

# Commodity Masterclass



**COFFEE**



12<sup>th</sup> May 2025

Laurent Sagarra  
Simon Fox



Towards  
Net **Zero**

# THE CONSUMER GOODS FORUM - ANTITRUST CAUTION

"The Forum shall not enter into any discussion, activity or conduct that may infringe, on its part or on the part of its members, any applicable competition law. By way of example, members shall not discuss, communicate or exchange any commercially sensitive information, including non-public information relating to prices, marketing and advertising strategy, confidential individual company level innovation and R&D projects, costs and revenues, trading terms and conditions with third parties, including purchasing strategy, terms of supply, trade programmes, or distribution strategy."

## **MESSAGE TO NEW MEMBERS OR PEOPLE TAKING PART FOR THE FIRST TIME:**

"Please take note that taking part in the Forum is subject to having read and understood the Forum's competition guidelines and list of Do's and Don'ts. If you have not yet done so, please do so now."

<https://www.theconsumergoodsforum.com/wp-content/uploads/2023/09/The-Consumer-Goods-Forum-2023-Competition-Law-Governance-Guidelines.pdf>





JDE Peet's

40 MARKETS



72%

WHERE WE ARE THE  
#1 OR #2 PLAYER

OF SALES GENERATED  
IN THESE MARKETS



4,392 CUPS  
OF COFFEE & TEA SERVED  
EVERY SECOND



1 Responsibly sourced green coffee covered by a sustainability scheme recognised by the coffee industry, such as GCP Equivalence Mechanism, including, Enveritas, Rainforest Alliance, 4C, Fairtrade, etc. A product or material which is "responsibly sourced" means that such product or material satisfies the applicable definition contained in the section Basis of preparation of the 2024 Annual Report (p.136).





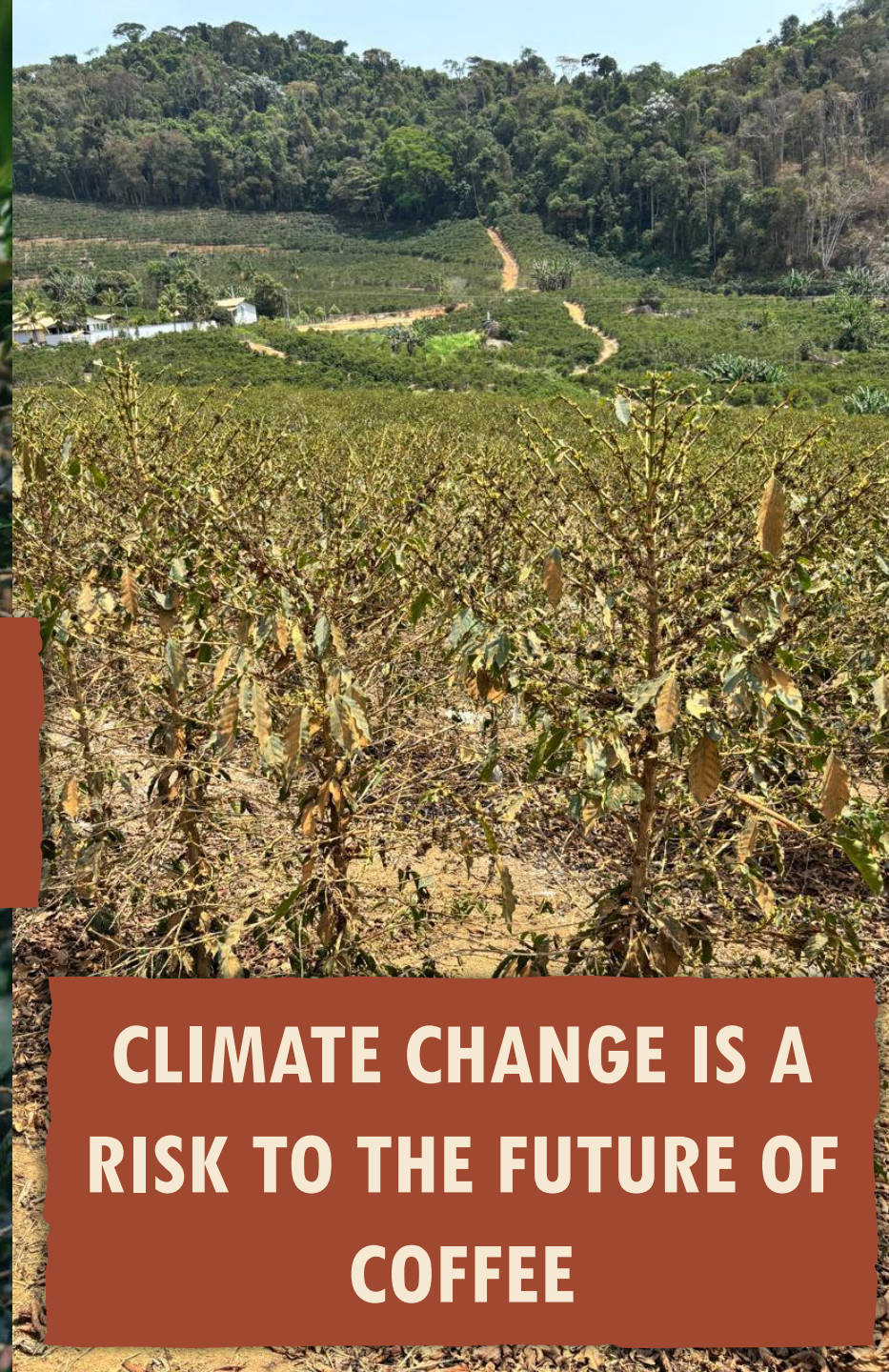
**COFFEE IS LOVED BY  
CONSUMERS**



**PROVIDES A LIVING  
FOR MILLIONS OF  
FARMERS**



**CLIMATE CHANGE IS A  
RISK TO THE FUTURE OF  
COFFEE**







# THE FUTURE OF COFFEE DEPENDS ON US







**CLIMATE RISK - what is the Business risk**



A large iceberg floats in a blue ocean under a blue sky with white clouds. The visible tip of the iceberg is small and jagged, while the submerged portion is much larger and more complex in shape, illustrating the concept of hidden risks.

**AVOID RISK  
THROUGH TRACEABILITY  
SELECTION**

**ADDRESS RISK  
THROUGH INVESTMENT IN  
FARMERS & COMMUNITIES**



# RETHINKING THE VALUE CHAIN

12.5 million



1 million

JDE Peet's Value Chain



ALL Coffee Farmers



Collaboration = Key



# FOCUS ON INVESTMENT, IMPACT AND TRANSPARENCY — *NOT TRACEABILITY*



## ASSESS

INDEPENDENT ASSESSMENT  
FREE FOR FARMERS  
70,000 / YR



## ADDRESS

70+ IMPACT PROJECTS  
IMPLEMENTED GLOBALLY



## PROGRESS

INDEPENDENT MONITORING,  
EVALUATION AND LEARNING





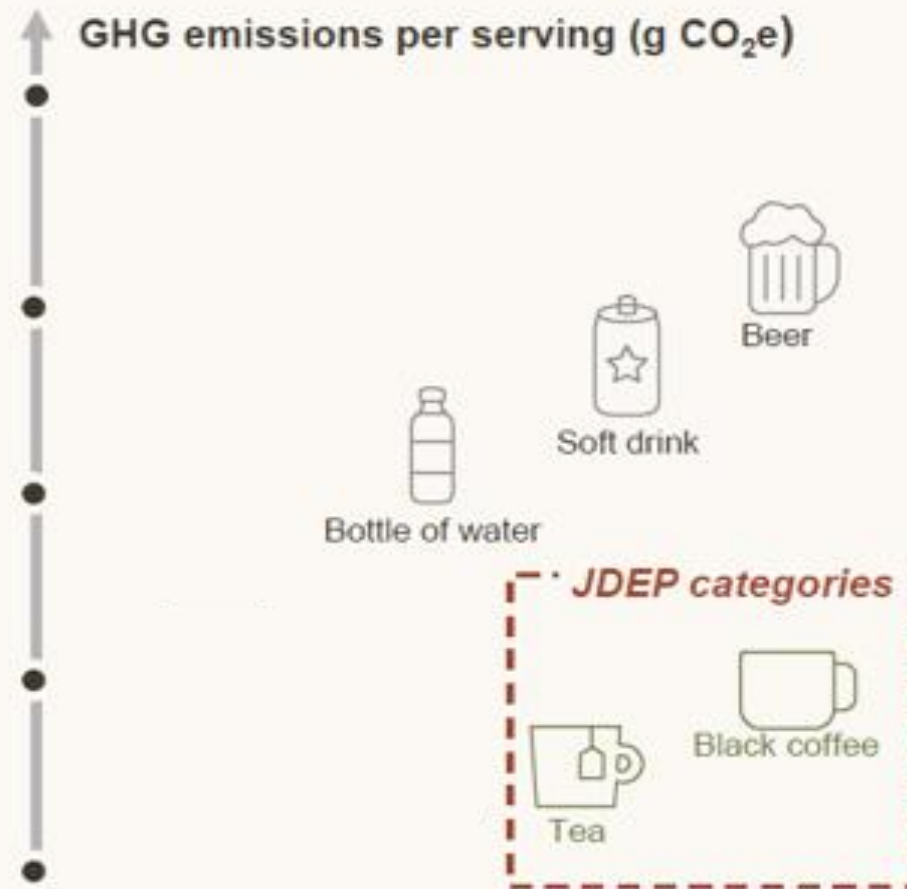
# NEED FOR A SECTOR SHARED VISION





# FOR A SHARED VISION : ARE WE COMPETING OR COLLABORATING — A CARBON EXAMPLE

BLACK COFFEE AND TEA  
→ LOW GHG EMITTING BEVERAGES



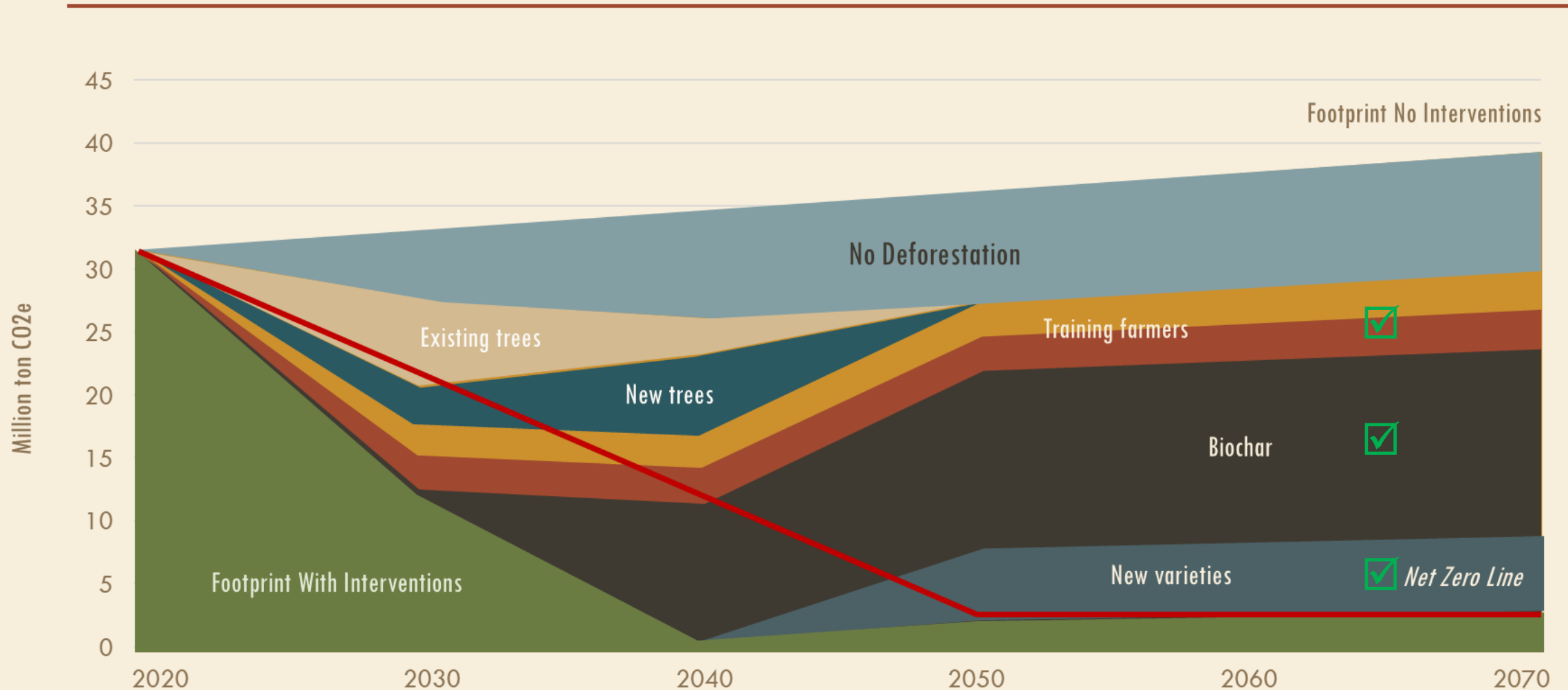
50%  
GREEN COFFEE





# THE SECTOR HAS A NET ZERO FUTURE

## DELIVERING COFFEE IN NET ZERO FUTURE



Improves Farm income



# FOCUS ON IMPACT

TRADE FOCUS TO MOVE FROM PRODUCT TO SUPPLY CHAIN IMPACT

## JDE PEET'S IMPACT



CO2e: 5 MT (SBTi Net Zero validated)  
 Resp. Sourced volumes: 100% in 2025 +  
 >800'000 farmers reached  
 Human right due diligence  
 Transparency: CSRD

## SUPPLY CHAIN IMPACT



CO2e: >100 MT  
 12.5M farmers  
 >100M workers

Product  
 impact

CO2e: 2'200t  
 Responsibly sourced  
 PEFC cardboard









# CONCLUSIONS

15

- ☯ Sector commitment and investment to support a global & inclusive transition to Net zero coffee production
- ☯ Move from product “reassurance” to company commitment to drive impact
- ☯ Embed Net Zero commitment / delivery into procurement decision process
- ☯ Find mechanism to drive consumer choice toward products from committed companies