

LASTING QUALITY SUSTAINABLY PEET'S

ECONOMY

The diagram features a central word 'QUALITY' surrounded by three circles labeled 'ECONOMY', 'ENVIRONMENT', and 'SOCIAL'. Dashed lines connect 'ECONOMY' to 'SOCIAL', 'SOCIAL' to 'ENVIRONMENT', and 'ENVIRONMENT' to 'ECONOMY', forming a triangle. A larger dashed line also connects 'ECONOMY' and 'ENVIRONMENT'.

SOCIAL

QUALITY

ENVIRONMENT



Peet's Coffee & Tea

www.peets.com

Our Commitment to Quality & Sustainability

Peet's mission since 1966 has been to bring our customers the highest quality coffee. And from the start, we've held the belief that true quality cannot be achieved without social, environmental, and economic sustainability. Where the land is respected and the people who farm it live well, the coffee is—quite simply—better.

Recently, there's been a great deal of focus on certification in the coffee world. And while various certifications address various aspects of sustainable production, they cannot ensure both the quality and the sustainability of the coffee in your cup. This is why Peet's goes beyond certification in a variety of ways.

☞ DIRECT RELATIONSHIPS

We forge long-term, direct relationships with our coffee partners, whose quality earns them premium prices that are substantially higher than market prices and always above the Fair Trade Certified™ brand price.

☞ FOCUSED PHILANTHROPY

We help educate coffee farmers on how to improve their coffee quality as well as support and donate to organizations dedicated to bettering the lives of people who live in coffee-growing regions.

☞ GREEN ROASTING

We are committed to sustainability from source to cup; we roast 100% of our coffees in the first LEED Gold Certified roastery in the nation.

SINCE 1966, PEET'S HAS BEEN COMMITTED TO QUALITY COFFEE AND THE SOCIALLY, ENVIRONMENTALLY AND ECONOMICALLY RESPONSIBLE PRACTICES IT PROMOTES.



A Fair Return for Coffee Farmers

Peet's and the Fair Trade Certified™ brand share a common goal—to help ensure that farmers receive a fair price for their coffee so they may strengthen their farms for the future.

At Peet's, we accomplish this by sourcing only the highest quality on every bean that we buy. That means paying premium prices above the Trade Certified brand price 100% of the time. We also support all of the organizations who alongside the Fair Trade Certified brand seek to improve the quality of life for coffee farmers and their communities—Organic Certified,™ Utz Certified,™ and the Rainforest Alliance.

However, not all of the top quality, premium priced coffees that Peet's buys carry the Fair Trade Certified brand mark since only cooperatives are eligible for the certification. With only a tiny percentage of the world's coffee production carrying the Fair Trade Certified brand mark, and with much of this production not meeting Peet's high quality standards, the number of coffees available for Peet's to buy that carry the mark is extremely limited.

We remain heartened by the ever-increasing ability of these organizations to certify more high-quality producers in more regions. And we will continue to invest in long-term, direct relationships, philanthropy at the source, and environmentally responsible roasting—all in pursuit of lasting quality, sustainably produced.



☼ DIRECT RELATIONSHIPS

To bring our customers the highest quality coffee, we have made it our practice from the very start to seek out those who supply the world's best coffee, forge close relationships with them and pay premium prices for the consistently excellent coffee they produce.

Fair pricing, in return, allows growers to thrive—to improve their lives, to invest in their communities and to sustain the land with farming practices that promote quality, rather than simply quantity.

Many of the coffee farms who supply Peet's are socially and environmentally progressive as exemplified by Finca Don Bosco. This exceptional family-owned farm is located on the border of Panama and Costa Rica, adjacent to La Amistad Biosphere Reserve—considered the most biologically diverse region in the world. For three generations, they have preserved two thirds of their land as first growth rainforest, leaving one third for coffee planting. Peet's commits to buying the entire crop each year and paying a higher price per pound in years when conditions dictate lower coffee yields. This is enabling this dedicated family to preserve both forest and farm into their fourth generation of stewardship.

To learn more about Peet's quality sourcing relationships, visit www.peets.com.



Peet's buyer Shirin Moayyad discusses good shade practices with grower partner

☼ FOCUSED PHILANTHROPY

Peet's supports organizations and programs that educate growers on improving their coffee quality—as well as furthering their quality of life.

TECHNOSERVE

Empowering people in poor rural areas through business training. www.technoserve.org

Since 2000, Peet's coffee experts have been actively involved in TechnoServe's East African Coffee Initiatives. Like TechnoServe, we believe firmly that improving quality is the best way we can positively impact coffee sustainability.



Representatives from Kilimanjaro farmers, TechnoServe, and Peet's discuss coffee quality

KIMSSA (Kidane Mehret Self-help Association)

Ethiopian tutoring and vocational school for underprivileged children, run by one of Peet's long-time coffee suppliers.

BUTTERFLY SCHOOL

Peet's funded this school for the children of the Bunum-Wo Estate in the remote highlands of Papua New Guinea.

COFFEE KIDS

Helping coffee-farming families improve their quality of life. www.coffeekids.org

GROUNDS FOR HEALTH

Providing women in coffee growing communities with cervical cancer screening, education and medical care. www.groundsforhealth.org

GREEN ROASTING

We roast 100% of our coffees in the nation's First LEED Gold Certified roasting facility. Developed by the U.S. Green Building Council, LEED stands for Leadership in Energy and Environmental Design.

ENERGY

- Heat exchange technology recovers roasting heat, resulting in 40% less natural gas used
- Use of natural light and latest lighting technology reduces energy use by 40%
- Environmentally-sensitive, high-efficiency HVAC systems reduce greenhouse emissions

LANDSCAPING

- 100% of storm water runoff goes through bio-swales or water treatment units en route to San Francisco Bay
- Water-efficient landscaping and high-efficiency irrigation reduces water usage by 87%
- Recycled materials are used in mulch, including coffee chaff, a by-product of roasting


CONSTRUCTION

- Over 20% of materials came from local and regional sources
- Over 75% of construction waste was diverted from landfill to recycling during construction



Peet's roaster Paul Gallegos samples beans from a just completed roast




 PEET'S TANZANIA
KILIMANJARO COFFEE

The Rich Result of our Partnership with TechnoServe and KILICAFE (Association of Kilimanjaro Family Farms)

Together with TechnoServe, a non-profit organization dedicated to ending poverty in developing countries, Peet's works directly with farmers in Tanzania to improve their livelihoods through improvements in quality. Peet's coffee experts donate their time, both at home (evaluating coffees in Peet's lab) and at origin.

Traditionally, small farms in Tanzania sold their few sacks of fresh coffee fruit in the nearest village, with little choice over whom to sell to or what price they would be paid. Now, through KILICAFE, more than 9,000 farmers process and export their own coffee, obtaining prices 70% higher.

 PEET'S INDIA
PEABERRY COFFEE

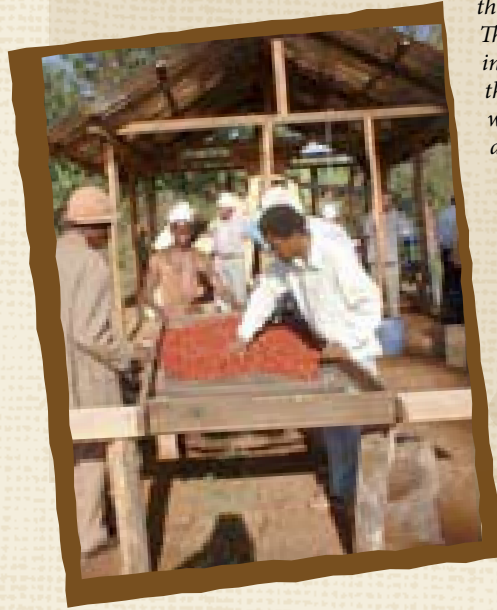
Social & Environmental Responsibility at Ekhill, an Utz Certified Estate

India's Ekhill Estate employs over 500 unionized and salaried workers who live on site and receive housing, healthcare, and a living wage. Ekhill pays bonuses, annual paid leave, workmen's compensation, and maternity and retirement benefits. There is also a day care center and scholarships for outstanding students. In addition to these social benefits, Ekhill maintains excellent environmental standards and astonishing biodiversity—the elephant in this photo is a frequent visitor to the farm.

WHO IS TECHNOSEERVE?

Supported by a \$46.9 million, four-year grant from the Bill & Melinda Gates Foundation, TechnoServe has been an early leader in fighting poverty in East Africa. TechnoServe's approach is distinctly different from certifying organizations, focusing on creating value through entrepreneurship. The organization's success in Tanzania illustrates that there are varied and worthy approaches toward achieving the same goal.

To learn more about TechnoServe's Coffee Initiatives in East Africa, visit www.technoserve.org.



KILICAFE growers sort coffee cherries at their own central pulper



Elephant walks the grounds of Ekhill Estate, India

PEET'S LAS HERMANAS COFFEE

Inspiring Women Sustain their Community Through Quality

In the 1980s, the Sandanista revolution and consequent Nicaraguan civil war left the country ravaged and poor. But when the violence subsided, Nicaraguan women emerged as landowners. Las Hermanas, which means “the sisters,” is a small cooperative made up exclusively of women who grow and mill their own coffee. It was started by visionary agro-economist Fatima Ismael in 1999, when she noticed that women farmers were consistently producing the highest quality coffee in the region. Now the quality premiums that Las Hermanas coffee earns have been reinvested into three schools and several pharmacies, and have created financial stability for the community. Peet's has purchased virtually the entire production of Las Hermanas coffee since 2001, and our buyers work hand in hand with these women to continuously improve the quality of their coffee.



Las Hermanas coop member and her daughter in Jinotega, Nicaragua

PEET'S MAJOR DICKASON'S BLEND®

A Showcase of Sustainable Quality, the Story of Coope Dota

Exceptional coffee from Coope Dota enriches our most famous blend — Major Dickason's Blend®. This small-farmer cooperative in Costa Rica has been a partner of Peet's for more than 20 years. It is such a success story that it has almost single-handedly supported the economy of an entire valley since 1960. Through the benefit of multiple-year, premium fixed-price contracts with Peet's, Coope Dota provides health, education, even sports programs to members and employs energy efficient technologies in its operations — such as fueling coffee driers with coffee hulls and capturing methane from coffee pulp.



Coope Dota General Manager examines new coffee field

OUR CERTIFIED COFFEES



Fair Trade Certified™

Fair Trade Certified is a registered trademark owned by an organization called FLO International. Coffees that carry the Fair Trade Certified brand mark are purchased at a minimum price set by FLO. However, many of the world's highest quality and most premium priced coffees do not carry the Fair Trade Certified brand mark since the certification is only available to cooperatives. Peet's Fair Trade Blend is made from coffees that carry this mark, but also meet Peet's stringent quality standards.



Utz Certified™

Utz is an independent organization that certifies coffees that are sustainably produced and sourced. Utz takes into account social, environmental and economic sustainability to ensure that coffees bearing the Utz mark are making a positive impact on farmers' lives and on the environment. All Peet's Brazil and most Java coffees are Utz Certified.



Organic Certification

Organic Certification, regulated by the USDA, ensures that the coffee was grown using sustainable, low-impact practices, with organic fertilizers and minimal use of agricultural chemicals. Our Gaia Organic Blend incorporates exceptional crops of certified organic coffee from around the world.



Rainforest Alliance

Rainforest Alliance is an independent body that works to conserve biodiversity as well as ensure sustainable living. Rainforest Alliance works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travelers. Finca Santa Isabel, one of Peet's favorite Guatemalan partners, produces exceptional quality and was the second farm ever to become Rainforest Alliance certified.
