

# Meeting notes

**Date** 4<sup>th</sup> June 2019

**Attendees** **Chairs: Victoria Moorhouse - Costa, Krisztina Szalai - Taylors of Harrogate**

**BCA:** Tracy Brown – BCA,  
Chris Stemman – BCA  
Alice Durrans – Costa  
Mohit Gordhan – Equatorial Traders  
Richard Williams – Falcon Coffees  
Louise Lloyd-Rossi – FFI  
Subathra Vaidhiyanathan - Finlays  
Sarah Lim - Halo  
Toby Bevans - JDE  
Lindsay Wright –JDE  
Obiamaka Azubike - Lavazza  
Francesco Varvaro - Lavazza  
Julie Gallacher – Nespresso  
Hannah Eatough – Taylors of Harrogate  
Kathryn Patchett – Taylors of Harrogate  
Hannah Ward – Twin

**SHED:** Sebastian Stokes, Alice Cannell, Claudia Bolouri

**Observer** **Dr Sharon Hall – UKTIA**

**Speakers:** **Kellem Agnew Emanuele - IWCA President**

**Apologies:** Louise Whitaker – Bewley's  
Matt Spencer Caffè Nero  
Rebecca Allan-Jones – JDE  
Marie-Anne Rogers – Masteroast  
Amy Oroko- Matthew Algie  
Richard Price – Menshen UK  
Danny Diver – Ringtons  
Stephen Drysdale – Ringtons  
Sadie Walton – Ringtons

**Subject** **BCA Sustainability Committee Meeting**

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## 1. Competition Law Rules

Overview of the FDF competition rules for meetings.

## 2. Notes from the Last Meeting

No comments received.

## 3. Welcome & Introductions

(led by Krisztina Szalai, Victoria Moorhouse)

Update given by attendees, many new faces around the room this afternoon.  
Apologies were given to the size of the room that was available today.

#### 4. News Round-Up

(led by Seb Stokes)

SS gave a Sustainability News Round-Up in Q2 2019:

- Coffee prices continue to be low with impacts in origin – media agenda has shifted to asking whether consumers can expect to pay less for their cup of coffee.
- Coffee pods, a review appeared in Which? highlighting all the coffee pods on the market and how compostable vs recyclable they are. Overall, this was a balanced piece.
- Anita Rani and HF-W reveal how much single use plastic waste we generate in a new BBC series starting on Monday next week (Monday 9pm BBC1). The BCA will monitor and review any need for follow up.
- The BCA made its submission into the recent Resources and Waste Strategy consultations, specifically covering EPR. Whilst not a perfect process it did mark the BCA's first undertaking of Public Affairs work.
- SS noted that the BCA had a media push around how much coffee contributes to the UK Economy.

VM noted that plastic stirrers and straws have also been banned by Defra and will come into effect by next April 2020.

#### 5. Insights from Recent Sustainability Meetings

(led by Krisztina Szalai)

KS gave an update on the **AFCA (African Fine Coffee Association) 2019 Annual conference** held in Kigali between 9<sup>th</sup> – 14<sup>th</sup> February.

- A key focus of the conference was the low prices and the economic return of farmers (smallholders in particular).
- KS stressed that the low prices are having a particularly negative impact on smallholder farmers and that every single business involved in coffee – let it be large or small – have a responsibility in finding a solution.
- Other key topics included living wage and living income, productivity, yield and quality, land fragmentation and overpopulation, diversification, aging farming communities, next generation of farmers, gender equality.

KS then gave an update on the **SCA (Specialty Coffee Association) 2019 Annual Conference** held in Boston, MA between 11-14<sup>th</sup> April

- The coffee price crisis and the macroeconomic dynamics around it was again discussed at this conference.
- The World Coffee Research (WCR) - a collaborative, not-for-profit research organisation using advances in agricultural science to improve coffee yields, quality, climate resilience and farmer livelihoods – organised a workshop discussing why it is imperative for the coffee industry to invest in scientific research in coffee genetics and what tools are available for individual coffee businesses (large and small) to contribute to this line of work.

- Another key discussion point was around transparency in value chains, what it means currently and what it could mean in the future.
- Other key topics discussed: cost of production and profitability, The Specialty Coffee Transaction Guide, economic resilience and financing, technological innovations at origin.

KS noted that the Sustainability Committee Members are welcome to drop a note to the Secretariat, if they require any further information on these conferences.

## **6. Introduction to International Women's Coffee Alliance**

(Including Q&A with guest speaker Kellem Agnew Emanuele IWCA President)

Kellem noted that originally when the IWCA was formed it did not tackle gender equality. This focal point evolved when the women from the US, Nicaragua and Costa Rica met and realised there was a connection. Women wanted to do business with dignity and saw a way of working together.

### **IWCA Mission**

"To empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognise the participation of women in all aspects of the coffee industry."

### **IWCA Chapter Formation Process (see flow chart within separate slide deck)**

1. Exploration Preparation
2. Socialisation
3. Statement of Intent & Leadership
4. National Legislation
5. Election of Board
6. Strategic & Operations Plans
7. Application for Chapter Recognition
8. Sign MOU (memorandum of understanding)
9. Welcome!

IWCA operates or has chapters in 24 countries, including recently Yemen.

22 of the 24 countries are coffee producing countries, the chapters represent all aspects of the coffee industry not just the producers, but roasters, producers etc.

For every chapter they aim to achieve meaningful and sustainable lives.

For individual case studies, or for further information please refer to [www.womenincoffee.org](http://www.womenincoffee.org)

**The IWCA Platform Achieves:**

1. Leadership Development
2. Market Visibility  
Provides one focal point.
3. Strategic Partnership  
Both internal and external partnerships.

**Partnerships**

ICO AFCA SCAJ  
Coffee List SCA  
NCA WoC

**Visibility**

www  
Facebook  
Instagram  
Whats App

**Network**

Cuppings Chapter Forum  
Case Studies Webinars

**IWCA Global Organisation 2017 – 2019 Strategic Priorities**

1. Transition to a staffed model.
2. Strengthen chapters and chapter network.
3. Establish effective infrastructure.
4. Ensure communications accurately reflect unique platform for change.

**Chapters**

- **Latin America**
- 11 Chapters
  
- **Africa**
- 8 Chapters
  
- **Asia & Middle East**
- 5 Chapters

IWCA relies on investment, you can be an IWCA Sustaining Partner, IWCA Supporter Programme or develop a custom approach.

A question was asked about the existence of a UK Chapter, it was noted that this was at the early stages, but please feel free to contact Kellem or Blanca if you would like to get actively involved.

**7. Update on Sustainability Committee Heat Map, including Revisions and Recommendations**

(led by Krisztina Szalai and Victoria Moorhouse)

VM gave a brief overview of the original issues heat map which was developed back in 2017, and then revisited back in March 2019, and issues that in 2017 were much lower down in priority have now significantly moved up the heat map scale as a result of more focussed attention, including from the media and by governments.

VM noted that at the Educational Seminar (with attendees from across the UK and Europe from all aspects of the coffee industry) we worked with them to realise their top 5 sustainability priorities (as you can see, we did end up a few more!).

So, taking input from these 2 sessions a key issues map was re-developed and prioritised using red, orange and yellow to signify order of priority (please see attached presentation slide deck). This allowed us to try and narrow down to a few key issues in red, this does not mean that the orange and yellow are not important, we just need to build a focus for this Committee.

KS asked if is there anything missing that is important to BCA members.

LW asked to take a step back and agree what are we looking to achieve as a Committee, are we looking to develop material to go out to the media, are we looking to recruit new members, or are we looking to produce a new white paper to enhance thought leadership further following the Bean to Bin White Paper that SHED developed in 2018. What does the BCA want and what does the BCA need that Members could also take back to their organisations and utilise?

TBev noted that if we approach on a fact-based basis, to produce something that can be used across industry, we need to make sure that the language we use does not make us seem defensive. Every manufacture will have their own perspective and agenda, we need something positive to lock ourselves into. VM agreed that language is key and speaks to the overall BCA Sustainability mission and objectives document where it is noted that the committee should "identify opportunities for collaboration to make an impact". To be positive about the work that is already going on in industry.

#### **Circular Economy – suggested focus areas**

- Disposable/Reusable cups
- Capsule – recycling/collection points
- Reuse and recycling
- Consumer education

JG noted that perhaps we also need to feed in details from the Waste and Recycling consultations that the BCA fed into.

It was suggested that perhaps we need to add in what industries can collaborate on.

FV asked what the BCA is doing about the promotion of pod/capsule recycling. SS noted that what we can do is around informing on existing schemes and encouraging collaboration.

FV asked if the BCA is proactively doing something to promote recycling. VM noted that under consumer education is where this could be developed. There is a lot of

confusion around this area. JG noted that perhaps the BCA does need to have a position, as the views of individual members could confuse consumer messaging.

TBev asked have we as the BCA defined what we are trying to achieve. VM noted that the sustainability mission and objectives document sets this out.

KS then went onto suggested focus areas that currently the BCA does not have a position on. Whether the Sustainability Committee chooses to have a position on either of these – or any other topics not yet mentioned – is up for discussion.

FV & OA referred to the development of coffee communities, that coffee is responsibly sourced, gender equality etc.

### **Responsible Sourcing**

Again, VM highlighted the specific areas in the new heat map that currently the BCA does not have a position on but may consider to be a hot topic.

SV noted that many areas are interlinked, and that a company's purchasing power can effect change.

VS asked those present whether there is anything from the list of priority areas where there is an opportunity for collaboration.

OA noted how Living Wage/Living Income should also be a focus.

KS and VM noted that perhaps we have a certification body in to present at one of the upcoming meetings this year.

RW noted that perhaps we, as a committee, should undertake a gap analysis comparing coffee certification schemes, RW noted that he might be able to share work that his organisation has already done.

SS agreed, we shouldn't be aiming for simply a reactive statement, we need to aim higher than that. Where priority topics are identified these should be deep-dived by the group and explored to identify the groups views and aspirations, and where relevant bring in external experts. Where there are opportunities for communications materials e.g. a blog, a proactive feature pitch to a media title, or simply a reactive statement – this will come after the exploration of topics. It's important that the groups aren't necessarily Comms led.

### **Resilience at Origin**

Again, VM highlighted the areas that currently the BCA does not have a position on.

KS asked, what are the key areas under each of the pillars that the BCA can develop a position and, so that we can have a takeaway from this meeting to develop.

SS noted again that we need to aim higher than just having a position. Let's first ask what we want to do, be collaborative on, or achieve. As themes are explored then we can develop comms materials, if necessary, afterwards.

OA asked with the output, who is the audience, how long are we looking to utilise this material.

SS confirmed that the focus for the BCA changed some time ago - moving away from consumer education to industry focus.

VM asked those present from Circular Economy what is missing, and perhaps it is around consumer education.

RW asked that perhaps we can have a focus on collaboration. SV noted that there is definitely a strength in coming together, and where we could share best practice.

VM noted that perhaps we need to look around labelling. There are many areas and definitions that need to be clarified.

VM asked if the BCA joined the plastic pack with WRAP, CS noted that WRAP said that their table was pretty full and that they were not seeking to add to the participants list at this time and they were actively working up their project strands.

FV noted that industry can develop good technologies, compostable, biodegradable, etc. but there is not the governmental framework to utilise the technology even if the consumer is educated.

SH noted that perhaps even the Tea sector could also collaborate to lobby government.

TBev noted that we can define the problem but with local government funding being reduced yet again, how effective would we be.

VM noted that green coffee price seems to be a hot topic at the moment, the ECF and ICO are currently driving this activity.

RW noted that without economic security, unless farmers are profitable this will have an impact on everything else.

KS noted that perhaps we can discuss this area in more detail at the next meeting.

## **8. Top ten priorities for the Sustainability Committee** (led by Krisztina Szalai and Victoria Moorhouse)

Following discussion during the previous section it was agreed that a survey would be sent round to Committee members to vote on their key priorities list (this would



ask members to tick where they think areas are points for collaboration, points for information sharing/sharing best practice, having a common definition, and where the BCA should have a PoV). From this a final list will be drawn up by KS and VM and these will shape future meeting content as the group explores each topic in the final list and discusses opportunities for collaboration, thought leadership, and any communications outputs.

**ACTION** – Chairs to distribute a survey to Committee members

## 9. AOB

KS noted that the ECF (European Coffee Federation) has just started a Sustainability Working Group that aims to bring its member organisations together, including the BCA, in a neutral platform at the European level. With the BCA being a member of ECF, KS and VM will be representing the BCA at upcoming ECF sustainability meetings. The Terms of Reference for the ECF Sustainability Working Group are in the process of being finalised. Once ready, it will be shared with the BCA members.

Upcoming Sustainability events: -

- ICO/ECF Sustainability Event – 6<sup>th</sup> June, Brussels
- World of Coffee – 6<sup>th</sup> – 8<sup>th</sup> June, Berlin

KS and VM noted that they will establish a way of communicating and sharing messages with the Sustainability Committee Members, from future coffee events.

## 10. Dates of Next Meeting

- **Tuesday 10<sup>th</sup> September 2019 – Sustainability Committee Meeting – 1:30pm – 4:00pm** - FDF, 6<sup>th</sup> Floor, 10 Bloomsbury Way, London, WC1A 2SL – Room Cleminson
- **Tuesday 3<sup>rd</sup> December 2019 – Sustainability Committee Meeting – 1:00pm – 4:00pm** - FDF, 6<sup>th</sup> Floor, 10 Bloomsbury Way, London, WC1A 2SL – Room Cleminson & Bodinnar