

aldea
- coffee -

ALDEA COFFEE
IMPACT REPORTING
GOALS

IMPACT KEY PERFORMANCE INDICATORS

| AREA OF IMPACT | 2018 | 2019 | 2020 GOAL | COMMENTS |
|--|--------|--------|-----------|---|
| Ethical Sourcing | | | | |
| Pounds of Coffee Purchased from Suppliers | 25,654 | 25,425 | 30,000 | |
| Producer price premium | 48% | 53% | 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. |
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| Quality | | | | |
| Employee Satisfaction Rate | 100% | 100% | 100% | "100% of employees report being "very satisfied" with their work at Aldea Coffee |
| Customer Satisfaction Rate | 94.8% | 98.5% | 95% | Based on the average of our Google, Yelp, & Facebook Reviews |
| Minimum Coffee Cupping Score | 83 | 83 | 83 | 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. |
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| Local Engagement | | | | |
| Community Service Hours Contributed by Employees | 160 | 214 | 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 | 9 | Includes all full-time employees. |
| Community Events | 11 | 19 | 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... |