

BLOSSOM COFFEE ROASTERS
TRANSPARENCY REPORT 2023



Introduction

Blossom was founded with the ambition of striving to do things differently. This means that instead of simply following industry norms and trends, we continuously ask ourselves how our business can operate as responsibly as possible on a daily basis and contribute towards a more sustainable future for the coffee industry. It has always been clear to us that this comes down to two questions:

- How can we be the best possible partner to producers?
- How can we operate in the most environmentally sustainable way?

By writing this report each year, we hope to demonstrate how we are attempting to answer these questions through our everyday actions.

I hope you enjoy reading our 2023 report and as always we welcome your feedback.

Joshua Clark
Founder

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Our Approach

We believe we have a responsibility to work in a way which ensures financial stability for the producers with whom we work, as it is only by increasing sustainability throughout the value chain that speciality coffee production can be secured.

Many roasters buy from different producers annually, depending on price, quality and trends. At Blossom, we prefer to take a more intentional approach. Our focus is on building long term relationships with producers and in most cases we work exclusively with just one supply chain per origin, committing to buy from these same producers every year.

This approach is certainly more challenging than simply buying microlots from the most famous producers, but we believe that by taking a long term view we can provide our producer partners with the stability needed to invest in the sustainability of their own businesses and, ultimately, the quality of their product. As we grow, we are committed to demonstrating loyalty to these producers by purchasing more of their coffee each year so that their businesses can grow alongside ours.

Finally, we publish the prices for all of the coffees that we buy, and have done since 2021. We do so in the hope that our business can contribute to a movement which normalises paying higher prices and prioritising sustainable incomes for producers.

The Mutual Benefits of a Relational Approach

The benefits to **producers** of a relational approach

- Consistent long term purchasing mitigates risk for producers and aims to provide them with financial stability.
- With financial stability, producers are more likely to have the capacity to improve the sustainability of their practices or invest in infrastructure.
- Over the long term, producers have the potential to improve the quality of their coffee, leading to higher prices both from Blossom and their other buyers.

The benefits to **Blossom** of a relational approach

- Consistent long term purchasing gives us first access to producers' best coffees each harvest.
- By working with the same coffees each year we become intimately familiar with our offering, enabling us to present coffees at their peak and ensure the highest quality and consistency of roasting.
- As our relationships deepen, we are able to tell a more authentic story to our customers, increasing the value proposition.
- By purchasing higher volumes from the same producers each year we often become exclusive UK buyers, giving us a point of difference in a crowded market.



Gentil Gomez Ojeda, member of Mártir Coffee and owner of Finca Los. Prados

Our Relationships

Brazil

Sitio Boa Vista

In 2022 we started to look for a new relationship in Brazil with a producer who we could partner with over the long term, so we turned to our friends at Osito who had recently started to source coffee in the Espirito Santo region. Our goal was to find a producer with the capacity to deliver large, consistent volumes of 84pt+ coffee each season which, typically, would be no problem in Brazil, an origin known for large-scale production. Things are a little more challenging in Espirito Santo, however, where there is more of a culture of small scale production.

Osito ultimately recommended Jacinto Hoffman, owner of Sitio Boa Vista, as a potential partner and his coffee has been a mainstay in our espresso blend since. In 2023 we contracted almost 2000kg more from Jacinto than in 2022 and we hope for this relationship to continue to grow over many years.

We plan to visit Sitio Boa Vista for the first time in September 2024.

Colombia

Mártir

We consider our relationship with Mártir as one of our strongest, having bought their coffee every year since 2020. Now in our fourth year of partnership, we are happy to have achieved our goal of sourcing all of our Colombian coffee from Mártir in 2023, including their community lot, decaffeinated lot, and four microlots. By buying such a wide range of their coffee for use across our entire menu, we have been able to increase our total volume purchased in 2023 to 11240kg.

We last visited Mártir group members in December 2022.



Mauricio Jimenez.

El Salvador Las Laderas

Our friends at Volcafe first recommended Fernando Lima as a long term producer partner in 2021. Our first purchase back then was for 2760kg from two of Fernando's farms, Las Laderas and El Mirador. Over the following years, however, we have decided to focus our sourcing exclusively on Las Laderas and in 2023 we purchased 6831kg across four lots from this single farm.

We last visited Fernando in January 2023.

Ethiopia Sookoo Coffee

We first started buying from Sookoo Coffee via Osito in 2021. Founded by Ture Waji and his brother, Assefa, Sookoo are known for their extremely clean natural processing, and in fact this season's lot was one of only two naturals that we bought in 2023. We increased our purchasing here by 900kg this year, and we're excited to focus even more on this relationship in 2024 having contracted a wider range of lots than ever before.

Telila Washing Station

This was our second year buying from Telila Washing Station, owned by Mike Mamo. Going forward, we have decided to narrow our focus and all Ethiopian coffee in 2024 will be sourced from Sookoo Coffee



Pedro Aguilar taken during our visit to Guatemala in February 2024 - Photo by Adrian Lopez

Guatemala

Las Peñas

Our first experience of Pedro Aguilar's coffee from his farm, Las Peñas, was a 300kg spot purchase from Primavera in 2021. This was an outstanding coffee and over the following years we have been working with Primavera to secure larger lots from Pedro for a wider use across our offering. Our volumes have steadily grown over the years to 2733kg in 2023, and this year we're excited to deepen this relationship even further by adding Pedro's coffee to our espresso blend for the first time, thereby significantly increasing our volumes purchased.

We last visited Pedro in February 2024.

Costa Rica

Mauricio Jimenez

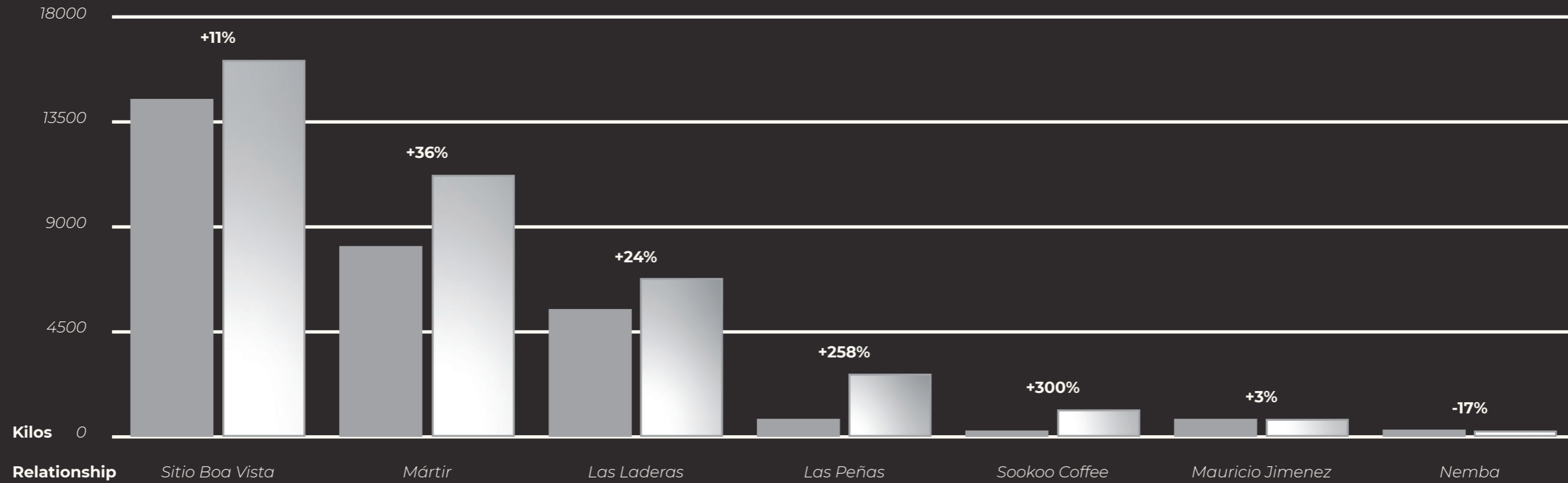
We have been sourcing coffee from Mauricio Jimenez via Selva since 2021. Since then, our volumes have grown from 600kg to 900kg and we were excited in 2023 to work with a wider selection of Mauricio's outstanding lots than ever before. For 2024, we are working in partnership with Selva and Mauricio to explore ways to increase our volumes meaningfully.

We last visited Mauricio in February 2024.

Burundi

Nemba

We have been sourcing coffee from Nemba Washing Station via Sucafina since 2020 - in fact, this was the very first coffee that we ever bought. The volumes that we buy from Nemba have always been low and as such we're reluctant to describe this as a 'relationship', but we love these coffees and look forward to sharing them every year.



Volume Increases Per Relationship in 2023



The Pledge

In 2022, we became just the second UK coffee roaster to sign The Pledge.

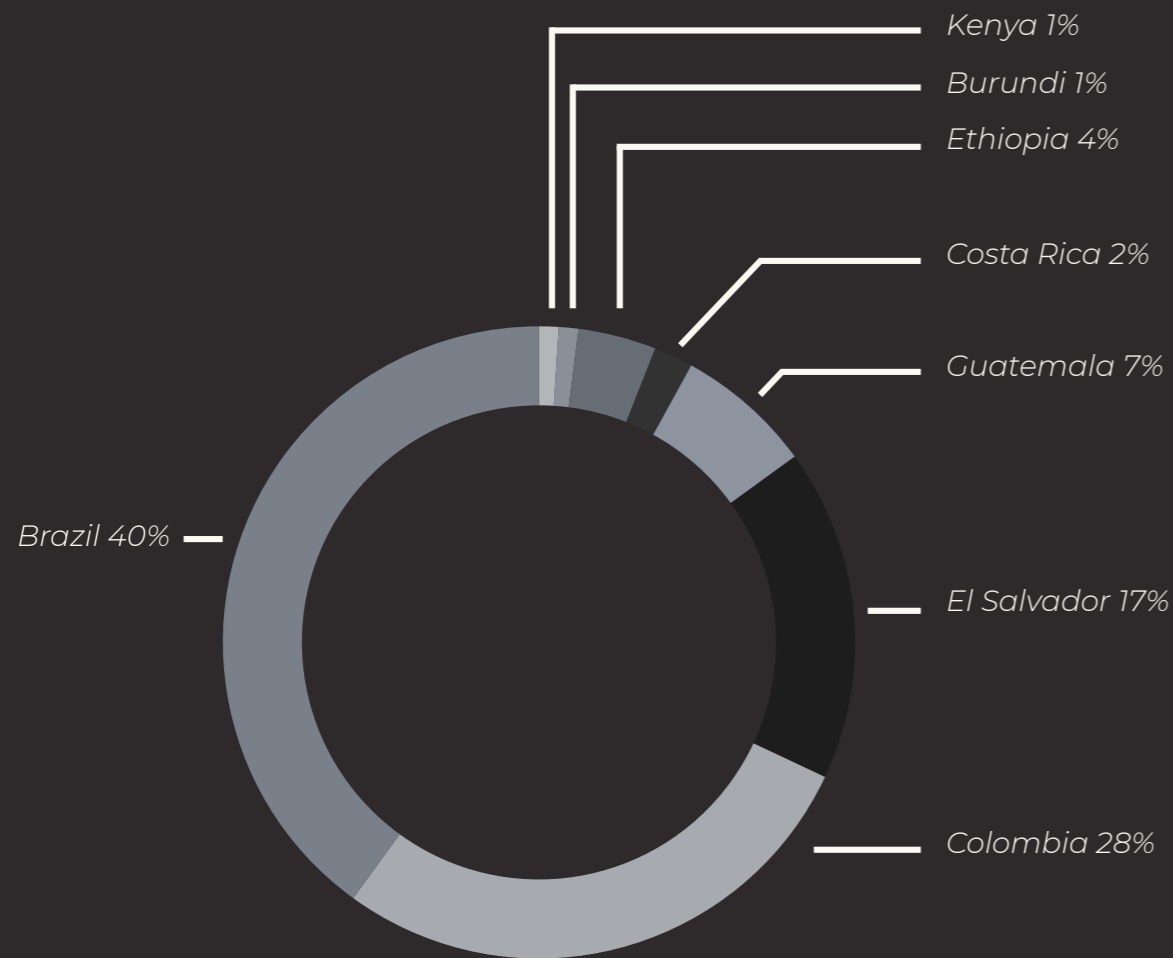
The idea to create The Pledge was developed during the transparent trade colloquium in Hamburg in 2018.

“Companies that sign The Pledge agree to share a fixed set of variables when reporting on green coffee purchases. Together, we aim to create a common standard for transparency reporting that is applicable throughout the coffee world. By disclosing additional information like the name of the producer organisation, the lot size and the cup quality of the coffee, we add context to our transparency reports that makes them comparable and truly transparent.”

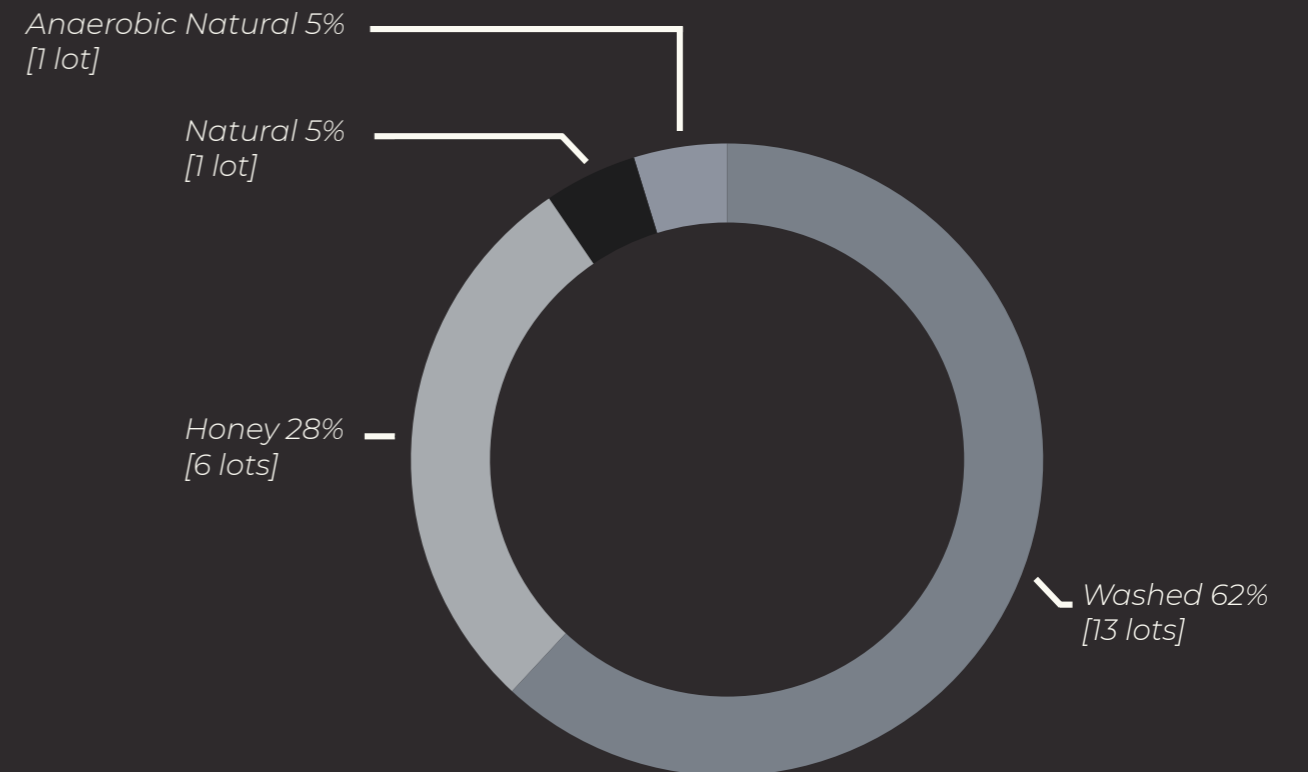
To sign The Pledge, a minimum of one coffee that we have bought must be considered transparent according to the agreed criteria. However, we are proud to be publishing data for 100% of coffees bought in 2023.

A Year in Numbers

Coffees by Origin



Coffees by Process



Colombia	Mártir	<ul style="list-style-type: none"> Washed community lot Decaf community lot Honey community lot Washed geisha Copa de Oro washed caturra Copa de Oro washed geisha
Brazil	Sitio Boa Vista	Washed red and yellow catuai
Ethiopia	Sookoo Coffee	Shoondhisa natural 74110 and 74112
	Telila	Yukro honey 74110 and 74112
Burundi	Nemba	Washed red bourbon
Kenya	Nyanjuki	Washed SL28, 2L34, Ruirii 11
El Salvador	Las Laderas	<ul style="list-style-type: none"> Washed bourbon Honey bourbon Washed pacamara Washed yellow caturra
Guatemala	Las Peñas	<ul style="list-style-type: none"> Washed caturra Washed caturra (Arcoiris)
Costa Rica	Mauricio Jimenez	<ul style="list-style-type: none"> Red honey catuai Anaerobic natural catuai Red honey geisha Red honey SL28

Farm/group/ coop	Producers	Lot	Country	Purchase history	Purchased from	Quantity purchased (kg)	Quantity purchased (lb)	FOB \$/lb	Farmgate \$/lb	Blossom quality score
Martir	Mártir group	Washed community lot	Colombia	4	Osito	7910	17402	3	2.1	86
		Decaf community lot	Colombia	4	Osito	2800	6160	4	2.1	84
		Honey community lot	Colombia	4	Osito	140	308	4.25	2.58	86.5
	Emiliano Lame Golondrino	Washed geisha	Colombia	4	Osito	210	462	7	6.42	88
	David Ruben Gomez	Copa de Oro washed geisha	Colombia	4	Osito	150	330	8.38	6.42	88.5
	Gentil Gómez Ojeda	Copa de Oro washed caturra	Colombia	4	Osito	30	66	7.7	5.83	87
Sitio Boa Vista	Jacinto Hoffmann	Washed red and yellow catuai	Brazil	2	Osito	16200	35640	2.57	2.09	84.5
Sookoo Coffee	Smallholder producers	Shoondhisa natural 74110 and 74112	Ethiopia	3	Osito	1200	2640	4.65	4.15	87.5
Telila	Smallholder producers	Yukro honey 74110 and 74112	Ethiopia	2	Osito	300	660	4.8	2.42	87
Nemba	Smallholder producers	Washed red bourbon	Burundi	4	Sucafina	300	660	3.2	1280 Buf/kg Cherry	86
Nyanjuki	Smallholder producers	Washed SL28, 2L34, Ruiru 11	Kenya	1	Sucafina	180	396	3.59	\$300/50kg Parchment	87.5
Las Laderas	Fernando Lima	Washed bourbon	El Salvador	3	Volcafe	5520	12144	3	2.68	85
		Honey bourbon	El Salvador	3	Volcafe	828	1821.6	3.5	3.18	86
		Washed pacamara	El Salvador	3	Volcafe	276	607.2	4.5	4.18	86.25
		Washed yellow caturra	El Salvador	3	Volcafe	207	455.4	3.75	3.43	86
Las Peñas	Pedro Aguilar	Washed caturra	Guatemala	3	Primavera	2208	4857.6	2.8	2.25	85
		Washed caturra (Arcoiris)	Guatemala	3	Primavera	525	1155	3.26	2.71	86
Don Yano	Mauricio Jimenez	Red honey catuai	Costa Rica	3	Selva	598	1315.6	6	5.1	86
San Martin		Anaerobic natural catuai	Costa Rica	3	Selva	138	303.6	7	6.1	88
El Granadilla		Red honey geisha	Costa Rica	3	Selva	46	101.2	14	12	88.5
El Aguacate		Red honey SL28	Costa Rica	3	Selva	46	101.2	14	12	87.5
						39812	87586.4			

Adding Context to Coffee Pricing

Stuart Ritson, Osito Coffee

Information, without context, is rarely helpful. You might know that the UK experienced its second hottest year on record in 2023. The fact that 2022 was the hottest year ever creates the beginnings of a pattern. When we realise that ten of the hottest years since records began have happened since 2003, well, finally we are starting to see the bigger picture. Even that, however, doesn't teach us about climate change, about how to respond to it and what is possible.

Understanding the full picture helps considerably when trying to recognize the impact a roaster like Blossom is having on the producers they work with. For instance, prima facie, if you compare the FOB prices and the Farmgate prices of Telila Coffees and say the Sitio Boa Vista coffee, it would be easy to assume that Telila is making considerably larger profit margins. However, the raw data doesn't tell you that Telila operates in a manner totally different than that of a Brazilian exporter. Jacinton Hoffman, the owner of Sitio Boa Vista, will deliver green coffee (fully prepared and hulled) to his export partner; who simply does some basic dry milling work and prepares the coffee for export. In contrast, at Telila there is a large team who work receiving coffee cherry, sorting it, processing, dry milling (hulled, cleaned and further sorted) and literally every step between. The truth is Telila coffees in 2023 were sold to Osito at almost cost price. Numbers by themselves can be deceiving.

Place and time also matters a great deal in the understanding of any transparency data. The same price can be considered very generous or even quite stingy given different contexts. The below examples will help explain more of what I mean:

1. A very unscientific comparison of cost of living in Costa Rica versus Colombia (using tools readily available on the internet), suggests that on average all costs are 35-60% higher in Costa Rica than Colombia. As such, \$1 paid to a producer in Colombia is worth as much as \$1.60 paid to a producer in Costa Rica. Those prices look different but may feel the same depending on where the producer lives and works.
2. The exact timing of a given contract and sale can matter a lot for how fair or generous it was for the producer involved. If the coffee stock market is trading at \$1.50/lb and a coffee is purchased at \$2.50/lb from the producer; this is a great premium. In contrast if the market is trading at \$2.30/lb (as it is at the time of writing), \$2.50/lb is maybe less impressive.

All of this is not to say that these numbers don't matter. However, they are really only the beginning of the story and to really understand what is happening requires connection, relationships and context. To Blossom's credit, that is something they put at their forefront in how they source coffee.

Definitions

***FOB:** Free on Board is the price of the coffee packed and stacked in a container ready for shipping. The FOB price includes the total paid to the farmer plus domestic transportation, milling, sampling, packing, and so on. The reason why we use FOB data specifically is simply that this is the most common way of communicating price globally, and is the agreed way of communicating prices in The Pledge. While this is not a perfect indication of how much is paid to the farmer, we believe that by working with transparent supply chains and the same importers and producers year on year, we can be confident that the producers are receiving the majority of the FOB price.

The FOB price does not include the cost of shipping to the UK, financing, storage, the importer's margin, transportation to our roastery and finally roasting (which results in a 15% weight loss), all of which are accounted for before adding our own margins.

***Farmgate:** The price paid by the buyer (importer/exporter/washing station) to the producer.

***Blossom Quality Score:** The score assigned to the coffee by our Head of Coffee, a qualified Q Grader.

***Importer ('Purchased from'):** This is the partner with whom we work closely to source our coffee. Often, the importer's role is overlooked or even ignored by roasters in their marketing communications. However, the importers that we work with play an absolutely vital role in the success of our sourcing program, from managing relationships at origin through to logistics and quality control.

***Purchase history:** The number of consecutive years that we have bought coffee from the producer.

***Spot purchase:** 'Spot' coffees are available for immediate delivery from a UK warehouse. We try to plan our sourcing far in advance but sometimes due to delays to shipments or changes in our forecasting, we need to buy spot coffees. This year we bought no spot coffees - all coffees were contracted prior to the coffee arriving in the UK.



Our New Packaging

Ever since we were founded in 2020, one of the key areas that we have been looking to improve is the reduction of the carbon footprint of our coffee packaging. Since then, we have kept a keen eye on the advancement in packaging technology, searching for a more environmentally friendly material which, crucially, retained the protective qualities necessary for preserving the freshness of our coffee. After much testing, we are so proud to have transitioned to our new bags, made from 83% recycled material.

Our priority when researching new materials was to ensure that the responsible disposal of our bags is as simple as possible for our customers and wholesale partners, which is ultimately why we have always had a preference for recyclable rather than compostable packaging, and why we felt that finding the best possible recyclable material was the most responsible choice that we could make.

By choosing to move to our new Wastemade™ bags made by Grounded Packaging, we believe that we have chosen the best option available to us - not only does this material have a carbon footprint approximately half that of conventional plastic made from virgin fossil fuels, but by increasing demand for recycled materials we can play our part in aiding the development of critical recycling systems and infrastructure and contribute to a functioning circular economy.

Our new 250g and 1kg bags are recyclable in waste stream #4. Simply scan the QR code on the bottom of the bag and enter your post code to find your nearest LDPE recycling point.



Climate Neutral

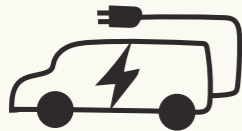
We are happy to have re-certified as Climate Neutral in 2023, taxing ourselves for the environmental cost of doing business by investing in carbon credits and helping to fund projects that deliver immediate emissions reductions.

We never use offsetting simply as a substitute for the long term de-carbonisation of our operations and, as always, reducing our emissions remains our primary focus. Some of the steps we've taken this year include:



New packaging

We have transitioned to new packaging made from 83% post-consumer recycled material which is fully recyclable in waste stream 4.



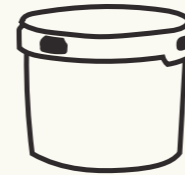
New electric van

We have been making deliveries to our local partners via our own electric vehicle since 2021. This year we have taken a step further by investing in a larger van, allowing us to make emissions-free deliveries to a wider range of wholesale partners around the North West.



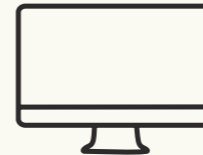
Reduced operational waste

Last year we committed to reducing our waste by reusing or donating 100% of our jute coffee sacks. We are pleased to say that we have fulfilled this promise by donating all of our sacks to Anglo Recycling who avoid these going to landfill by repurposing them into felt and giving them another life.



Zero-waste deliveries

We actively encourage all house espresso wholesale partners in Greater Manchester to receive their coffee in reusable tubs, which we collect and refill each week. This year we have increased the percentage of local partners receiving zero-waste deliveries.



Work from home

We encourage our team members to work from home wherever possible, avoiding the emissions from unnecessary commuting.

While we continue to research greener processes, we ensure that we only invest in projects which adhere to the Climate Neutral Standard, buying and retiring high quality, verified carbon and clean energy credits.

Using financial estimates based on spending data, we calculated that our emissions for the year came to 319 tCO₂e. To offset these emissions, we invested \$1755 in projects that support wind energy generation in order to reduce dependence on fossil fuels.

Read more here: <https://www.climateneutral.org/brand/blossom-coffee-roasters>

“The Climate Neutral Certified label is earned by brands that demonstrate they have invested to avoid, remove, and reduce all of the carbon emissions from making and delivering their products and services.”



In 2023, we made an additional donation as a contribution as part of our 1% For The Planet dues, taking our total donated to £2477.64.

World Coffee Research

“The long-term supply and availability of high quality coffee is seriously threatened and there is a lack of research to identify appropriate and innovative ways of increasing cup quality and volumes of quality coffee. In the past, coffee research was primarily focused on crop yields and disease resistance with little consideration for quality. It was conducted by public institutions in coffee-growing countries that have seen their funding gradually erode over the past four decades, or by private companies. World Coffee Research conducts quality-focused research that is shared industry wide for the benefit of all.”

We want people to fall in love with speciality coffee and encourage them to be part of a movement that helps to protect it for future generations. That is why we are such huge admirers and committed partners of World Coffee Research, a non-profit which unites the global coffee industry to drive science-based agricultural solutions to urgently secure a diverse and sustainable supply of quality coffee today and for generations to come.

We have supported World Coffee Research since our very first day of trading but 2021 saw us step up our efforts by moving away from the ‘checkoff programme’, in which we donated per coffee we purchased, to a fixed rate \$500 annual membership. This means less time spent on admin for WCR and more money going directly to research programmes. In 2023, we made an additional donation as a contribution as part of our 1% For The Planet dues, taking our total donated to £2477.64.



For 2023 all of our donations were made to our trusted partners World Coffee Research, Manchester City of Trees and The Change Climate Project.

1% for the Planet

1% for the Planet is a network of like-minded individuals, businesses, donors and Environmental Partners working together toward a common goal: protecting the future of our planet.

We have been proud members of 1% For The Planet since 2021, donating 1% of our sales to environmental non-profits. That means every time someone buys our coffee, we invest 1% of their purchase in organisations working hard to make the world a more resilient and sustainable place.

For 2023 all of our donations were made to our trusted partners World Coffee Research, Manchester City of Trees and The Change Climate Project.



By donating a percentage of the profits from each bag of Blossom Espresso sold on our website we contributed £424, supporting the planting and maintenance of 42 trees here in the city in 2023.

Manchester City of Trees

“Trees and woodlands play an ever-more important role in addressing the climate and biodiversity emergency . They create healthier, happier communities, tackle the climate crisis head on, reconnect us to our natural world, and provide essential habitats for wildlife. Trees and woods ensure our urban areas are economically, socially and environmentally more sustainable and resilient.

The argument for trees is clear, and the best time to act is now. We take a place-based approach, planting trees and transforming the spaces where people live, work and unwind.”
In 2023 we continued our long term support of Manchester City of Trees. By donating a percentage of the profits from each bag of Blossom Espresso sold on our website we contributed £424, supporting the planting and maintenance of 42 trees here in the city in 2023.

Thank you for being part of a movement that helps to protect speciality coffee for future generations.



BLOSSOM