

*aldea*  
- coffee -

ALDEA COFFEE  
IMPACT REPORTING  
GOALS - 2019

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# IMPACT KEY PERFORMANCE INDICATORS

AREA OF IMPACT	2018	2019 GOAL	COMMENTS
<b>Ethical Sourcing</b>			
Pounds of Coffee Purchased from Suppliers	25,654	30,000	
Producer price premium	48%	50%	Fairtrade is an international standard for ensuring farmers are paid adequately. We go 48% beyond fair trade price standards and pay our farmers a premium for the high quality of their coffee.
<b>Quality</b>			
Employee Satisfaction Rate	100%	100%	"100% of employees report being "very satisfied" with their work at Aldea Coffee
Customer Satisfaction Rate	94.8%	95%	Based on the average of our 2018 Google Reviews
Minimum Coffee Cupping Score	83	maintain	Coffee is considered specialty grade when it receives a Cupping Score of 80 or more; Aldea Coffee only accepts coffee that scores 83 or higher, and we average a score of 85 across all our coffees.
<b>Local Engagement</b>			
Community Service Hours Contributed by Employees	160	200	Local Organizations Supported Include: Alliance for the Great Lakes, Extended Grace. West Michigan Environmental Action Council Local Organizations Supported Include: Alliance for the Great Lakes, Extended Grace. West Michigan Environmental Action Council
Permanent Employees	6	8	Includes all full and part time employees who are not interns, seasonal, or consultants
Community Events	11	15	2018 Events: The Grand Haven Farmers' Market, The Muskegon Farmer's Market, Muskegon Earth Day Beach Clean Up, Winterfest, Coast Guard Festival, partnerships with the Great Lakes Alliance, Extended Grace Town Hall meetings and Momentum Center, the closing ceremony of ArtWalk, DDA functions...