

THE VOICE OF THE UK COFFEE INDUSTRY.

THE BRITISH
COFFEE
ASSOCIATION



BCA Sustainability Committee Meeting
25 March 2020

www.britishcoffeeassociation.org

 @BritCoffAssoc

Agenda

- **1.00 -1.10** Welcome and Intros
- **1.10 -1.30** Introduction from Paul Rooke, new ED of BCA and update on COVID 19
- **1.30 -1.45** News roundup
- **1.45 – 2.05** BCA Strategy update
- **2.05 – 2.10** BCA Sustainability Strategy update
- **2.10 - 2.25** Round Table Member updates on sustainability focus and COVID19 impact on business
- **2.25 - 2.30** Next meetings & AoB



Antitrust Statement

Members of BCA shall not enter into any discussion, activity or conduct that may infringe, on its part or on the part of participants, any applicable competition law.

By way of example, participants shall not discuss, communicate or exchange any commercially sensitive information, including information relating to prices, marketing and advertising strategy, costs and revenues, trading terms and conditions with third parties, including purchasing strategy, terms of supply, trade programs, or distribution strategy.



Housekeeping

- Keep camera and microphones switched OFF whilst listening – toggle switch
- When contributing or leading discussion activate camera AND microphone
- Chat functionality permitted and will be monitored by Paul and Tracy



Introductions: Welcome Paul...

- A huge, warm welcome to the BCA's new Executive Director, Paul Rooke...



COVID – 19: Impact on coffee sector

Immediate BCA actions

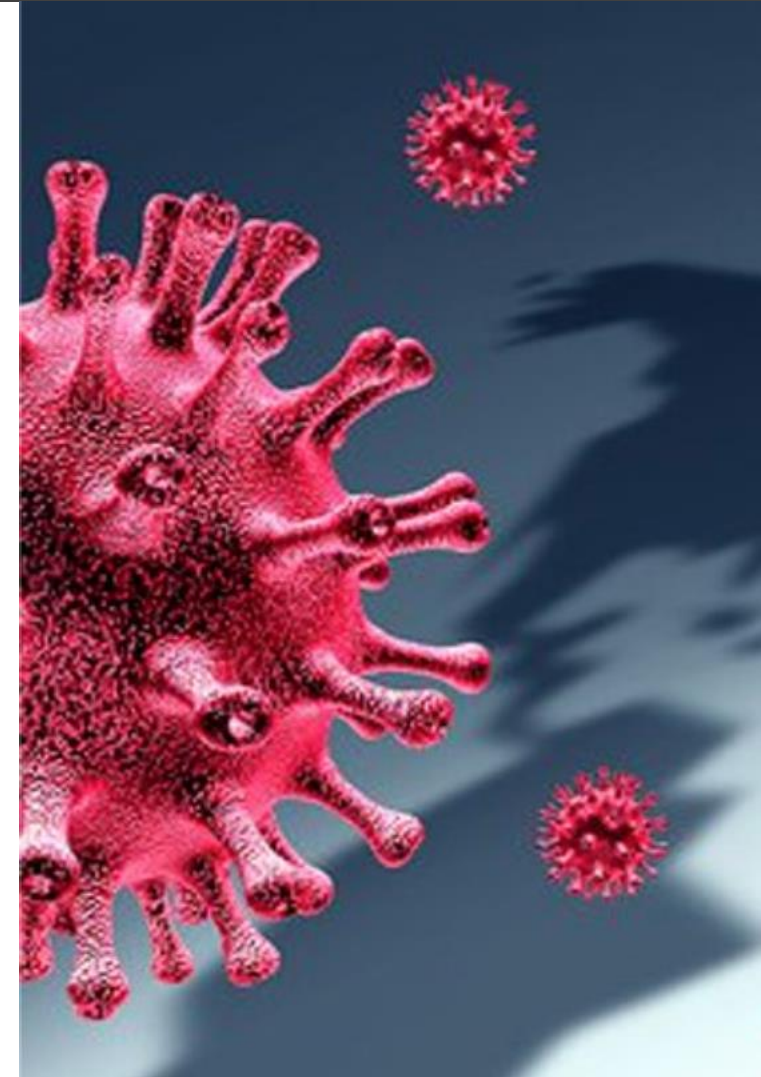
- The health and safety of BCA members is paramount.
- The BCA will be conducting all meetings by virtual conference call for the foreseeable future so that members can avoid all unnecessary travel.

Recognising the impact

- The impact of COVID-19 will be felt through working from home, site and café closures, disruptions to supply chains, and supermarket responses to over-buying.
- Defining 'key workers'
- Making welfare and relief packages available

BCA Communications

- Dedicated email to members highlighting the BCAs recognition of impacts to businesses and encourage members to share their needs and concerns.
- Consider external communication with trade media highlighting the impact of COVID-19 on coffee in the UK and internationally (will require BCA Board approval)



Sustainability News Round-Up: Q1 2020

Coronavirus: Fears are growing over the impact on food and drink supply chains

GOVERNMENT UK CENTRAL GOVERNMENT

BUDGET 2020: PLASTICS TAX SET AT £200 PER TONNE



Dispatches

NewScientist

Every Arabica coffee plant may come from a single common ancestor

THE Sun

WHAT A CUP-OUT

**Chains ban paper refills
but charge £11 for plastic**

edie

Starbucks trials compostable paper cups, places ban on reusables due to coronavirus

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BCA Strategy Updates

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Mission Statement:
The BCA represents, promotes and supports all aspects of the UK coffee trade and industry

Objective 1

Increase Value for Money

by Reducing Reliance on Member Income

Outcome:

Currently BCA member fees account for 90% of BCA income. This will be reduced to 50%

Goals:

- Increase internal resource enable the creation of proprietary material which can be sold by BCA.
- Utilise technology and the internet to create a better online presence and 'member funded' educational platforms.

Strategies

1. Invest in education

- Revitalise members services committee to target income generating events
- 2020 – 2 x income generating events
- 2021 – 4 x income generating events
- 2022 – 5 x income generating events

2020 focus

- Create arbitration/contracts module in conjunction with SCA which can be rolled out to all members and non-members (BCA members discounted fee)
- Industry debate and conference on the day of the coffee Dinner (Nov 2020)

2020

Beyond 2020

- BCA seminar to be an annual event with PAYG modules – open to all
- Cupping sessions with various embassies

2021

2. Rejuvenate our online offering with better material

- Offer a PAYG site for materials for non-members
 - Training material
 - Best practice guides
 - Technical information & guides
 - CEBR

2021

3. Invest in internal resource

- Resource required to create material – BCA employee or contracting out?

2022

Objective 2

Increase Market Share

And Visibility to Trade & Public

Outcome:

BCA market share currently 49% on volume. This will increase to 75%

Goals:

- Understand market share in terms of volume and value to UK coffee industry.
- Renew focus on recruitment and retention with dedicated committee purpose.

Strategies:

1. Create UK Coffee Industry Organisation Matrix

- Member segmentation
- Member need in each category
- Identify market share for each category

Feb 2020

2. Create new recruitment / New Member Committee

- Identify committee members and chairs
- Run a member recruitment workshop
- Create target list for each category

Apr 2020

3. Create Communication & Recruitment Plan

- Identify materials required for new member enquiries and visits
- Prioritise target list
- Initiate 6 monthly review of priority targets

Apr 2020

4. Board approval of Communication & Recruitment Plan

Jun 2020

5. Review event schedule and create plan to increase visibility of BCA at public events

- 2021 event plan and key-note speaker opportunities
- Media training for key personnel

Oct 2020

Objective 3

Obtain & Demonstrate Relevance

To enable the BCA to be the Voice of the Coffee Industry

Outcome:

BCA becomes the "Go To" resource for coffee in the UK

Goals:

- Build a review process with a focus on continuous improvement.
- Understand member and non-member needs and satisfaction.
- Create a culture of working to purpose and understand BCA fit in Global coffee community.

Strategies:

1. Governance Review

- Review Articles of Association
- Review Committee and meeting structure
- Sign off any changes at AGM

Feb 2020

Mar 2020

2. Committees

- Review purpose of committees
- Create committee KPIs with measurable targets
- Initialise structured Annual review and horizon scanning for all committees

Jun 2020

3. Understand and exploit Synergies and unique points with other organizations: SCA, NCA, ECF, SCTA etc

- Create a mutually agreed ways of working
- Understand strengths and weaknesses
- Create a forum for global dialogue (6 monthly meeting etc)

Oct 2020

4. Create two yearly member and non-member survey

- With metrics that can be measured

2021

Sustainability Committee Strategy 2020

At the end of 2019, our list of priorities and focus areas for 2020 was based on committee feedback received from Aug 2019 around each of the 3 pillars of our Sustainability Mission.

These areas highlighted as key interest by members form the basis of discussion in our 2020 committee meetings. Where deemed relevant by the committee, areas where it would be useful to have a BCA industry point of view have been highlighted.

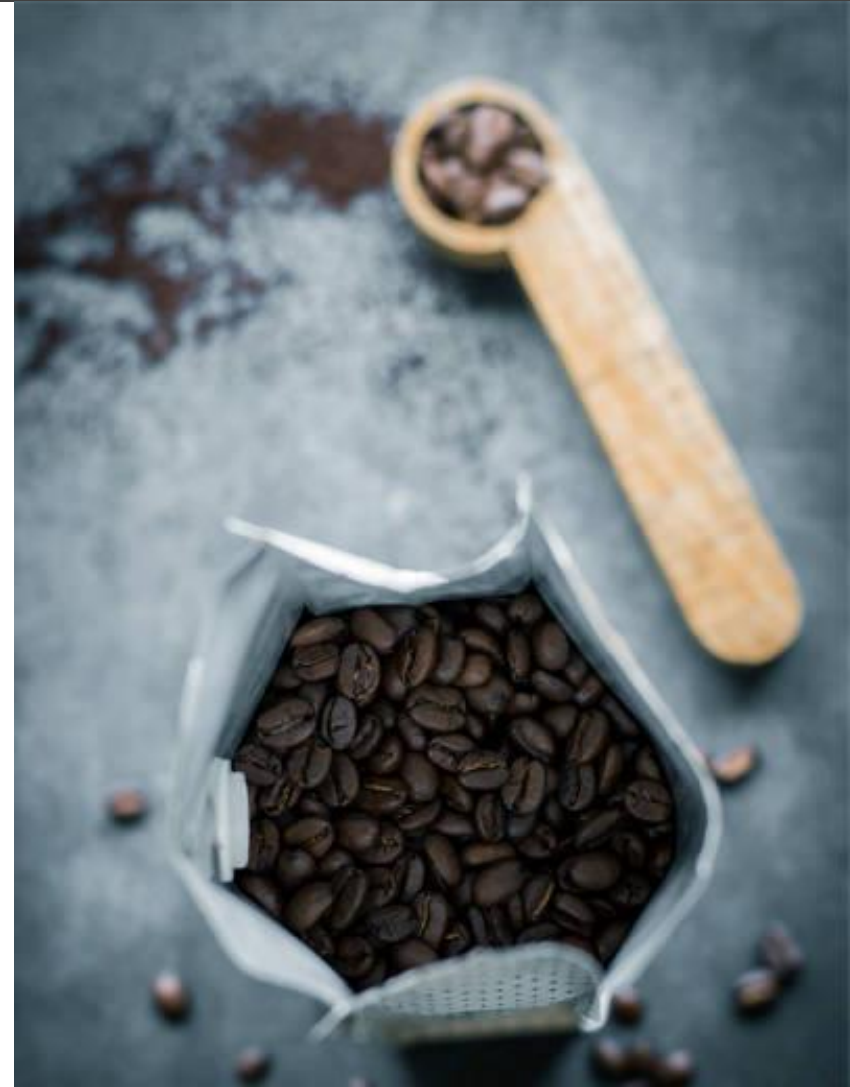


Pillar 1. Circular economy

Focus areas:

- Influencing policy (govt Waste and Resources Strategy) – BCA point of view needed
- Reuse and recycling
- Waste management – zero to landfill

Note: our March meeting was going to focus on this pillar but due to the current COVID19 crisis, this has been moved to June.



Pillar 2: Responsible Sourcing

Focus areas:

- Modern slavery and human rights
 - This was the focus for our meeting in Dec 2019 but will need to be revisited on a regular basis
- Role of certification standards and beyond
- Living wage/ living income



Pillar 3: Resilience at Origin

Focus areas:

- Climate change
 - Climate smart farming and decarbonisation at farm level
 - Deforestation/Reforestation*
- Attracting youth/ next generation in coffee**
- Plant science and crop resilience
- Green coffee futures market / price transparency– BCA point of view

Note: *Increasing EU focus on both human rights and deforestation will likely increase media attention on the impact of the coffee sector on forests.

**Impact of COVID19 at farm level is still unknown but can potentially have devastating impact at an aging farm population in countries where health care system and general hygiene is already compromised



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Member Updates

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AoB

Upcoming BCA Sustainability Committee Meetings

- Tuesday 2nd June 2020
- Tuesday 8th September 2020
- Tuesday 1st December 2020

Sustainable Coffee Challenge Strategy Update:

<https://www.sustaincoffee.org/assets/resources/SCC-All-Partner-Meeting-2020-Binder-FINAL.pdf>



ICO Webinars on Public Private Taskforce

- Wed 25 March 2020, 15:00-16:30 (GMT)
- Wed 1 Apr 2020, 13:30-15:00 (GMT)

<https://attendee.gotowebinar.com/rt/8815739501484768267>

