



1. GROWER FOCUSED IN ALL WE DO

We work directly with smallholder growers through long-term partnerships, which seek to reduce the disproportionately high risks they face in the global market, increase value at origin and strengthen their voice in the company's operations.

We pay a price that recognises the cost and sustainability of production.

We invest at least one third of our profits into a grower-led programme which supports the growers' businesses so that they can become stronger and more sustainable in their own right.

2. INTEGRATED ENVIRONMENTAL ACTION

We seek to understand the positive and negative environmental impacts of all aspects across our supply chain, from grower to consumer.

In our work with smallholder growers, we encourage environmentally sustainable production, support the positive impact they have on the environment, and strengthen their ability to adapt to climate change.

We collaborate with our processing partners across our supply chain and use our influence to incentivise the highest environmental performance and to spur innovation.

We use our business model to encourage responsible consumption.

We take full responsibility to measure and reduce the negative impacts under our control.

3. AN INSPIRATIONAL AND ACCOUNTABLE BUSINESS

We strive to be the most influential ethical business in the UK, leading by example, and inspiring positive change.

As a public company and social enterprise, we conduct business professionally and aim to deliver a strong social return to our shareholders through additional support to growers.

We engage all employees in Cafédirect's mission and in connections with our grower partners, and ensure they achieve their full potential through continuous learning and regular, transparent performance management.

With our roots in the fair trade movement, we seek out partnerships with like-minded organisations, suppliers, customers, individuals and investors who believe in the power of trading fairly to create sustainable livelihoods, and also with those for whom we can be a catalyst for change toward these beliefs.

We enable consumers to use their purchases to break down anonymous trading relationships, increase awareness of our global interdependence and to help balance inequities in knowledge and power.

We communicate with stakeholders in an open, transparent way, making contact easy, taking all input seriously and responding honestly and promptly.

We publish our commitments, measure progress towards them and report that progress simply and transparently, including independent verification where appropriate.