

TRANSPARENCY REPORT 2021



INTRODUCTION

It's a remarkable time to be working coffee. On one hand we're spoiled by the quality and range of coffees to choose from, but on the other, climate change and the unsustainable prices many producers receive is making the future of our industry increasingly uncertain. At Calendar, we've made it our mission to build a better future for coffee, and we believe being transparent about the way we operate is the first step we can take towards this.

In this report, we've compiled data to focus on three areas of our business; the prices we pay for coffee, our environmental impact and our finances. Together, these three indicators should provide a good overview of how we run our business, while giving us the opportunity to step back and assess our performance. With all our data consolidated in one place, it will be easier for us to evaluate and implement improvements in years to come.



Zarah Lawless - Co Founderv
Credit: Calendar Coffee

PRICE TRANSPARENCY



Colombian coffee
Credit: Calendar Coffee

The future of coffee depends on farmers being able to sell their beans for what they are actually worth. Without them, none of this would be possible. Our goal is to ensure the farmers we buy from are profitable, allowing them to continue to produce quality coffee into the future. With this in mind we've decided to publish our prices for all the coffees we purchased in 2021. This report (page 10) outlines our buying history with each producer, the volumes we purchased, and the prices paid throughout the supply chain.

Transparency is not a beauty contest, and we are not publishing these numbers to boast about the prices we are paying. We currently buy all our coffee through importers and have yet to visit any of the farms we buy from. Without negotiating prices directly with producers and having a better understanding of the costs of production, we can't guarantee we are paying sustainable prices for any of our coffees. What we can do is commit to being transparent about the prices we do pay, and request our suppliers do the same.

SPECIALTY COFFEE TRANSACTION GUIDE & THE PLEDGE

When it comes to price transparency, the [Specialty Coffee Transaction Guide](#) and [The Pledge](#) are two valuable sources of information. Both exist to increase the prices paid to farmers and provide living incomes in coffee-producing countries. They compile data from producers, exporters, importers and roasters, in order to establish new benchmarks for what we should be paying for quality coffee. By contributing our data to the Specialty Coffee Transaction Guide and signing the Pledge, we've joined a growing number of international businesses who are embracing transparency and empowering everyone in the coffee industry to make informed choices. We encourage you to visit both of their websites to find a full list of roasters, importers, and exporters who are also sharing their prices.

WHY TRANSPARENCY?

Greater transparency around coffee prices is good for the entire industry. Green coffee buyers will see what others are paying for similar lots, and consumers will know exactly how much farmers receive. Producers will also have a better understanding of what their coffees are worth. Publishing our coffee prices does not guarantee the producer was paid a fair price, but we do believe transparency around this information is crucial to building a more equitable future for our industry.

SPECIALTY
COFFEE
TRANSACTION
GUIDE

**The
Pledge**

DIFFICULTIES OF TRANSPARENCY

We faced a number of challenges while compiling the data for this report. Besides the various weight and currency conversions, coffee is valued differently depending on whether a producer is selling whole coffee cherries, parchment, or fully milled green coffee. Each step in processing and milling adds value to the coffee and is reflected in the price. In our report, you'll see that farmers in Ethiopia and Rwanda sold whole cherries to their local washing station, which is why the price paid was much lower for these coffees. These complexities make transparency even more difficult, and demonstrate why pricing alone isn't useful. When analysing these figures, it's important to take into account the context and anything else that might have influenced the price.



Coffee cherries at Ssajja Emmanuel farm, Rubirizi district, Rwenzori, Uganda.
Credit: World Coffee Research

CALENDAR COFFEE TRANSPARENCY REPORT 2021

Country	Producer	Region	Purchase History	Importer	Cup Score	kg bought	Farmer / Producer Price in USD/lb ◊	FOB in USD/lb	Price we Paid to Importer in USD/lb
Brazil									
	Pedro Pin	Espirito Santo	1	Ally Coffee	85.5	1,140	N/A		\$3.09
Colombia									
	Matambo	Huila	2	Caravela Coffee	86	4,690	\$1.82	\$2.42	\$3.78
	La Serrania Decaf	Huila	3	Caravela Coffee	86	560	\$1.80	\$2.51	\$3.96
	Las Brisas	Pereira	2	Caravela Coffee	86	2,800	\$2.56	\$3.16	\$3.74
	Colombia Decaf	Huila	1	Cafe Imports	86	350	N/A		\$3.31
	Agua Tibia	Narino	1	Nordic Approach	87	280	\$2.33	\$4.07	\$5.54
	La Virgen	Antioquia	1	Nordic Approach	88	280	\$2.80	\$3.00	\$4.69
Ecuador									
	Alejandra Guzman	Pichincha	3	Caravela Coffee	87	105	\$3.00	\$3.73	\$6.92
	Carmen Tapia	Pichincha	3	Caravela Coffee	88	35	\$4.00	\$4.73	\$6.18
Guatemala									
	Los Ancestros	Huehuetenango	1	Caravela Coffee	86	3105	\$1.95	\$2.56	\$3.85
	Primavera Family	Huehuetenango	1	Primavera	86	2898	N/A	\$2.02	\$3.16
	Ana Ramirez	Huehuetenango	1	Primavera	87	240	N/A	\$3.70	\$5.26
	La Cumbre	Huehuetenango	1	Primavera	86	345	N/A	\$2.82	\$4.16
	Rosendo Domingo	Huehuetenango	1	Primavera	87	345	N/A	\$2.82	\$4.16
Honduras									
	Apolonio Canales	Intibuca	1	Nordic Approach	86	414	\$2.41	\$3.40	\$4.86
	Dely Suyapa Matute	Intibuca	1	Nordic Approach	88	207	\$2.41	\$3.40	\$4.86
Nicaragua									
	Datanli	Jinotega	1	Caravela Coffee	85	2415	\$2.35	\$2.95	\$3.50
Peru									
	El Guayacán	San Ignacio	2	Caravela Coffee	85.5	759	\$1.95	\$2.47	\$3.81
	Ukuku	Cajamarca	1	Caravela Coffee	85	1656	\$2.23	\$2.75	\$3.79
	Segundo Salvador (Organic)	Cajamarca	2	Cafe Imports	87	138	N/A		\$4.71
	Percy Pintado	San Ignacio	1	Nordic Approach	87	345	N/A	\$4.01	\$5.66
	Eduardo Campos	Colasay	1	Nordic Approach	87	276	\$1.90	\$3.20	\$4.95
Ethiopia									
	Hunkute (Organic)	Sidama	3	Nordic Approach	87	1200	\$1.38	\$3.20	\$4.67
	Benti Nenka	Gugi	1	Nordic Approach	87	360	\$1.83	\$3.48	\$5.26
	Aricha	Yirgacheffe	1	Nordic Approach	87	300	\$1.82	\$3.40	\$4.86
Kenya									
	Gatomboya	Nyeri	1	Nordic Approach	88	300	\$4.09	\$5.35	\$7.04
	Kiangoi	Kirinyaga	1	Nordic Approach	88	1200	\$3.36	\$4.34	\$6.05
Rwanda									
	Gitesi	Karongi	4	Nordic Approach	87	900	\$0.90	\$3.08	\$5.23

	Price paid to farmer was for whole coffee cherries
	Price paid to producer was for unmilled dried parchment
	Price paid for fully milled green coffee

TOTAL kg
27,643

FOB Price transparency on 94% of our total volume purchased
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◊ Farmer / Producer Prices are provided by the importers. Any of the prices given to us in local currencies were converted to USD based on the average currency exchange rate from the month following harvest.

GLOSSARY OF TERMS

FARMER

Refers to someone who grows and sells coffee as whole cherries.

PRODUCER

Is a farmer, cooperative or washing station that sells coffee processed, dried, and packaged down to 'parchment' stage. In some cases, the producer also mills and exports their coffee.

PURCHASE HISTORY

Displays the number of years we've been buying from each producer.

CUP SCORES

Are a quality rating based on the SCA cupping protocol, with a scoring scale from 0-100. This is our assessment of the coffee after arriving in Europe.

PRICE WE PAID

Is the amount paid to our importers in USD/lb. This excludes delivery charges and extended warehousing costs.

FOB (FREE ON BOARD)

Is the price paid to the exporter for coffee that's ready to ship. This includes the producer price, logistical costs and exporting fees. This figure displays how much of the purchase price is returned to the country of origin, but tells us very little about how much the farmer or producer received.

FARMER / PRODUCER PRICE

Indicates the price that the farmer or producer received for their coffee. This price varies depending on whether whole coffee cherries, parchment, or fully milled green coffee was sold.

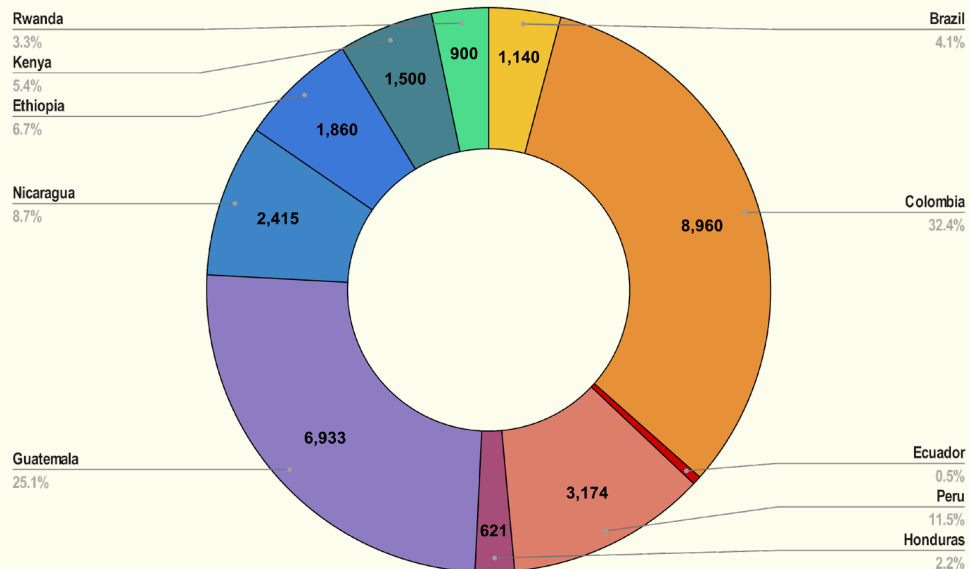


Aime and Alexis Gahizi, Gitesi washing station, Rwanda.
Credit: Nordic Approach

KEY PURCHASING STATS FOR 2021

- We imported 27,643 kg of green coffee
- We purchased from 28 producers across 10 countries
- We obtained the FOB price for 25 out of 28 coffees, achieving FOB price transparency on 94% of our total volume purchased
- We obtained the Farmer/Producer price for 20 out of 28 coffees, achieving Farmer/Producer price transparency on 79% of our total volume purchased

BREAKDOWN OF KG PURCHASED PER COUNTRY



Ecuadorian Coffee
Credit: Calendar Coffee

ENVIRONMENTAL IMPACT

Using the carbon auditing company, Zevero, we've calculated the impact of our operations and have been able to identify which points on a coffee's journey from seed to roasted beans have the biggest effect on our planet. The analysis breaks down our emissions into 3 different scopes:

SCOPE 1

Includes all of our emissions that result directly from our company facility and vehicle, such as fuel combustion in our roaster and delivery vehicle.

SCOPE 2

Is an indirect, upstream purchase of electricity for our own use. Even though the emissions are generated from the facilities of our energy provider, we must account for them because the emissions are a result of our own energy use.

SCOPE 3

Encompasses all of our indirect emissions along the value chain, both upstream and downstream. Everything from production of the green coffee we buy, transportation, distribution, purchased goods and capital goods fall under this scope.



Calendar Coffee tree planting day, March 2019
Credit: Malcolm Mcgettigan



Weighing out batches
Credit: Calendar Coffee

GLOSSARY OF TERMS

SCOPES 1 & 2

COMPANY'S ENERGY USE

Our direct emissions from fuel combustion in our roaster and delivery vehicle, combined with the indirect emissions produced during the extraction, production and transportation of the petrol, propane & electricity we use.

SCOPE 3

GREEN COFFEE PRODUCTION

Emissions from the production of coffee at origin, including the use of fertilisers, pesticides, processing methods and transportation.

COMPANY MACHINERY & EQUIPMENT

Emissions created during manufacturing the physical assets we purchased for our operations of production.

PACKAGING, LABELS & RETAIL PRODUCTS

Emissions created by our suppliers while manufacturing the retail products we sell and the packaging we use.

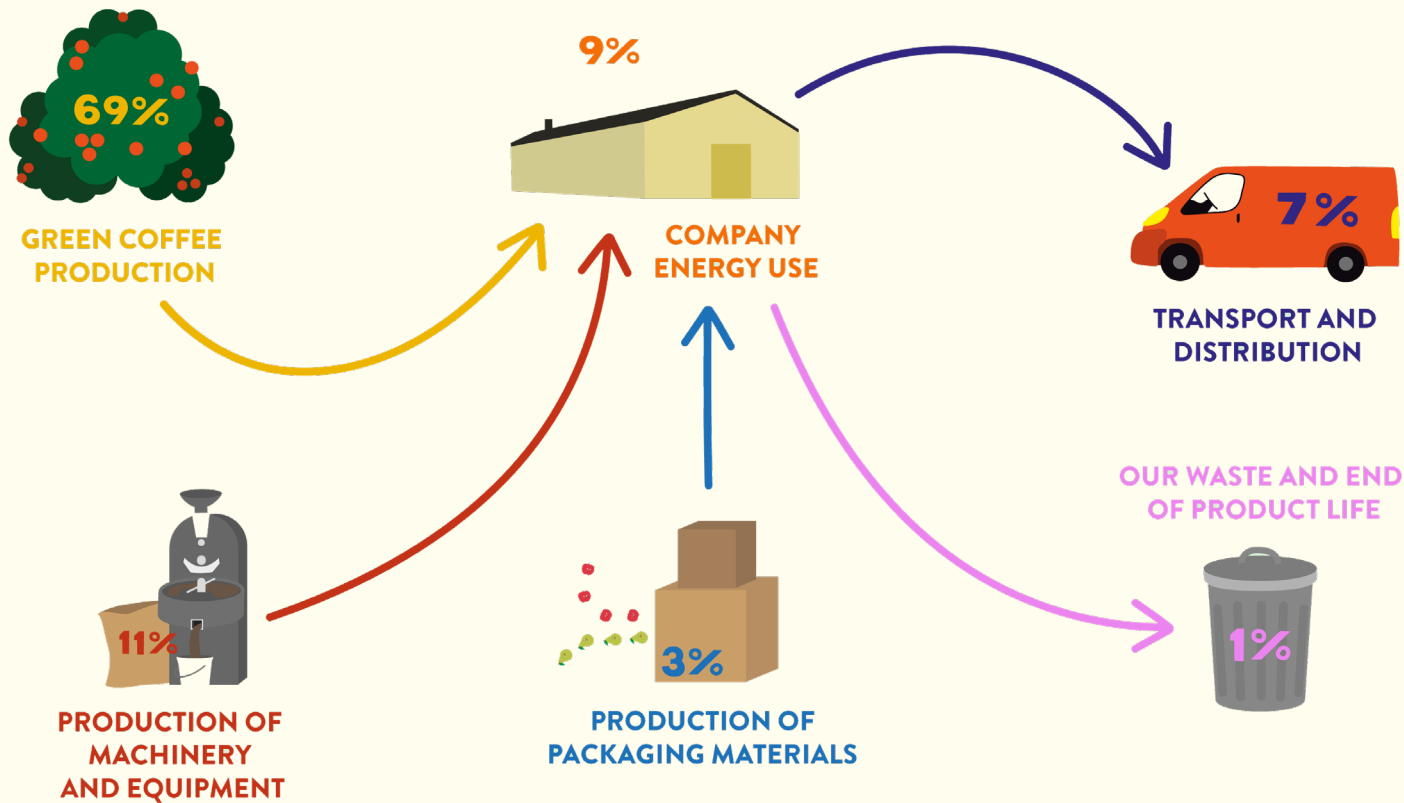
TRANSPORTATION & DISTRIBUTION

Emissions generated during the transportation of goods from our suppliers and to our customers.

OUR WASTE & END OF PRODUCT LIFE

Emissions that result from the disposal and treatment of waste, recycled material and compost from our facilities as well as our packaging or coffee grounds discarded as waste by the consumer.

BREAKDOWN OF OUR EMISSIONS



OUR TOTAL EMISSIONS = 106.95 tCO₂e
(tCO₂e = tonnes of carbon dioxide equivalent)

We were surprised to learn that nearly 70% of our carbon footprint comes from the production of coffee at origin. The use of fertilisers, processing methods and transportation all create heavy emissions currently beyond our control. A big part of our future will involve investing in sustainable agriculture and aligning ourselves with the right suppliers to tackle these emissions at source.

Overall, our waste and end of product life only amounts to 1% of our total emissions. Two initiatives we've established to help reduce waste are the use of fully compostable bags for our retail coffee and our reusable bucket scheme, which offers local wholesale customers the option to receive their coffee in reusable containers.

Due to the higher prices of bio-based materials and the considerable upfront costs to place a minimum order, some of our wholesale packaging is still manufactured using plastic. However, our 250g retail bags are fully compostable, made from EN13132 certified materials. These pouches can be included with your food waste and they'll break down in an industrial composting facility within 12 weeks.

- In 2021, approximately 7,520 kg of coffee was sold in fully compostable bags.
- 5,460 kg of coffee was packed in reusable buckets, saving 1,820 of our larger bags from the landfill.



Decaffeinated espresso
Credit: Calendar Coffee

While we continue to monitor and make efforts to reduce our carbon emissions, we're committed to offsetting part of our remaining footprint through our continued partnership with Hometree. Their holistic approach promotes regeneration and biodiversity by establishing and conserving permanent native woodlands on the west coast of Ireland. To ensure our coffee has a positive impact on the planet, we've set a goal to plant double the amount of trees needed to offset our entire carbon footprint by 2025.

2020 - 300 TREES PLANTED
2021 - 398 TREES PLANTED



hometree

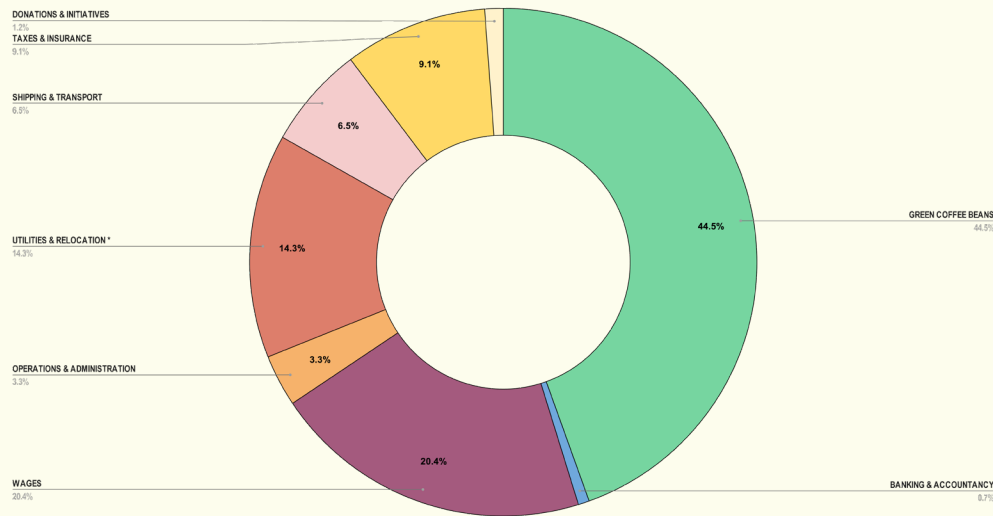


Family tree planting day at Hometree
Credit: Calendar Coffee

OUR FINANCES

Publishing our coffee prices is just part of the picture, and we feel it's important to highlight how money flows at our end of the supply chain too. In being transparent about our own finances, we want to show you where your money goes when you buy a bag of Calendar Coffee. Below, is an outline of all the costs associated with running our business, from operational costs and taxes, to salaries and donations.

WHERE WE SPENT OUR MONEY



GLOSSARY OF TERMS

GREEN COFFEE BEANS

What we pay to our importers to obtain green coffee from origin.

BANKING & ACCOUNTANCY

Bank fees on international transfers and general accountancy.

WAGES

What we pay to our employees for their hard work.

OPERATIONS & ADMINISTRATION

The cost of operating and running a roastery. Including printing, postage, stationary, software subscriptions, repairs & packaging and labels.

UTILITIES & RELOCATION

What we spend on electricity, gas, phone bills, internet, rent & fitout / renovation costs for our new premises.

SHIPPING & TRANSPORT

The cost of running our delivery vehicle, business travel & shipping expenses.

TAXES & INSURANCE

How much tax we pay and the cost of insuring our business.

DONATIONS & INITIATIVES

The contributions we make towards charities and environmental organisations.

CLOSING STATEMENT

World Coffee Research is a non-profit organisation providing farmers with the tools, knowledge, and plants necessary to adapt to a changing climate. Together with our importing partners, Caravela, we're donating €0.50 from every kilo of TEAMWORK Seasonal Espresso sold, to support their brilliant work.

€3,797.50 DONATED TO WCR IN 2021



It's been a long journey to get to this point, and it hasn't been an easy one for sure. The initial challenge was finding and implementing ways to measure our impact, so we could start to work with real data. Analysing, and making decisions based on this information has presented a whole new set of challenges. Compiling this report has helped us identify which areas of our business need immediate work, it has also given us a greater sense of ownership over the prices we pay for our coffee, and the carbon we are producing.

It's become clear to us that every decision (no matter how big or small!) has a consequence, and as a business we're doing a lot more harm than good. This is why we've committed ourselves to being better, learning from our mistakes, and forcing ourselves to get real about sustainability. There will always be room for improvement, and that's what keeps us moving forward, one small step at a time.

We're committed to making decisions that benefit both the people and planet we depend on. That's why we're a proud member of 1% for the Planet - a global, growing movement of individuals and businesses coming together to protect the future of our planet by giving 1% of our sales (whether we're in profit or not) to support the work of environmental non-profits.

€6,480 DONATED IN 2021

