



Starbucks® C.A.F.E. Practices

Join Starbucks® ethically sourced coffee market

Coffee is one of the **most widely consumed** beverages in the world. It is grown in more than **70 tropical countries** and enjoyed everywhere, and is the **second most exported** commodity worldwide after oil.

Consumers and businesses increasingly want the coffee they drink to support sustainable development. Consequently, a sustainable approach has become a standard in the world big-name brands' operations.

It is hard to find someone who does not know this popular coffee brand. The company in question is **Starbucks® Corporation**, a well-known American multinational chain of coffeehouses and roastery reserves.

As Starbucks® claims, since 2015, their coffee has been verified as [99% ethically sourced](#), which made them be the largest coffee retailer to achieve this milestone. For ensuring that Starbucks® is sourcing responsibly grown and processed coffee, [Coffee And Farmer Equity \(C.A.F.E.\) Practices](#) standard has been developed in cooperation with SCS Global Services and Conservation International.

C.A.F.E. Practices

Starbucks® defines sustainability as an economically viable model that addresses the social and environmental needs of all the participants in the supply chain from farmer to consumer. The C.A.F.E. Practices Generic and Smallholder Scorecards encompass a comprehensive set of more than **200 social, economic and environmental indicators**.

The verification programme measures farms against quality, economic, social and environmental criteria, all designed to promote transparent, profitable and sustainable coffee growing practices while also protecting the wellbeing of coffee farmers, their communities and our planet.

The C.A.F.E. Practices standard operates on a **points system**, with points awarded for compliance with individual "indicators". 'Verified' supplier status is awarded to those that score below 85 percent, and the suppliers that score 85 percent or greater get "Strategic" supplier status. Strategic suppliers receive enhanced pricing and contract terms by Starbucks®.

Starbucks buys **three percent** of the world's coffee, sourced from more than **400,000 farmers** in more than **30 countries**.

- Source: www.starbucksathome.com

Tap into our expertise

Preferred by Nature is an international non-profit organisation working to support better land management and business practices that benefit people, nature and the climate in 100+ countries.

For over **25 years**, we have been working to foster sustainable land use and responsible trade in forest commodities. We have certified over **80 million** hectares of forests and over **800,000 farmers**. Our customers include retailers, food producers and traders, multinational multi-site and group certificate holders, as well as small companies and smallholders.





Coffee And Farmer Equity (C.A.F.E.) Practices programme includes a third-party verification process. Preferred by Nature is a **credible and independent third party verification body approved** to check your compliance with the standards set by the C.A.F.E. Practices.

Seven steps to verification:

1. Contact Preferred by Nature and get the information needed about Coffee And Farmer Equity (C.A.F.E.) Practices programme. Our specialists are always ready to answer your questions about system rules and requirements of the programme.
2. Implement the rules of Coffee And Farmer Equity (C.A.F.E.) Practices programme and instruct your staff to follow them.
3. Send an application to Starbucks® and provide all information required.
4. Apply for verification by Preferred by Nature.
5. We conduct a verification on-site: interview your staff, review documentation and visit your sales, production and storage facilities.
6. We prepare a report with the audit findings. Upon your approval of the report, it is delivered to Starbucks®.
7. Starbucks® Coffee Company reviews the report to determine the rating and C.A.F.E. Practice status.



Your sustainability service choice

We are a certification body approved to conduct audits for a number of certification programmes, including agricultural schemes such as [Rainforest Alliance Sustainable Agriculture](#). We service companies of all sizes dealing with various agricultural products, for example coffee.

Our work includes the development of practical solutions to drive positive impacts in production landscapes and supply chains. We do this through innovative projects, capacity building and sustainability services.

We have created a universal framework to ensure big and small companies can optimise their positive impact. Our [Sustainability Framework](#) can put any business on the path - from legal compliance to best practice.

Depending on the location in the supply chain, businesses can use the framework in different ways. While highlighting the high-risk areas that need attention, the Sustainability Framework helps businesses filter out low-risk indicators so that they can target their efforts where they will make the biggest impact.

Focus on customer experience

Our aim is to provide you with professional services, delivered on time and of high quality. We will keep you up to speed on evolving certification requirements through client updates and provide you with the full support that you need to understand and fulfil your certification commitments.



Verification according to an established, reputable scheme is an effective way to demonstrate your sustainability commitment.

- Carmen Martínez
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