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# SUSTAINABILITY NEWS



## CERTIFIED COFFEES

### WHAT DOES CERTIFIED COFFEE MEAN?

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Certified coffees consider one or more elements of sustainability. This implies that the coffee has been cultivated in an ecologically sound environment, is economically beneficial for farmers, fosters equity among farmers and workers, or encompasses all three aspects.

**IS YOUR COFFEE FAIR TRADE AND/OR IS YOUR COFFEE ORGANIC?**

# LET'S TALK ABOUT CERTIFIED COFFEES

## ➤➤➤ 1. WHAT DOES THESE DIFFERENT CERTIFICATIONS MEAN?

When you walk along the coffee section at a supermarket, make sure to carefully observe the packaging. Take note of the numerous certification logos present. But what do these logos signify? What is required to obtain such certifications? And most importantly, who reaps the benefits?



FAIRTRADE  
INTERNATIONAL



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## ➤➤➤ 2. FAIR TRADE CERTIFICATION

Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries. Fairtrade's approach empowers farmers and workers, granting them greater autonomy in shaping their own lives and determining how to invest in their future.

As a leading force in the global movement towards equitable trade, Fairtrade both supports and challenges businesses and governments, while facilitating connections between farmers, workers, and the consumers who purchase their goods. Opting for Fairtrade enables individuals to effect meaningful change through their everyday choices. The presence of the FAIRTRADE Mark on a product signifies that producers and businesses have adhered to internationally recognized standards, which have been independently verified. At every level of Fairtrade, be it local organizations or global decision-making, farmers and workers possess a strong voice and enjoy equal participation.

## ➤➤➤ 3. RAINFOREST ALLIANCE

The Rainforest Alliance is a global leader in sustainability certification.

Farms, forest communities, and businesses that engage in the Rainforest Alliance certification program undergo thorough sustainability audits, adhering to stringent standards that encompass environmental, economic, and social well-being. The agriculture standards are embraced by over two million farmers in 70 countries worldwide.

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**RAINFOREST  
ALLIANCE VS. FAIR  
TRADE**



Rainforest Alliance initiatives primarily target vital commodity sectors such as coffee, cocoa, tea, bananas, and others that confront pressing environmental and social issues. The transformations in these sectors and the landscapes have been significant over the past three decades, since the inception of the Rainforest Alliance.

## ➤➤➤ 4. ORGANIC COFFEE



The concept of organic certification is a complex matter. To be able to assert products as organic and to utilize an organic endorsement, farms must undergo a process of organic certification to demonstrate their compliance with organic criteria and standards. The term "organic" is commonly associated with superior quality produce. However, within the coffee industry, this does not fully capture the entire picture.

The purchase of specialty coffee is primarily based on its exceptional quality, which commands a premium price. Bijzendijk, as a buyer, pays a higher rate for exceptionally high-quality coffee. Achieving this level of quality requires farmers to have the utmost regard for the environment. Coffee plants flourish in shaded areas, prompting farmers to safeguard natural forests and biodiversity to provide shade for their coffee plants.

Since the growing locations, such as mountains and volcanoes, are difficult to access, farmers opt to recycle coffee waste and leaf litter as compost instead of transporting costly fertilizers to high altitudes. In order to attract the most skilled labor to their farms, farmers take measures to offer competitive wages and ensure the well-being of their workforce.



## ➤➤➤ 5. DIRECT TRADE

When it comes to the coffee that most people consume, there are various intermediaries between the coffee roaster and the coffee farmer. This not only incurs costs but also compromises the quality. Furthermore, the coffee farmer is often underpaid. With Direct Trade coffee, there is direct communication with the farmer. While there may still be other intermediaries involved, the supply chain is transparent and the farmer receives a fair price. The roaster and the farmer establish a sustainable relationship, allowing them to make agreements regarding quality and jointly decide to explore new possibilities. The result? Coffee of much higher quality and a fair wage for the farmer.

In the case of Direct Trade coffee, there exists a direct connection with the farmer. There is no independent organization that verifies compliance with specific regulations. However, there is transparency throughout the entire supply chain, resulting in better coffee quality and fairer wages for the farmers compared to the coffee most people are accustomed to. On the other hand, Fairtrade coffee guarantees that the trade is examined by an independent organization and ensures that coffee farmers receive a fair price. The coffee may not always have direct contact with the farmer, and as a coffee roaster, you have less influence over the quality. The benefits for the farmers can vary depending on the situation.

**DIRECT TRADE  
VS.  
FAIR TRADE**

**➤➤➤ FOR MORE INFORMATION  
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[WWW.BIJDENDIJK.NL](http://WWW.BIJDENDIJK.NL)**



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