
LASTING QUALITY

SUSTAINABLY PEET'S



BEYOND CERTIFICATION: 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 roasting facility in the nation.

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



Peet's Buyer Doug Welsh with Abdullah Bagersh developing an extraordinary quality of Ethiopian Coffee.

PROMOTING QUALITY & SUSTAINABILITY FROM SOURCE TO CUP

☼ 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.

☼ 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.

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

GROUND'S FOR HEALTH

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



Peet's Buyer Shirin Moayyad with Amadis Jimenez discussing the benefits of good shade practice on Finca Los Cantares.

PROMOTING QUALITY & SUSTAINABILITY FROM SOURCE TO CUP

☼ 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 sampling beans from a freshly-roasted batch of beans.

SUSTAINABLY PEET'S – HIGHLIGHTS

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.



KILICAFE growers sort coffee cherries at their own central pulper.

WHO IS TECHNOSERVE?

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.

PEET'S INDIA PEABERRY COFFEE

Social & Environmental Responsibility at Elkhill, an Utz Certified Estate

India's Elkhill Estate employs over 500 unionized and salaried workers who live on site and receive housing, healthcare and a living wage. Elkhill 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, Elkhill maintains excellent environmental standards and astonishing biodiversity — the elephant in this photo is a frequent visitor to the farm.



The extraordinary view of an elephant walking the grounds of Elkhill Estate, India.

SUSTAINABLY PEET'S – HIGHLIGHTS

PEET'S LAS HERMANAS COFFEE



Inspiring Women Sustain their Community Through Quality

In the 1980s, the Sandinista 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.



Award winning coffee grower and co-op member Flora Del Socorro Montenegro with her daughter.

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.



Renowned co-op Manager and coffee innovator Roberto Mata with seedlings on an organic test plot.

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 Certified™ is an independent organization that certifies coffees that are sustainably produced and sourced. UTZ Certified takes into account social, environmental and economic sustainability to ensure that coffees bearing the UTZ Certified 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™.