

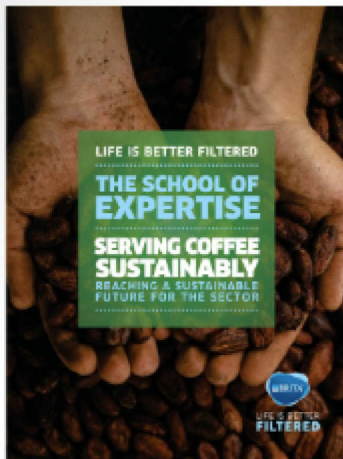
Coffee

A fine example of sustainable sourcing is Lavazza's Columbian coffee blend – ¡Tierral – that originates from the foot of the Cordillera Oriental mountains. Until 2013, no coffee had been grown there for many years because of sustained guerrilla warfare. Since then, projects in the region promoted by the Lavazza Foundation and developed jointly with the Rainforest Alliance NGO have helped over 100 Columbian farming families rebuild their coffee plantations, creating sustainable working conditions, improving coffee quality and increasing the productivity of the plantations through sustainable growing standards.

Other ¡Tierral programmes – with the same goals – have been run successfully in Peru, Honduras, India, Brazil, Tanzania, Ethiopia and Vietnam.

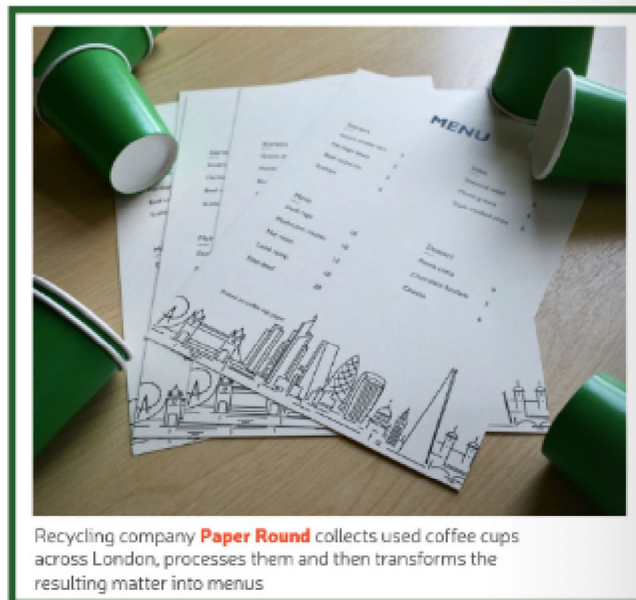
Environmental concerns rose significantly in 2019 and were cited by industry leaders as the **most important consumer trend** affecting the UK coffee shop market – rising from third place in 2018. Reducing reliance on **plastic packaging**, ensuring proper **recycling** is conducted and greater **supply chain transparency** were cited as the **top three initiatives** UK coffee shops should widely adopt.

Source: *Project Café UK 2020, Allegra World Coffee Portal's report on the UK café industry*



A new report from Brita addresses results from the company's recent research, which includes the following:

- Eight in ten hot beverage businesses have introduced methods to reduce single-use plastics
- Half of operators think the energy efficiency of equipment is a top sustainable priority
- Over half of coffee operating businesses would pay more for a supplier if it offered a measurable impact on sustainability efforts.



Recycling company **Paper Round** collects used coffee cups across London, processes them and then transforms the resulting matter into menus



2.5 billion coffee cups are thrown away every year in the UK