Pact
PACTCOFFEE.COM
MAKING COFFEE
A FORCE FOR GOOD

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The coffee industry, as it stands, is economically, socially and environmentally flawed. So we're going to change it.

We're working directly with talented coffee farmers to cut out middlemen. That means you get better coffee for the money you spend, they get a fairer price for their exceptional beans, and we're able to charge less than other specialty roasters. Everyone's a winner.

The other upside is that the farmers we work with can then invest in their farms, empowering them to grow their businesses long into the future. So together we're making a positive and lasting change to the industry and the quality of the coffee we sell will just keep getting better.

SUPERMARKET COFFEE VS. PACT COFFEE

Price:
Since it's traded on the stock exchange, most commodity coffee farmers make a loss on their harvests. We work directly with our farmers, paying them what their specialty coffee is worth and investing in their farms for the future.

Quality:
All coffee is subject to a Quality Score, which is a mark out of 100; commodity coffee scores low-60s, specialty coffee must score 80+. Any specialty coffee that doesn't make the grade is sold as commodity. Defects including insect damage, mould and under-ripe cherries are perfectly acceptable in the commodity coffee that's blended to create supermarket and instant coffee.

Origins:
A bag of commodity coffee will be cobbled together by third parties (sourcing coffees from any number of farms and regions) simply looking to take their cut. We work directly with the people who grow our specialty coffees, giving their exceptional beans the opportunity to shine.

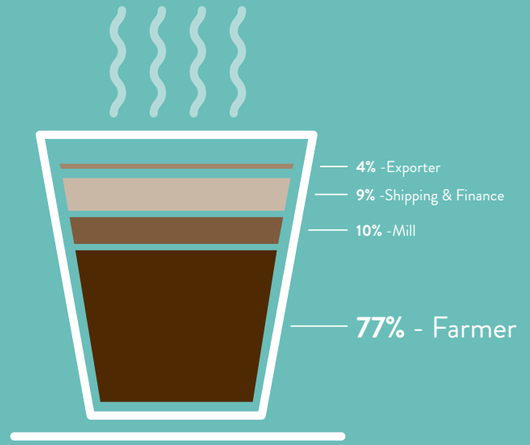
FROM THEIR HARVEST, TO YOUR HOME

Pact scours the coffee growing world to find the best beans out there. We taste hundreds and won't consider buying any that achieve a Coffee Quality Score of less than 84. Then, once we find a gem, we begin work on getting it to you. Traditional supply chains involve all sorts of third parties both at origin and in the UK. We're not into that. So, we handle each step that our coffee makes from the farm where it's grown, right to your door. Just some of the benefits of cutting out the middlemen:

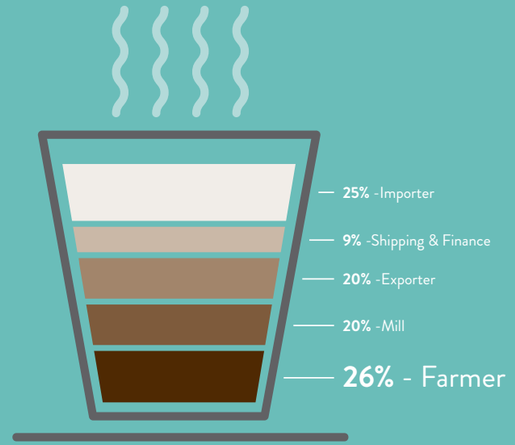
- We create a direct link between you and the men and women who grow your coffee.
- Just as with milk or beef, we make your coffee traceable to safeguard both quality and ethics.
- We give talented coffee growers the credit they deserve for producing such exemplary beans.
- We pay the farmers we work with a fair price for their beans, and work with them to invest in their farms and improve future harvests.

BREAKDOWN OF COFFEE COSTS

We pay **more money** directly to the farmer which means **better quality coffee** for you and a **better quality of life** for the farmer



PACT
SUPPLY CHAIN



TRADITIONAL
SUPPLY CHAIN

OUR THREE PHASE PROGRAM

Making coffee a force for good means changing millions of lives for the better. To make sure that we have as much positive impact as possible at origin, we developed the Three Phase Program. We address the varying challenges of each farm individually, after all, every plantation differs in climate, growing techniques and production. We don't presume to have all the answers but we can build relationships with local experts who do and offer investment where it's needed most...

Phase 1 - Taste tests

Once we've found a producer with enough land, experience and enthusiasm, we help them along the road to producing higher quality coffee. This means they put some land aside to grow a batch and send the harvest to Pact HQ. We then carry out quality checks on the beans, testing moisture content and longevity before making recommendations to improve quality. These could include suggestions to dry the coffee slower, or pick the cherries when they are riper. They may seem like small changes but they can make a big difference to the Quality Scores and so the price the farmer can charge.

Phase 2 - Investment

We make small, technical investments of up to $1000, to help producers streamline their practices and scale quality over larger volumes of coffee. Thermometers and humidity meters are brought in to replace outdated methods, enabling producers to track basic data on the farm. Once producers are armed with consistent readouts, they know exactly what needs to be done to improve quality. One Colombian producer we work with, Finca El Cairo, used the money from selling his first specialty crop to us to expand his drying area, jumping from producing ten sacks of specialty coffee per year to 60 sacks.

Phase 3 - Scaling up

Once we're confident a producer is growing a seriously good quality of coffee, we help them to scale-up production. Finca El Cairo is a great example of how it works. Rather than waiting for the profits from the harvest to fund an increase in the size of their washing station and drying patio, we financed it. This loan was repaid over a year, interest-free. And in the meantime, we enabled Finca El Cairo to produce 150 sacks of specialty coffee annually, not just for us, but other coffee buyers who were willing to pay great prices for it.

WE NOW WORK WITH OVER 140 FARMS

We haven't really got the space to show you the work we've been doing on all 140 of the farms, so we've narrowed it down to Victoria and Oscar. As you'll see, their stories are a great example of the positive impact that our Three Phase Program has and how it can improve growth and quality for the farmers we work with...

MEET VICTORIA, FROM THE CAMPANARIO PLANTATION IN HONDURAS

Her farm was just one 'Manzana' (70 square metres) when Victoria Concepcion Aguirra and her seven children took it on four years ago. But now - through working with Pact - it's grown to three times the size.

We visited Victoria back in 2015 and made a few suggestions about the way she processed her coffee. As part of Phase 1 of working with her, he encouraged Victoria to sort the cherries for ripeness, dry them as slowly as possible and ensure her processing equipment was spotlessly clean. These small changes made a huge difference and in a few years she went from selling commodity coffee for $1.65lb to selling Pact her specialty coffee for as much as $3.3lb.

The extra money has helped Victoria to expand her farm but also inspired other women in her community to do likewise. We're proud to say she's christened her extra land 'Pact Coffee'.

THIS IS OSCAR FROM SILENCIO FARM IN TOLEDO, COLOMBIA

His is one of the good news stories that came out of a Flotation Tank Project that Will initiated on a visit to Norte de Santander in early 2016. The idea is that a simple flotation tank (costing just $10 per farm) helps farmers to identify and remove lower quality beans from their harvest. These tend to be less dense, so they float to the top and can be removed for commodity coffee.

The beans that are left are the creme de la creme, and once their quality is not compromised their Quality Score leaps up. Oscar saw a whopping jump of 8 points (ie. 8%), taking the value of his coffee from $1.65 on the commodity market to $3.30/lb, which is what we paid for his specialty coffee in 2016.

So far 13 producers have adopted the technique with a 100% success rate, it's a simple change that's having a massive impact. And another great example of how our Three Phase Program is working at origin.

Oscar using the flotation tanks to sort the cherries