

# Relationship Coffee.

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Relationship Coffee is an initiative we, at Onyx, have purposely created to describe our sourcing and buying practices and how we document them. Certifications like Direct Trade, Fair Trade, and others have impacted the coffee communities in mostly positive ways but also in some negative ways. We find that blanket terms and applying them to a multitude of business models no longer describes what we do.

In reality, every company is different, and we wanted to step out from the mold and create a new set of standards that exceeds in every department from quality to transparency to pricing. The growers, exporters, importers, associations, cooperatives, and other entities are always a set of relationships. To be honest, many are our friends as much as they are our producers and partners. We share information, family news, meals, housing, many faiths, and argue politics. Oh, and we love it. Relationship Coffee for Onyx is the mark of an honest exchange ethos that permeates our company, and we hope it encourages the growth of specialty coffee for the future.



## Goals:

- We visited the farm or cupping lab and listened to the producer / agronomist or head cooperative/association to ascertain better knowledge about the culture and practices.
- We cupped the coffee, and it scored to our industry-high standards.
- We do not buy futures or multiple harvests to ensure that what we cupped for that year is what we serve.
- We do not ask for exclusivity from producers, binding their options.
- We pay what the coffee is worth. This always is at least double Fair Trade minimum due to the quality we buy, and many times is three to ten times the amount.
- We do not finance any coffee. Cash flow is just as important as the final price. Coffee is paid in full upon delivery, and we pay a percentage up front upon contracting.
- We are completely transparent from price to logistics to cupping score, to who we work with buying and shipping coffee.
- We work to set premiums after a contracted price to incentivize quality and community building. This can be .10¢ - .25¢ extra per pound or community projects such as school supplies in the growing village, sports jerseys, vented chimneys for kitchen fires, etc.