



## Environmental Impact Report 2021



**BLOSSOM**

COFFEE ROASTERS

## Welcome to the second edition of our annual Environmental Impact Report.

The idea behind these reports is to provide a more detailed insight into the day to day operations of our business, and take the opportunity to discuss in greater depth some of the work that is taking place behind the scenes.

At the same time, writing this report also serves as a rare opportunity for us to take a step back and rewind and reflect over the year just passed. In taking the time to explain our own actions and the steps we have taken, the areas in which we've fallen short come clearer into focus.

If you have begun reading this report we're guessing we don't need to explain the urgency of tackling the climate emergency. How we all live and work on the planet is in need of an urgent, radical shake-up.

But you might also be asking how a coffee roastery can help with that? The truth is, our impact is small. Very small in fact. But by being transparent in the way we operate, we hope to provide the tools for our customers to not only hold us, but all businesses, accountable, and challenge us all to back up our claims with data rather than buzzwords.

We are so grateful for all your support over the last year. From our loyal online customers to our wonderful wholesale partners, it's thanks to you we get to do what we love each day and support the development of a fairer, sustainable future for the coffee industry.

Josh & Andy



Drive to zero

# A CarbonNeutral<sup>®</sup> company

Our ambition is to have as little impact on the environment as we possibly can.

But as a company still in its early infancy, we have to accept the uncomfortable truth that not only do we contribute to polluting the planet, our emissions are likely to increase before they begin to come down.

Over the next few years we will continue to invest in new technologies and implement further steps along our carbon reduction strategy, with the long term goal of one day eliminating our footprint almost entirely.

Until we reach this goal, we're taxing ourselves for the carbon that we do emit by purchasing carbon credits (offsets), helping to fund projects that deliver immediate emissions reductions through both carbon dioxide removal and sustainable development projects.



## Not all offsets are created equal.

We are strong believers that offsetting is not simply a means to justify 'business as usual' and we will never use them as a substitute for the long term de-carbonisation of our operations.

But whilst we continue to research alternative processes for the future, we have ensured that we only work with projects that share our ethos of disclosing complete transparency and adhere to the standards of the Carbon Neutral Protocol.

## Acre Amazonian Rainforest Project:

90% of Brazil's Acre state is forested, but current rates of destruction mean by 2030 this could decline to 65%. This collection of three projects aims to prevent deforestation across 105,000 hectares of pristine rainforest on the Amazon basin protecting some of the world's most biodiverse habitats.

**Read more here**

## Climeworks:

Removing historic carbon from the air. Climeworks uses a technology called 'direct air capture' to capture carbon dioxide directly from the air that can either be stored or reused as a raw material.

**Read more here**

### Our carbon footprint between January 2021 - December 2021

851.65 tonnes CO<sub>2</sub>e



A full, transparent breakdown of our emissions can be viewed **here**.

CarbonNeutral.com

### Key Figures:

Roastery Production	+ 1.38 tonne CO <sub>2</sub> e
Packaging	+ 3.40 tonne CO <sub>2</sub> e
Water Supply & Treatment	+ 0.03 CO <sub>2</sub> e
Packaging End of Life	+ 0.40 CO <sub>2</sub> e
Staff Commute	+ 0.26 CO <sub>2</sub> e
Business Travel	+ 5.58 CO <sub>2</sub> e
UK Delivery	+ 840.60 CO <sub>2</sub> e
Total	+ 853.83 tonnes CO <sub>2</sub> e

853.83 may sound like a lot but it's less than the equivalent emissions produced by 3 return flights from London to New York. (300 tonnes of CO<sub>2</sub>e per journey).



Sustainability is...

## more than just emissions



World Coffee Research are an organisation that is on a mission to safeguard the future of coffee through collaborative scientific research with the potential to dramatically improve coffee productivity, coffee quality, climate resilience, and farmer livelihoods.

We have supported WCR 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.



"The intent of 1% for the planet is to help fund these diverse environmental Organisations so that collectively they can be a more powerful source in Solving the world's problems." Yvon Chouinard in his book, 'Let my people go surfing'.

We are proud members of 1% for the planet, 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.



Moors for the Future are responsible for maintaining and rejuvenating peat land in the Peak District, UK. Peat and bog land store carbon tackling the climate crisis, reduces flood risks, improves water quality and protects endangered wildlife. It's good stuff and is under increasing threat of fire so this work is more important than ever.

So instead of spending money building a new stand for the Manchester Coffee Festival 2021, we decided to uplift and borrow equipment from our friends in Manchester, allowing us to donate the £250 savings to launch our Partnership with The Climate Project, a collaboration between Moors for the Future and the BMC.

Collaboration

# Blossom Espresso + Manchester City of Trees

2021 has seen us continue our partnership with the wonderful Manchester City of Trees, a local charity who aim to re-invigorate the city's landscape by transforming underused, unloved woodland and planting a tree for every man, woman and child who lives there, within the next 30 years.

With an ever-increasing number of us choosing to live in urban areas, our dependency on trees and green spaces within our cities for physical and mental well-being has never been greater.

Urban trees and woodlands also help to lock up carbon, filter air pollution, reduce flood risk and provide essential habitats for wildlife. They are nature's ace card.

By donating a percentage of the profits from each bag of Blossom Espresso sold (£1 per kilo), to date we have been able to support the planting and maintenance of over **90 trees** here in the city.



Charity Registration No. 1072706





Clear focus

# Coffee transparency report



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.

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.



Clear focus

# 2021: Percentage of transparent coffees in relation to the total volume of coffee: 100%

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	461	01.20	\$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
<b>Totals</b>					<b>28494</b>	<b>62686.80</b>		<b>\$182,938.16</b>	

