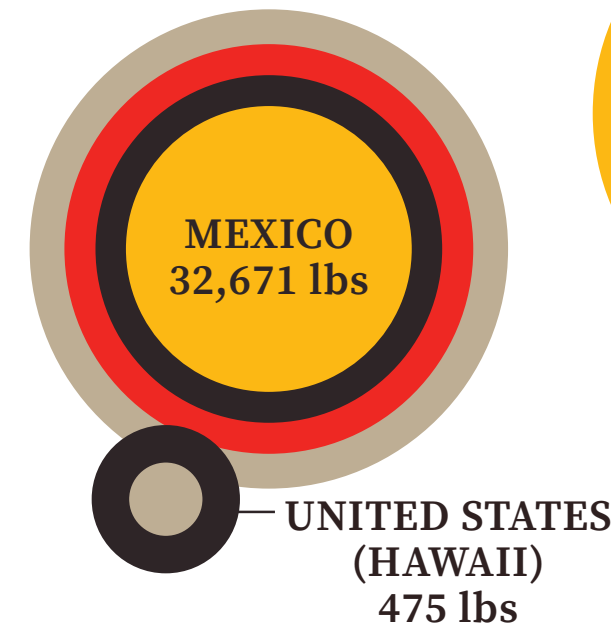
Asia/Oceania



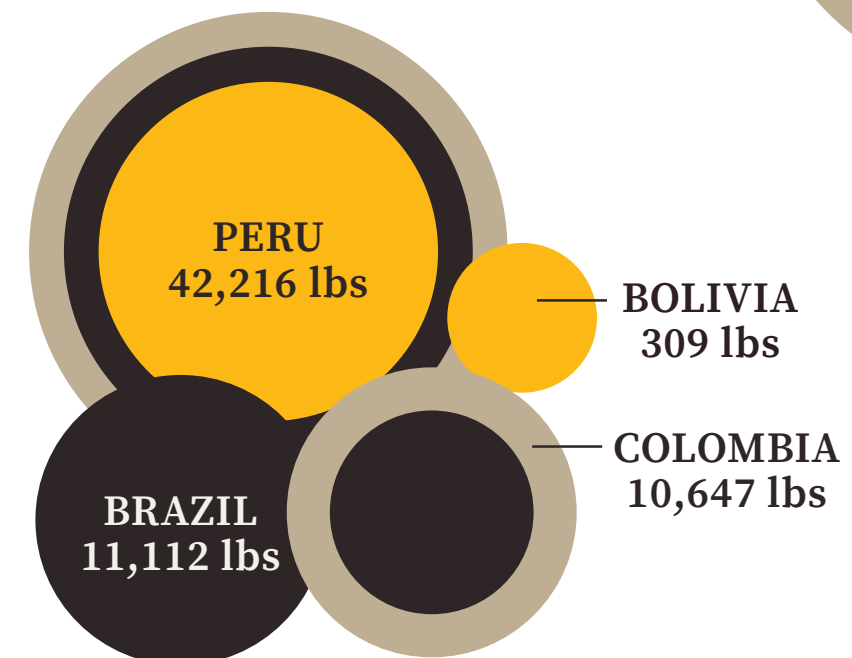
Africa



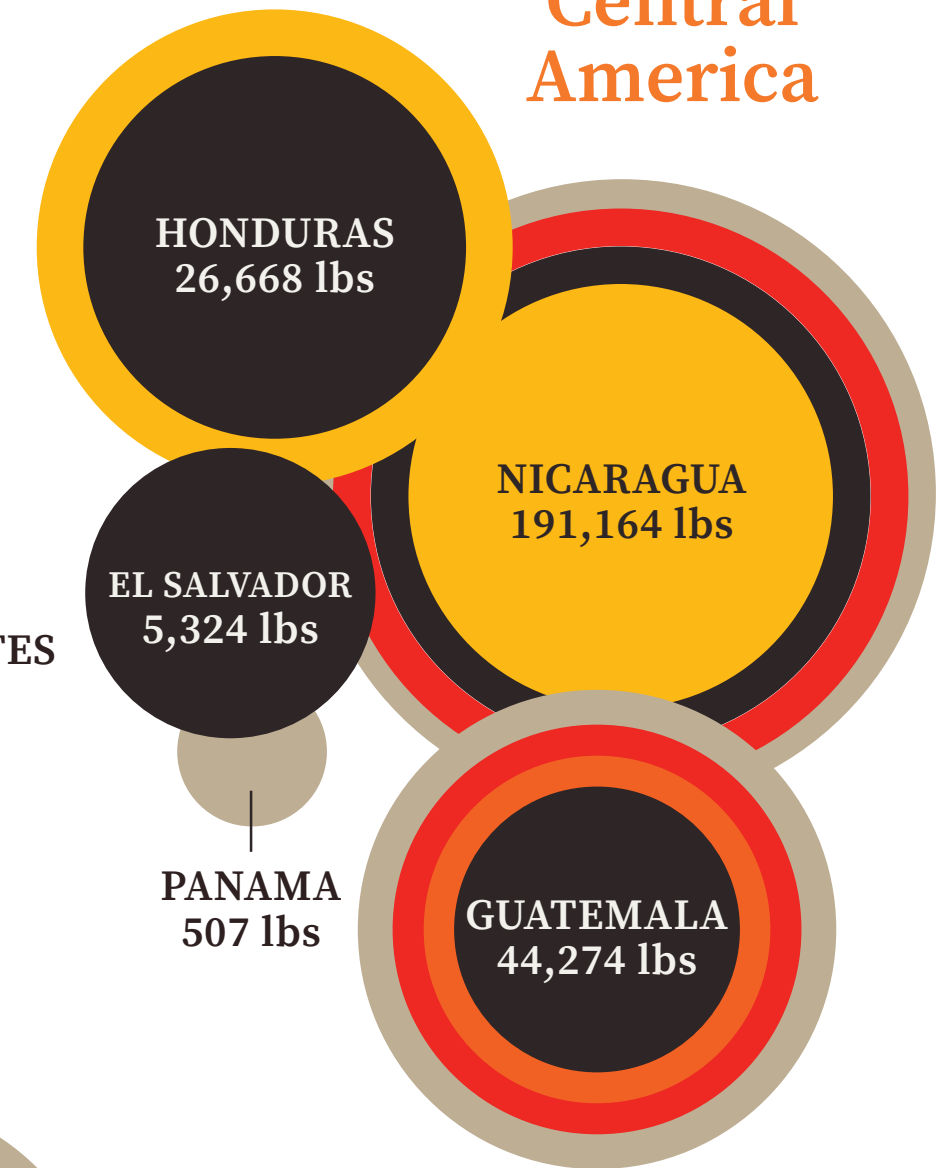
North America



488,109 lbs
Green Coffee
purchased in 2021



Central America

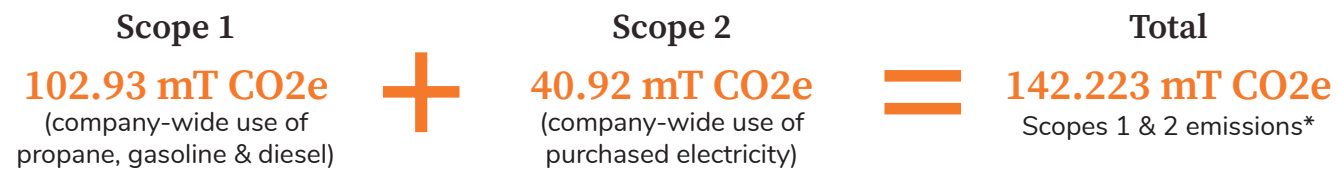


South America

BY THE NUMBERS | Our Footprint

Our Direct GHG Emissions

We are committed to understanding our environmental impacts and reducing them where we can. In 2021, we calculated our Scopes 1 & 2 GHG emissions to establish a baseline:



*We used the GHG emissions calculator provided by the Bonneville Environmental Foundation.

Major accomplishments, awards, and milestones

- 50 years in business
- One of the first Certified Organic coffee roasters in the country
- The Nicaraguan Peoples Award for Humanitarian Service to The Nicaraguan Coffee Farmers
- 1999 - 2nd licensee to sign up with TransFair (now Fair Trade USA) to sell Certified Fair Trade coffee
- 2008 - Jean Mayer Award from Tufts University for Interfaith work with Uganda farmers
- 2010 - Sustainable Business of the Year Award Rotary International
- 2012 - California Governors Sustainability Award (First Commercial fleet to convert to Biodiesel)
- 2012 - Specialty Coffee Association of America Annual Sustainability Award 2012
- 2015 - Became a Certified B Corporation
- 2016 - B Corp - Best for the World - Community
- 2017 - B Corp - Best for the World - Community
- 2017 - Roaster of the Year - a once in a lifetime award from Roast Magazine
- 2018 - B Corp - Best for the World - Community
- 2019 - Good Food Awards winner for Upsetter Espresso
- 2019 - B Corp - Best for the World - Changemakers
- 2021 - Ethics in Business award from our local Rotary chapter



Laos Farmers drying green coffee beans

Our B Corp Score **103.7 points**

We are proud to be a Certified B Corp since 2015, which requires a rigorous assessment of our social and environmental performance, accountability, and transparency every three years by the independent, nonprofit certifier B Lab. Our current B Corp score is 103.7 points (a minimum of 80 points is required to certify), and we are due to re-certify in 2022. We have been recognized as “Best for the World” as change makers and for our community impact by B Lab since 2016, and we received an Ethics in Business Award from Rotary International in 2021.



GIVING BACK | Our Cause Coffees

We donate a significant portion of revenues generated by our cause coffees to our nonprofit partners. The project began with Songbird Coffee, which supports shade-grown coffee, and has continued to evolve and grow over the past 23 years. To date, we have raised over \$500k across all of our Cause Coffees.



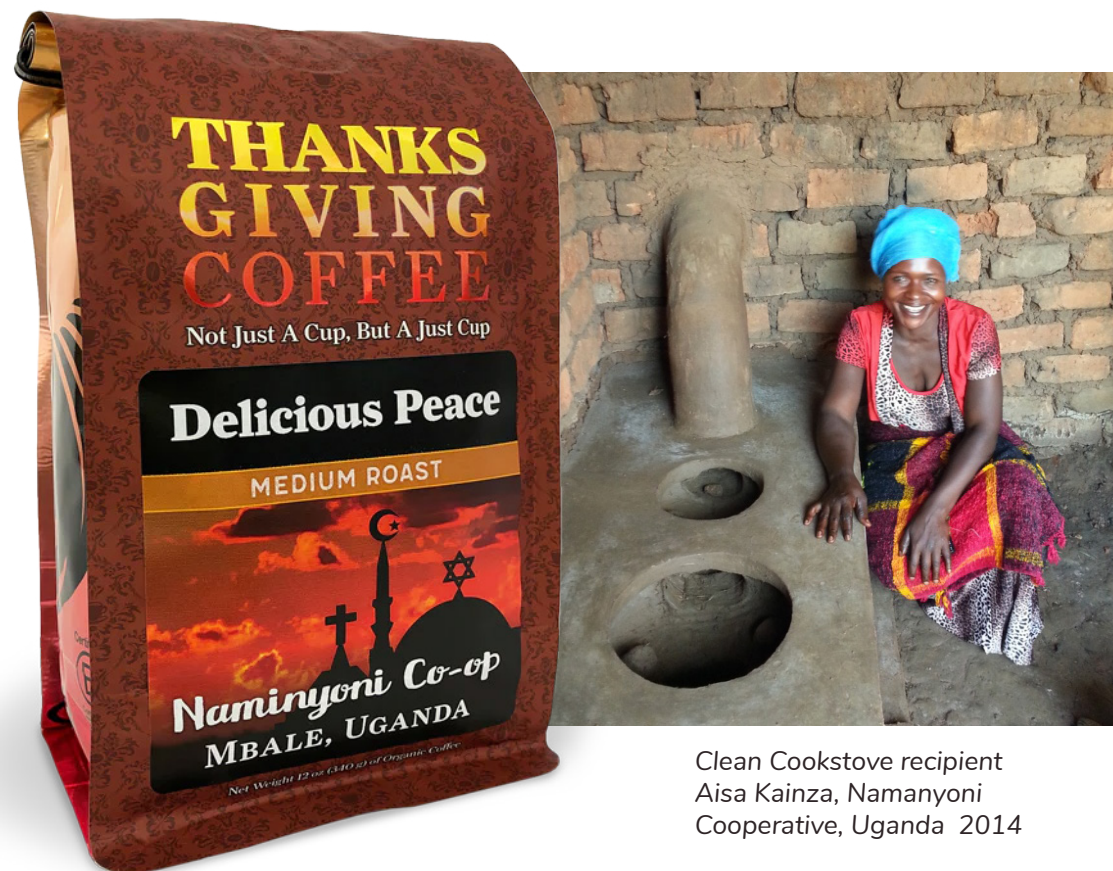
In 2021 we supported 17 ongoing Cause Coffees. On the following pages we highlight two of them.



Impact At Origin: Clean Water Project

Our Delicious Peace coffee supports an interfaith cooperative of coffee farmers in Uganda, comprising approximately 342 farmer homesteads from the Muslim, Jewish, and Christian faiths. In 2021 we were able to meet our goal to install clean water filters in every home of the Namanyoni Cooperative. These filters were created by Spouts of Water which employs local workers using local sustainable resources. This project was funded through the rebates generated by the sale of each Delicious Peace coffee package. Working together to support the health and well-being of each farmer and their family is important to us.

The benefits of these clean water filters are many, and with 20 million people without safe water in Uganda alone, this is essential for the health of our coffee farmers. Not having access to safe water is the number 2 killer of children under five worldwide. These simple filters allow the farmers to drink and cook water safely without boiling it first. It improves their health drastically by reducing overall mortality caused by water-borne illnesses. Women and girls spend less time hunting, gathering, carrying, and transporting wood back to their homes to boil the water. They also help improve climate mitigation by preserving carbon-sequestering trees from surrounding forests. The overall daily cost of living is reduced without the need to purchase charcoal, wood, medicines, or burials. (SpoutsofWater.org)



Clean Cookstove recipient Aisa Kainza, Namanyoni Cooperative, Uganda 2014

Evolving Theory of Change: Health is Wealth

For decades we have worked to increase the farmer's income as a way to enhance their quality of life. We empowered our farmers to improve the quality of their coffees, and their farming practices, and earn meaningful certifications to command higher prices for their coffee. However, we have discovered that paying more is not enough to improve their quality of life. Farmers spend up to 60% of their income on healthcare costs.

Our work with the Namanyoni Cooperative in Uganda is helping us develop a replicable model for health and happiness for all coffee farmers by improving health and reducing healthcare costs. We achieve this by investing in two simple low-cost appliances; clean cookstoves and clean water filters.

Clean Cookstove Project

The Clean Cookstove Project started in 2012 by building simple and efficient clay cookstoves that reduce the need for fuel and improves air quality in the farmer's home. The clean water project is a direct extension of this research to help provide farming families with safe life-giving water.

With these two investments, we have seen our farmer's health conditions improve, reduce their costs of living and inspire creative development in their community.

Our perspective has evolved into a whole system approach. We hope to expand this project by sharing our research with our colleagues in the coffee industry. If you are interested, please contact us to learn more.



Above: Local Ugandan employee of Spouts (from whom we purchase the ceramic water filters for our Clean Water Project) tends to the filters' production process. The filters are made of local clay and sawdust, and remove more than 99% of contaminants that cause water-borne illnesses.

Left: Daughter of Masyege John Elijah, enjoying her family's new water filter.

There are many benefits that arise from these two projects:

HEALTH	FINANCIAL	SOCIAL	ENVIRONMENTAL
<ul style="list-style-type: none"> - Reduction and elimination of water-borne illnesses, such as typhoid, cholera, dysentery, and diarrhea - Reduction of chronic, smoke-related respiratory illnesses by eliminating uncirculated kitchen smoke pollution in homes - Increase in life expectancy - Decrease in infant mortality 	<ul style="list-style-type: none"> - Lower energy costs due to increased efficiency of cookstoves, and eliminating the need to boil water for sanitation - Reduction of medical, pharmacy, and burial costs - Increase disposable income by up to 60% 	<ul style="list-style-type: none"> - Women and girls spend less time hunting for, gathering, carrying, and transporting wood back to their homes (which is also a financial benefit) - Raised family and community Happiness quotient 	<ul style="list-style-type: none"> - Climate change is mitigated by preserving carbon-sequestering trees - Deforestation is reduced - Lower energy use due to increased efficiency of cookstoves, and eliminating the need to boil water for sanitation

GIVING BACK | Bee Bold

Local impact

Our Bee Bold campaign offers a steady funding source for local bee-centric organizations (Bee Bold Partners) to work for the survival of the pollinators for generations to come. Our goal is to support native bees and pollinators with the restoration and preservation of habitats to sustain a resilient ecosystem. In 2021, our Bee Bold Alliance was able to donate \$3243 to Conservation Works, who (with additional support from the Clif Bar Family Foundation, Jackson Family Wines and the Strong Foundation) accomplished the following:

- Planted 1,000+ square feet of new pollinator habitat and provided 3 virtual environmental education workshops with 97 tribal members living on and around the Middletown Rancheria of Pomo Indians of California.
- Planted 2,000+ square feet of new native pollinator habitat with 54 youth and community volunteers at the Noyo Food Forest, Westport Headlands Park, Living Room, and S. Lincoln Street Community Garden in Fort Bragg, CA.

Our **Bee Bold Alliance provides resources** for our customers, partners and friends **to protect and restore pollinator habitat**. In 2021, the Bee Bold Alliance generated 42 pledges for pollinator-friendly land management practices, representing more than **2,122 acres of land across 23 watersheds in the historic territories of 11 first nations tribes**.

Join us today!

Take the Pollinator Pledge and share your commitment to protect our pollinators!

www.beeboldalliance.org



Fresh Bread from the new bakery established with the help of the Unrecognized Work of Woman Fund for Soppexcca's Farmers. The bakery helps provide income to their families during coffee's off-season.



Young Soppexcca Farmer planting future coffee trees. Photo by Sean Hawkey

For our Bee Bold blends, we use coffee sourced from the Soppexcca (pronounced so-PEKS-ka) Cooperative in Nicaragua. For all of our green bean purchases from Soppexcca – including for our Bee Bold coffees – Thanksgiving Coffee, in partnership with our importer Etico, pays an additional premium to support this co-op's **Unpaid Unrecognized Work of Women Fund**. The Fund supports women's financial independence, enabling them to continue their education or start a business, for example. Thanksgiving contributed more than \$5800 to this Fund in 2021, and more than \$30,000 since the Fund's inception in 2013.

WE ARE THANKSGIVING COFFEE



We look forward to many more years of filling your cup with great coffee.

OUR OWNERS



“The Board of Directors is pleased with Thanksgiving Coffee’s performance in 2021, and despite the challenges brought about by the pandemic, we are proud that the company continued to successfully carry out its commitments as a benefit corporation to positively impact society and the environment, using business as a force for good.” -Paul Katzeff, Board President

Our Board of Directors consists of Joan and Paul Katzeff, and Nick Hoskyns. The principal owners are Joan and Paul Katzeff.