

# BLOSSOM TRANSPARENCY REPORT 2021

Ever since starting Blossom, our mission has been clear: 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.

While we enjoy the incredible luxury of speciality coffee on a daily basis, the farmers responsible for producing these lots too often do not receive the necessary income to ensure financial stability for their businesses. In these instances, often the best case scenario is that farmers will start to cut corners on sustainable and quality-focused production, while in the worst case scenarios they will be driven out of the industry altogether and into more profitable crops.

## 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.

\*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 and that there is an upward trend over time. Please note that all FOB prices published are those negotiated between importer and producer/exporter, and we're grateful to each of them for sharing this data.

Farm / Co-op / Washing Station	Producer	Country	Purchase History (Years)	Purchased from	Quantity bought (kg)	Quantity bought (lb)	FOB \$/lb	Total value \$	Blossom Quality Score
El Porvenir	Juan Jimenez	Colombia	1 Year	Osito	770	1694	\$2.90	\$4,912.60	86
La Reforma #1	Robert Pillimue	Colombia	1 Year	Osito	1260	2772	\$3.70	\$10,256.40	86
La Reforma #2	Robert Pillimue	Colombia	1 Year	Osito	980	2156	\$3.55	\$7,653.80	86
Daniel Sanchez	Daniel Sanchez	Colombia	1 Year	Osito	140	308	\$3.95	\$1,216.60	86
Rolando Pizo	Rolando Pizo	Colombia	1 Year	Osito	80	176	\$8.80	\$1,548.80	87.5
Buenavista	Jose Lopez	Colombia	2 Year	Osito	70	154	\$3.60	\$554.40	87
Martir	Martir group members	Colombia	2 Year	Osito	3010	6622	\$3.40	\$22,514.80	86
El Mirador	Kyle Bellinger and Jose Losada	Colombia	1 Year	Osito	1540	3388	\$2.65	\$8,978.20	85.5
Montes Tatama Decaf	Juan Carlos Lopez	Colombia	1 Year	Osito	700	1540	\$3.05	\$4,697.00	84
Sitio Dones	Danilo Dones	Brazil	1 Year	Osito	180	396	\$1.60	\$633.60	84.5
Adonai Sanchez	Adonai Sanchez	Mexico	1 Year	Osito	345	759	\$3.60	\$2,732.40	86
Birbissa	Smallholder producers	Ethiopia	1 Year	Osito	300	660	\$3.75	\$2,475.00	88
Chelichele Washed	Smallholder producers	Ethiopia	2 Year	Sucafina	300	660	\$3.25	\$2,145.00	87
Chelichele Natural	Smallholder producers	Ethiopia	2 Year	Sucafina	300	660	\$3.25	\$2,145.00	87.5
Musasa	Smallholder producers	Rwanda	1 Year	Sucafina	180	396	\$2.15	\$851.40	87
Ngigi	Penniah Wambui Ngigi	Kenya	1 Year	Sucafina	180	396	\$4.50	\$1,782.00	88
Cascavel Verde	Smallholder producers	Brazil	1 Year	Sucafina	900	1980	\$1.80	\$3,564.00	84
Pe de Cedro	Edson Morais de Barros	Brazil	2 Year	Sucafina	9000	19800	\$2.15	\$42,570.00	84.5
Nemba	Smallholder producers	Burundi	2 Year	Sucafina	420	924	\$2.50	\$2,310.00	87
Santa Petrona Natural	Federico Pacas	El Salvador	1 Year	Volcafe	276	607.20	\$3.30	\$2,003.76	87

Santa Petrona Washed	Federico Pacas	El Salvador	1 Year	Volcafe	897	1973.40	\$3.25	\$6,413.55	86
San Jose	Federico Pacas	El Salvador	1 Year	Volcafe	414	910.80	\$4.50	\$4,098.60	87.5
Tuxpal Estate Blend	Federico Pacas	El Salvador	1 Year	Volcafe	828	1821.60	\$2.20	\$4,007.52	84.5
El Mirador	Fernando Lima	El Salvador	1 Year	Volcafe	1035	2277	\$3.70	\$8,424.90	86
Las Laderas	Fernando Lima	El Salvador	1 Year	Volcafe	1725	3795	\$3.50	\$13,282.50	85.5
Las Penas	Pedro Aguilar	Guatemala	1 Year	Primavera	300	660	\$3.87	\$2,554.20	87
El Bordo	Denin de Leon	Guatemala	1 Year	Primavera	414	910.80	\$2.25	\$2,049.30	86
Mumuxa	Alonso Ramirez	Guatemala	1 Year	Primavera	552	1214.40	\$2.63	\$3,193.87	86
El Granadilla	Mauricio Jimenez	Costa Rica	1 Year	Selva	46	101.20	\$14.00	\$1,416.80	89
La Rosa	Mauricio Jimenez	Costa Rica	1 Year	Selva	552	1214.40	\$4.80	\$5,829.12	86.5
La Esmeralda	Norbey Quimbayo	Colombia	1 Year	Cofinet	240	528	\$4.20	\$2,217.60	87.5
La Estrella del Ostro Decaf	Smallholder producers	Colombia	1 Year	Caravela	560	1232	\$3.17	\$3,905.44	84
Totals					28494	62686.80		\$182,938.16	

Percentage of transparent coffees in relation to the total volume of coffee: 100%