

BLOSSOM COFFEE ROASTERS

TRANSPARENCY REPORT 2024



Introduction

Looking back on 2024 - our fourth full year in business - our commitment to transparency and sustainability has never been clearer. This annual report exists to highlight the actions we are taking every day to do things differently, driven by the desire to demonstrate that an approach which prioritises transparent, equitable supply chains can improve the long term sustainability of our industry.

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A long term approach to sourcing

What does it look like when sourcing is focused on the success of producers rather than following trends?

When sourcing coffee, the common practice is to start with price point or flavour profile and subsequently find suppliers to fill in the gaps. We take the opposite approach, starting with the question: how can we be the best possible partner to producers? We believe the answer starts with long-term relationships. Here's why:

1. As a small business, the impact that we can have is ultimately limited, which is why we choose to work with the same few producers every year. This way, we can be sure that despite our size, we are maximising our impact and positively contributing to the success of those in our supply chains in a meaningful way.
2. We focus on buying as much of their coffee as possible. This means prioritising their 'main' highest volume coffees, and never simply cherry-picking their highest scoring microlots.
3. As we grow, rather than looking for new suppliers, 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.

This approach is certainly more challenging than simply prioritising price or quality, but we believe that with long term commitment we can provide our producer partners with the long term support and stability needed to invest in the sustainability of their own businesses and, ultimately, the quality of their product.

Why transparency?

We feel 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 we believe speciality coffee production can be secured. We see transparency as absolutely central to this.

By publishing our data and openly communicating how much is being paid for our coffees, we hope to be part of a movement which normalises prioritising living incomes for producers and increases awareness for consumers, while in doing so distinguishing ourselves from those that use 'transparency' only as a marketing tool.

2.

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.

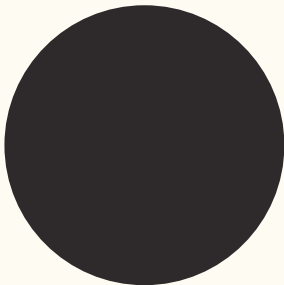
To sign The Pledge, a minimum of one coffee that we have bought must be considered transparent according to the agreed criteria. However, we are proud to be publishing data for 100% of coffees bought in 2024.”





Our founder, Josh, with Ture Waji, owner of Sookko Coffee.

Our Relationships



Brazil
16,200 kg

Hofmann Family

Years of partnership: 3

One of our highlights of 2024 was travelling to Brazil to meet the Hofmann family for the first time. The pride in their work and their commitment to developing a relationship over the long term were clear to see, and we're so excited to see how our highest volume partnership grows in the future. Now in our third year of partnership, this harvest we bought the entirety of their speciality production. Ideally we would have liked to secure higher volumes but by working closely with Osito, we hope to achieve this in future years.

As we were unable to source as much coffee as we required from Jacinto this year, we bought 3000kg from a producer local to him and an additional 1800kg via our partners Volcafe.

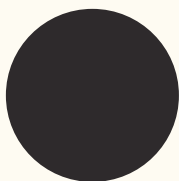


Colombia
11,366 kg

Mártir

Years of partnership: 5

Now in our fifth year sourcing coffee from the Mártir group in La Plata, Colombia, this relationship continues to showcase the best of what we are trying to achieve with our sourcing. In 2024, we sourced 7000kg of their 'main' lot, a further 3500kg to be decaffeinated, and seven exquisite microlots from single producer members within the group. We believe that this is the very best example of sourcing deeper rather than wider - by doing so, we are able to offer our customers a wide range of exceptional coffees without compromising on the impact we are having with producers.



El Salvador
7,590 kg

Fernando Lima

Years of partnership: 4

We have featured Fernando's coffee every year since 2021 and have come to rely on him for his exceptional consistency and quality. Each year we buy Fernando's beautiful washed bourbon, the variety which forms the bulk of his production and in 2024 we were also able to source an additional 30 bags of his fantastic yellow caturra. Our priority in future seasons is to work with Fernando to source a wider range of his microlots.



Guatemala
4,835 kg

Pedro Aguilar

Years of partnership: 4

Having worked with Pedro's coffee for four years, one of our successes in 2024 was being able to use his coffee in our espresso blend for the first time, thereby enabling us to increase our volumes significantly.

Over the four years that we have worked with Pedro's coffee, our volumes have increased from a 300kg microlot to 4835kg sourced in 2024.

Sookoo Coffee

Years of partnership: 4

In January 2025, Josh had the amazing privilege of visiting Ethiopia for the first time. This has long been a dream origin to visit and it was joyous to spend time with Ture Waji, owner of Sookoo Coffee, and our friends from Osito.

We have been buying Ture's pristine naturals for which he is known since 2021, but this year was particularly exciting as we were able to get our hands on his first ever washed lot as well as two small anaerobic lots. The quality, as we have come to expect from Sookoo, was exceptional, and we are very proud to showcase their coffee.



Ethiopia
1,440 kg

Mauricio Jimenez

Years of partnership: 4

In early 2024 we reached out to Mauricio and our friends at Selva about the possibility of meaningfully increasing our volumes. To achieve this, we provided Mauricio with a \$2000 loan to support him in financing his harvest. One of the results of this was that we were able to source higher volumes from him than ever before, including significantly more of San Martin, a lot which is one of our most popular and unique coffees of the year.

We believe this is a fantastic and extremely simple example of mutually beneficial relationships: Mauricio had increased volumes of coffee to sell and we were able to offer our customers more of his incredible coffee.



Costa Rica
1,633 kg

Nemba

Years of partnership: 4

Coffee from Nemba Washing Station was the first that we ever bought and though our volumes have remained small over the years, we have plans to increase these significantly in 2025.



Burundi
300 kg



Relationship Length

5 yrs

Martir
Nemba

4 yrs

Pedro Aguilar
Fernando Lima
Mauricio Jimenez
Sookoo Coffee

3 yrs

Hofmann
Family



Colombia	Martir	Washed community lot
		Decaf community lot
		Washed pink bourbon
		Washed pink bourbon
		Washed pink bourbon
		Washed colombia and caturra
		Washed variedad colombia
		Washed geisha
		Copa de Oro washed geisha
Brazil	Hofmann Family	Washed red and yellow catuai
Ethiopia	Sookoo Coffee	Bookkisa natural 74110 and 74112
		Bookkisa washed 74110 and 74112
		Sookoo 72 hour anaerobic
		Sookoo 86 hour anaerobic
Burundi	Nemba Washing Station	Washed red bourbon
El Salvador	Fernando Lima	Washed bourbon
		Washed yellow Caturra
Guatemala	Pedro Aguilar	Washed caturra
		Washed caturra (Arcoiris)
Costa Rica	Mauricio Jimenez	Red honey catuai
		Anaerobic natural catuai
		Red honey geisha
		Red honey SL28

Coffee by Origin

43%
Brazil

24%
Colombia

16%
El Salvador

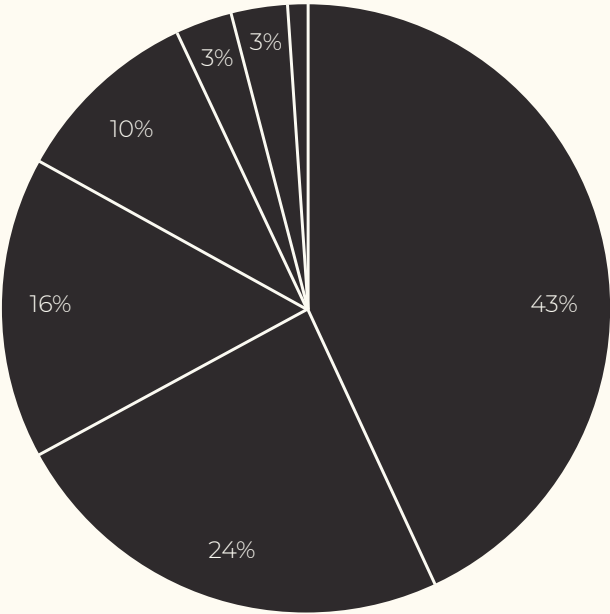
10%
Guatemala

3%
Ethiopia

3%
Costa Rica

1%
Burundi

11.



Coffee by Process

Washed
72%
Lots
18



Honey
12%
Lots
3



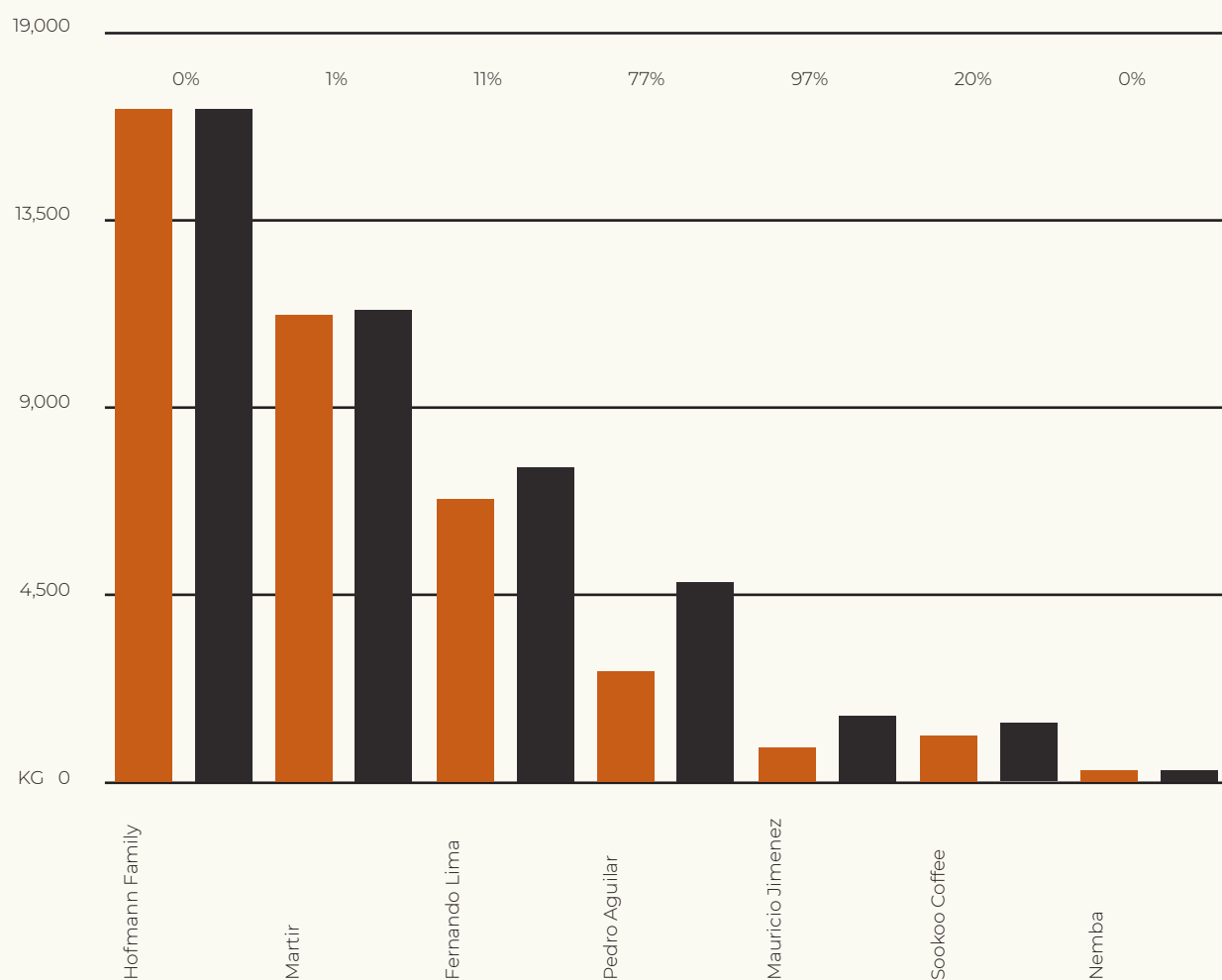
Anaerobic natural
12%
Lots
3



Natural
4%
Lots
1



Volume Increases Per Relationship



 2023  2024

13.



Definitions

***Farmgate:**

The price paid by the buyer (exporter/cooperative) to the producer.

***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.

***Landed price:**

This is the price paid by Blossom to our importing partner. This price does not include the cost of shipping to our roastery, storage and roasting (which results in a 15% weight loss), all of which are accounted for before adding our own margins.

***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.

Operations and Memberships

1% for the Planet

We donate 1% of our revenue annually to environmental non-profits. For 2024 all of our donations were made to our trusted partners World Coffee Research and The Change Climate Project.

World Coffee Research

As a committed member of WCR, we make an annual donation of \$500. In 2024, we made an additional contribution, taking our total donated for the year to £4285.90.

Loring

All of our coffee is roasted on the Loring S35 Kestrel. Loring roasters use up to 80% less energy and emit up to 80% less emissions than a comparable conventional roaster, and the recycling of hot air eliminates the need for an afterburner.

Renewable energy

The electricity used at our roastery is 100% renewable.

Electric van

All of our wholesale partners in Greater Manchester receive their deliveries via our fully electric van.

Zero waste deliveries

Almost all of our wholesale partners in Greater Manchester receive their coffee in reusable tubs, which we collect and reuse each week.

Packaging

Our packaging is made from 83% post-consumer recycled material which is fully recyclable in waste stream 4. We use kraft paper tape which along with our mailing boxes is fully recyclable at home.

Operational waste

We donate all of our jute sacks to Anglo Recycling who avoid these going to landfill by repurposing them into felt and giving them another life.

Farm/group/ coop	Producers	Lot	Country	Purchase history	Purchased from	Quantity purchased (kg)	Quantity purchased (lb)	Farmgate \$/lb (Price paid by exporter to producer)	FOB \$/lb (Price paid by importer to exporter)	Landed price £/kg (Price paid by Blossom to import- er)	Blossom quality score
Martir	Mártir group	Washed community lot	Colombia	5	Osito	7000	15400	2.94	3.90	£9.00	86
	Mártir group	Decaf community lot	Colombia	5	Osito	3500	7700	2.94	3.90	£11.05	84
	Mártir group	Washed pink bourbon	Colombia	5	Osito	140	308	3.63	5.85	£13.85	86.5
	Abelaro Medina Perdomo	Washed pink bourbon	Colombia	5	Osito	140	308	3.63	5.85	£13.55	87
	Pablo Rivera	Washed pink bourbon	Colombia	5	Osito	140	308	3.63	5.85	£13.85	86.5
	Didier Javier Pajoy	Washed colombia and caturra	Colombia	5	Osito	140	308	3.17	4.50	£11.35	85.5
	Familia Rodriguez	Washed variedad colombia	Colombia	5	Osito	140	308	3.03	4.35	£11.05	86.5
	Claudia Patricia	Washed geisha	Colombia	5	Osito	70	154	5.66	8.00	£17.95	88
	Demetrio Sanchez Pino	Copa de Oro washed geisha	Colombia	5	Osito	96	211.2	7	12	£24.40	88.5
Sitio Boa Vista	Jacinto Hoffmann	Washed red and yellow catuai	Brazil	3	Osito	16200	35640	2.15	3.09	£6.30	84.5
Grundewaldt	Grundewaldt family	Washed red and yellow catuai	Brazil	1	Osito	3000	6600	2.09	3.72	£8.30	84
Sookoo Coffee	Smallholder producers	Bookkisa natural 74110 and 74112	Ethiopia	4	Osito	900	1980	2.65	4.30	£10.00	88
		Bookkisa washed 74110 and 74112	Ethiopia	4	Osito	300	660	2.65	4.00	£9.50	87
		Sookoo 72 hour anaerobic	Ethiopia	4	Osito	120	264	2.65	9.07	£19.50	89
		Sookoo 86 hour anaerobic	Ethiopia	4	Osito	120	264	2.65	9.07	£19.50	89
Nemba	Smallholder producers	Washed red bourbon	Burundi	5	Sucafina	300	660			£7.82	86
Las Laderas	Fernando Lima	Washed bourbon	El Salvador	4	Volcafe	5520	12144	2.65	3.10	£7.25	85.5
		Washed yellow Caturra	El Salvador	4	Volcafe	2070	4554	3.40	3.85	£8.30	86
Sitio Sao Laurencio	Antonio Afonso de Oliveira	Washed mundo novo	Brazil	1	Volcafe	1800	3690	2.45	3.54	£7.85	84
Las Peñas	Pedro Aguilar	Washed caturra	Guatemala	4	Primavera	4485	9867	2.07	2.62	£7.10	85
		Washed caturra (Arcoiris)	Guatemala	4	Primavera	350	770	2.60	3.24	£8.25	86
Don Yano	Mauricio Jimenez	Red honey catuai	Costa Rica	4	Selva	966	2125.2	5.10	5.90	£11.50	86
San Martin		Anaerobic natural catuai	Costa Rica	4	Selva	322	708.4	6.10	7	£13.54	88
El Granadilla		Red honey geisha	Costa Rica	4	Selva	276	607.2	11	12	£22.46	88.5
El Aguacate		Red honey SL28	Costa Rica	4	Selva	69	151.8	12	14	£25.66	88
Percentage of transparent coffees in relation to the total volume of coffee: 100%						48164	105960.8				