



PRIVATE & CONFIDENTIAL
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Minutes of the Sustainability Committee Meeting
Thursday 4th July 2024

Hybrid Meeting – Offices of Fairtrade, London & Via Teams

Present at Meeting:

Paul Rooke	BCA Executive Director
Thomas de Freitas	BCA Media & PA Manager (via Teams)
Jenny Breadmore	Cafea
Andy Gibbons	Costa Coffee (Via Teams) (Part of Meeting)
Oliver Ellis	JDE (Via Teams) (Part of Meeting)
Simon Fox	JDE (Via Teams) (Part of Meeting)
Eduarda Cristovam	Matthew Algie (Via Teams) (Part of Meeting)
Amy Fordham	Matthew Algie (Via Teams)
Amy Oroko	Matthew Algie (Via Teams)
Emma Keller	Nestlé (Via Teams)
Cavin O'Driscoll	RicCoffee (UK) Ltd
Frank Tanner	Taylors of Harrogate (Via Teams)

Speaker:

Joseph Cameron Booth	Fairtrade
Max Milward	Fairtrade
Martin Eichhorn	Fairtrade
Claire Roberts	Producers Direct

1. Apologies for Absence

Roxy Rocks-Engelman	Cafédirect
Tasmin Hoque	JDE
Sadie Walton	Ringtons
Kathryn Dixon	Taylors of Harrogate
Hannah Eatough	Taylors of Harrogate
Tracy Brown	BCA Secretariat

2. Competition Law Rules

It was proposed that the meeting would run under the revised FDF competition law compliance rules previously distributed.

3. Notes from the Last Meeting

The minutes from the last meeting were approved.



4. Matters Arising

No matters arising.

5. ECF – Product Environmental Footprint

As Chair of the PEF Working Group, SF gave an update on developments, including the confirmation from the ECF Exec of funding for the Blonk consultancy to work on the PEF methodology. SF indicated that the current expectations were for Blonk to report back in Q1 of 2025 and for the Working Group to review and have this available to the ECF Membership by Q2.

SF confirmed that whilst the Working Group had grown in number there were still opportunities for businesses to join and help in the development.

6. Presentation – Fairtrade

JC-B introduced Fairtrade and his colleagues. He noted presentations would cover the Shared Impact initiative which Fairtrade had developed in consultation with the Financial Conduct Authority (FCA) – and which had piloted in cocoa and bananas, and the Resilient Agriculture through Agroforestry initiative, for which funding was now in place.

Shared Impact – In introducing the initiative, MM referenced the history of the Fairtrade premium for coffee. It was felt however that current and future challenges for producers meant there was a need for further work and Shared Impact was an attempt to help producers develop a longer-term contractual position whilst at the same time helping to recognise the challenges from the consumer side.

Shared Impact had been designed to increase the volume of coffee purchased under a Fairtrade premium with a longer-term contract in place. Coffee would be sourced from a pool of producers who, because of the higher volumes, would be able to market a greater percentage of their coffee under the Fairtrade premium. Pooling of volumes and investments would allow higher returns to be made on investment which, in turn, would generate benefits for buyers from the perspective of meeting sustainability objectives and data visibility. It was important to note that this initiative focussed on new Fairtrade volume rather than existing commitments. The FCA had confirmed that the initiative did not raise concerns for businesses.

The initiative was working with retail partners on cocoa and bananas and Fairtrade was now looking for businesses to engage, from either retail or at-home, in developing a coffee pilot.

On questions, MM confirmed the approach was based on green beans and should be seen as a pact between retailer, producer and Fairtrade.

FT suggested there were many benefits the initiative could bring but felt for the retail and consumer end there would be a need to give a clearer articulation to the benefits as a driver to increasing demand.

Resilient Agriculture through Agroforestry (RATA) – ME introduced the concept which had a focus on improving climate resilience as an additional strand to actions to remove, reduce and avoid



emissions. This would allow mitigation approaches which would combine environment and economic benefits for producers as well as providing GHG data for the supply chain.

A 5-year pilot is therefore being developed with producers in Kenya to allow producers to achieve broad based climate objectives whilst delivering compliance GHG data to buyers to meet Scope 3 requirements.

The initiative builds on previous Coop funded work which has helped to demonstrate the benefits of agroforestry within coffee production systems for both environmental and economic performance. Defined benefits included carbon sequestration and improved soil health & biodiversity at producer level but also carbon monitoring recording and verification for supply chain benefits with carbon footprint information developed through the Cool Farm tool.

It was agreed we would look to have a further update on the development of the initiative in the coming months.

EUDR & Organic Regulations

PR advised that work was underway to develop a joint letter from ECF, Fairtrade and Rainforest Alliance to the Head of the EU Commission on the outstanding technical and practical challenges around EUDR, many of which related to issues which remained with the EU to resolve, including development of the necessary reporting tools. It was hoped the letter would be agreed and finalised shortly.

In terms of upcoming changes to the rules around the EU Organic Regulation it was noted this was causing concern in terms of both certification bodies being re-evaluated ahead of the end of the year and cooperatives in producing countries having to look at their structure, particularly where they were running both organic and non-organic streams. This had all resulted from a change to the EU rules which now required third country compliance rather than the previous system of equivalence. It was noted however the EU may be willing to grant an extension to the deadline and this would be followed up over the coming weeks.

Producers Direct – CR gave background information on Producers Direct. Whilst Producers Direct had a number of focus areas it was the data area that was the focus of the presentation with the aim of seeing farmer collected data as a driver for improved on-farm productivity, when combined with other external data sources. This could also assist farmers with access to finance source.

The next step was to look at how data sharing might work for mutual benefit across the whole supply chain. It was suggested that EUDR may present opportunities in terms of its data gathering requirements and digitalisation. CR advised that the Gates Foundation were interested in supporting a business case for developing data sharing. Looking forward it was suggested that yield prediction models could generate interest in longer term contracts whilst long terms carbon reduction programmes could be tied into areas of greatest climate risk using digital tool management.



Questions and comments related to data quality and understanding methodologies of different systems to ensure sufficient trust in the data reliability.

7. Deforestation

- **Current Position on EU Legislation**

PR noted there was little new to report with the EU's updated Q&A still awaited. Pressure continued to be applied on the EU for delay or deferment of the legislation with concerns around the lack of a benchmarking system. It was also noted that mid-November was still being identified as the point in time at which companies would be able to access the Information System to submit the required due diligence information.

- **Current UK Position**

PR noted the proposed secondary legislation was not finalised before the General Election. A recent meeting with FDF had highlighted concerns, but in different areas to EUDR. Whilst there were less onerous requirements around geolocation, there were data challenges further along the chain which may require companies not caught directly by the legislation, to provide all the necessary details for customers who were caught. The issue of embedded products was also a bigger concern with the UK legislation than the EU and FDF were proposing alternative operational methods to simplify the administrative burden on companies.

PR advised on an upcoming meeting of the group being formed by the Efeca consultancy and reminded members of the background to BCA involvement. A concept not produced ahead of the meeting had suggested a broader remit for the group than initially suggested although this did include some of the data aspects we had been talking about earlier. The meeting was also due to have a presentation from Sustainable Food Lab to update on work they had done with German retailers and with the aim of potentially repeating the work with the UK. Further information would follow post the meeting.

8. Environmental Labelling

PR noted that a meeting was upcoming of the IGD group to receive an update on the development of the toolkit for environmental labelling. This followed the end of the work on developing a labelling policy which had been handed to the Defra Food Data Transparency Partnership. It was noted the toolkit was looking at label design but, following pressure from BCA and others, with the likely possibility that assessment could be based on either a per weight or per serving basis. It was noted the IGD work was intended to inform Defra and could not, in itself, be a required approach.

On the question of EPR it was noted that the main EPR regulations had not cleared the parliamentary process ahead of the General Election and would therefore need to be picked up again under the new administration. It was still expected the legislation would be in place ahead of the end of the year. It was questioned whether there was any further update on fee levels, but these were also not cleared ahead of the Election.



9. ECF Update

- **Green Claims Draft Legislation Update**

PR noted that this legislation had not been finalised ahead of the EU elections and its progress through the remaining steps of the EU system would need happen under the new Commission and Parliament during the second half of 2024.

- **Single Serve Units**

This also had not been finalised ahead of elections but there was an expectation that it would be finalised during September. It was noted that whilst several of the ECF demands had been met, in terms of changes to the original wording, there were still ongoing concerns relating to compostability requirements and the opportunity for Member States to take different decisions relating to composting standards.

10. Dates & Times of the 2024 Meetings

FT advised that Taylors were happy to host the next meeting of the Committee with the possibility for a tasting session to follow the meeting. It was hoped as many members as possible would be able to attend in person.

Date	Meeting	Location
Thursday 14 th November 2024	Sustainability Committee 11.15a.m. – 1.15p.m. Hybrid Meeting	Taylors of Harrogate & Teams