

BOCCA

IMPACT REPORT

2022



COMMITMENT TO
PARTNERSHIPS

ABOUT BOCCA COFFEE.



A specialty coffee roaster, with a social mission at its core.

Since our journey started, we have focused on ensuring the well-being of everyone involved. We build long lasting relationships to improve the quality of life of individuals living in coffee origins and at home, in the Netherlands.

A Taste of Adventure.

On the pursuit of coffee perfection, BOCCA founder Menno Simons, began roasting coffee in his Amsterdam-based garage. 21 years later, BOCCA still delivers on the promise of an outstanding cup!

We want to provide premium quality coffee to a wider audience. Through providing specialist education we help to pair coffee-lovers to their favourite origins and flavour notes.

Our Core Values.

Quality

Every single decision that we take focuses on providing consistent and high quality speciality coffee to every single one of our customers.

Sustainability

We evaluate our environmental impact at every stage of the supply chain, to ensure our footprint stay as small as possible.

Education

We are on a mission to provide top quality education to our network of coffee enthusiasts, passing on knowledge on to others.

Striving to improve, always.

Our impact report provides an update of our progress in 2022. By sharing information, we intend to be a leader in transparency and move the coffee industry towards achieving new heights. Part of doing better is moving forwards. We want to take you along on this journey, creating a better world - one cup at a time.

WHERE YOU CAN FIND US.

We are always eager to share knowledge, expertise, and our product with everyone that we can. Whether you are a business, coffee connoisseur, or simply a coffee lover - join us on a journey into the world of specialty coffee!

Our very own roastery.

Our roastery is based in Dronten. Roasting is an experienced craft, which allows us to fine tune the taste of your coffee.

We roast to order which means we do not keep old coffee stocks - only fresh. The roastery is based in Dronten, you are always welcome to visit, but please do let us know first!

As we have grown along our journey, we know the importance of developing a product which matches the specific requirements of our beloved customers.



At the roastery with head roaster Kasper, De Regge 37, Dronten.

Espresso bar in Amsterdam.

We have our very own espressobar based in the heart of the city of Amsterdam. Here we celebrate the wonderful diversity and range of flavour available in the world of coffee: varieties, subregions, and processing methods.

Here you can drink and learn more about your favourite coffees alongside some of the most talented baristas in the world of coffee. Or train your skills at a workshop in the school of coffee!

Our store is open every day of the week and we welcome everyone with open arms.



At our espresso bar based in the city centre, Kerkstraat 96, Amsterdam.

TABLE OF CONTENTS.

Responsibility and honest pricing	6
Where our coffee comes from	11
Coffee for future generations	14
Community focused supply chain	16
Our BOCCA team	19



"We take an honest approach to sourcing the best coffee from producing countries, to make specialty coffee accessible to a wider audience and elevate the life of everyone in the chain."

- Menno Simons, BOCCA founder.



Pueblo Libre, Namballe · Peru · 2022

RESPONSIBILITY AND HONEST PRICING.

Creating a positive impact is at the core of our companies DNA. Our philosophy is to provide measurable and verifiable information with open access for our customers. We ensure that we have a positive effect on the environment and every single person connected to our company's mission.

B CORP.

Becoming a certified B Corp in 2021 was a great achievement for our company. The certification demonstrates that our business has a positive impact on the environment and society.

BOCCA is a part of a network of companies with the ambition to serve a greater purpose to the world. We continue in our journey to improve and increase our B impact score (91.2)!



TRANSPARENCY.

Our company philosophy is to provide transparent information with easy access for our customers and everybody connected to the BOCCA mission.

This means providing completely traceable coffee and always being open about our pricing. There is nothing we need or want to keep from our customers - so we always let you know exactly what goes into your cup.

As we grow, we continue to acknowledge that information sharing helps to ensure everybody in our beloved community feels connected. Which is why we continue to provide information for our customers and share this annual responsibility report!



BOCCA AWARDED AN IMVO VOUCHER!

This year, we were awarded a subsidy from MVO to work on sustainability projects. With this financial support we investigated the environmental and social cost of our coffee, with the help of the organisation 'True Price'. We investigated the feasibility of reducing our carbon footprint and smallholder poverty in a single investment, partnering up with Carble.

TRUE PRICING.

Co2 emissions, water soil and energy use, child labour and farmer wage exploitation are only a handful of issues, not reflected in the final price of coffee.

Working directly with our partners we investigated the actual cost of our coffee. Various "hidden" social and environmental factors connected to our product. To assess the actual cost of our coffee from Brazil and Peru.



CARBON INSETTING.

We are looking for ways to improve our companies carbon footprint. This involves reducing our total Co2 emissions, to minimise our impact on the natural environment.

We are looking into initiatives that allow us to reduce emissions within our own value chain. We measured the rate of deforestation connected to our Ethiopian coffee, partnered together with Carble.



The graphic is a promotional poster for an IMVO-voucher. It features a blue and green color scheme with a background of faint, overlapping images of coffee beans, a coffee cup, and a coffee bag. In the top left corner is the MVO NEDERLAND logo. The main text "IMVO-voucher" is in large white letters. Below it, the slogan "ONDERNEEM SUCCESVOL EN DUURZAAM OVER DE GRENS." is written in white. On the right side, there is a text box that says "Ontvang 50% terug op MVO-advies voor jouw bedrijf". Below that, it says "T.W.V. MAX. 10.000" in large white numbers. At the bottom right, it says "EURO EXCL. BTW" in green. At the bottom center, there is a barcode and the text "MEER WETEN? BEL 030 230 5606".

MAKING TRUE PRICING A REALITY FOR BOCCA.

Making True Pricing a reality for BOCCA was a huge step for us. We looked at the actual cost of our coffee from Brazil and Peru. Working together with our partners in origin and organisation True Price. We identified that the social and environmental impact our our coffee is low.

Mind the gap.

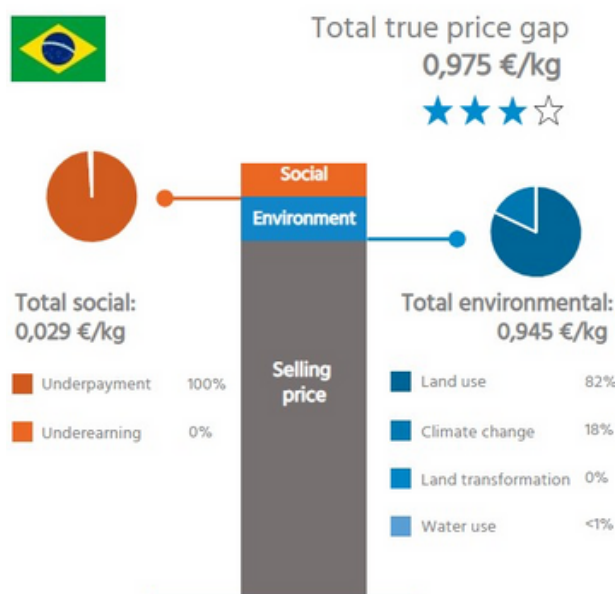
We looked at social and environmental "hidden" costs associated with the production of coffee. Using primary data (collected by us!) and secondary data - together with True Price we calculated the real price gap associated with our product. Exploring a range of environmental and social factors we identified the biggest areas of impact connected to our product.

We found that there is just a one cent price gap for each cup of coffee sold. Which means all you have to do is go the extra cent when you drink BOCCA coffee. Making it easier than ever to create sustainable value by drinking speciality coffee!

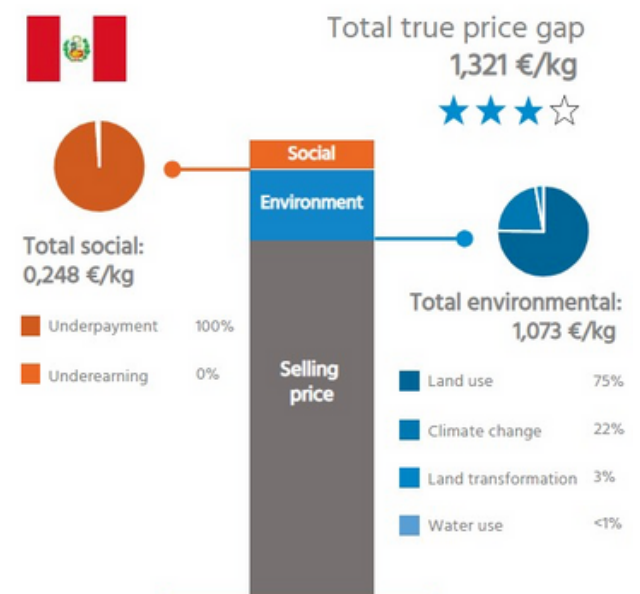


TRUE PRICE BREAKDOWN PER KG:

Brazilian origin:



Peruvian origin:



DEFORESTATION FREE COFFEE.

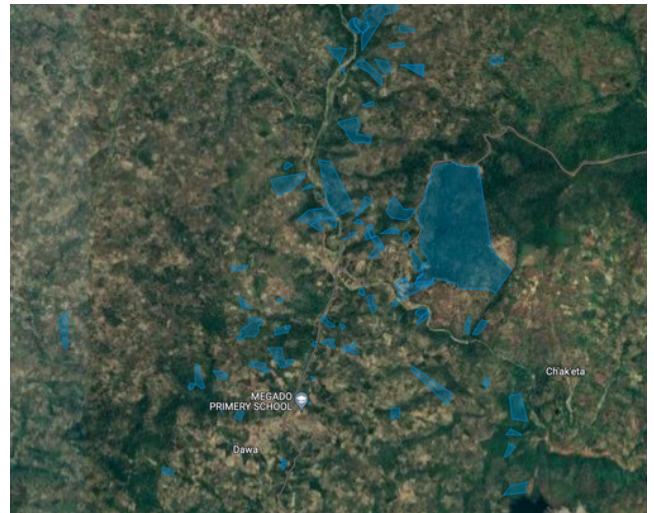
In line with the EU anti-deforestation laws that have been introduced, we commit to working on our carbon footprint. Which means preventing and restoring tropical forest coverage in coffee origins.

Feasibility research.

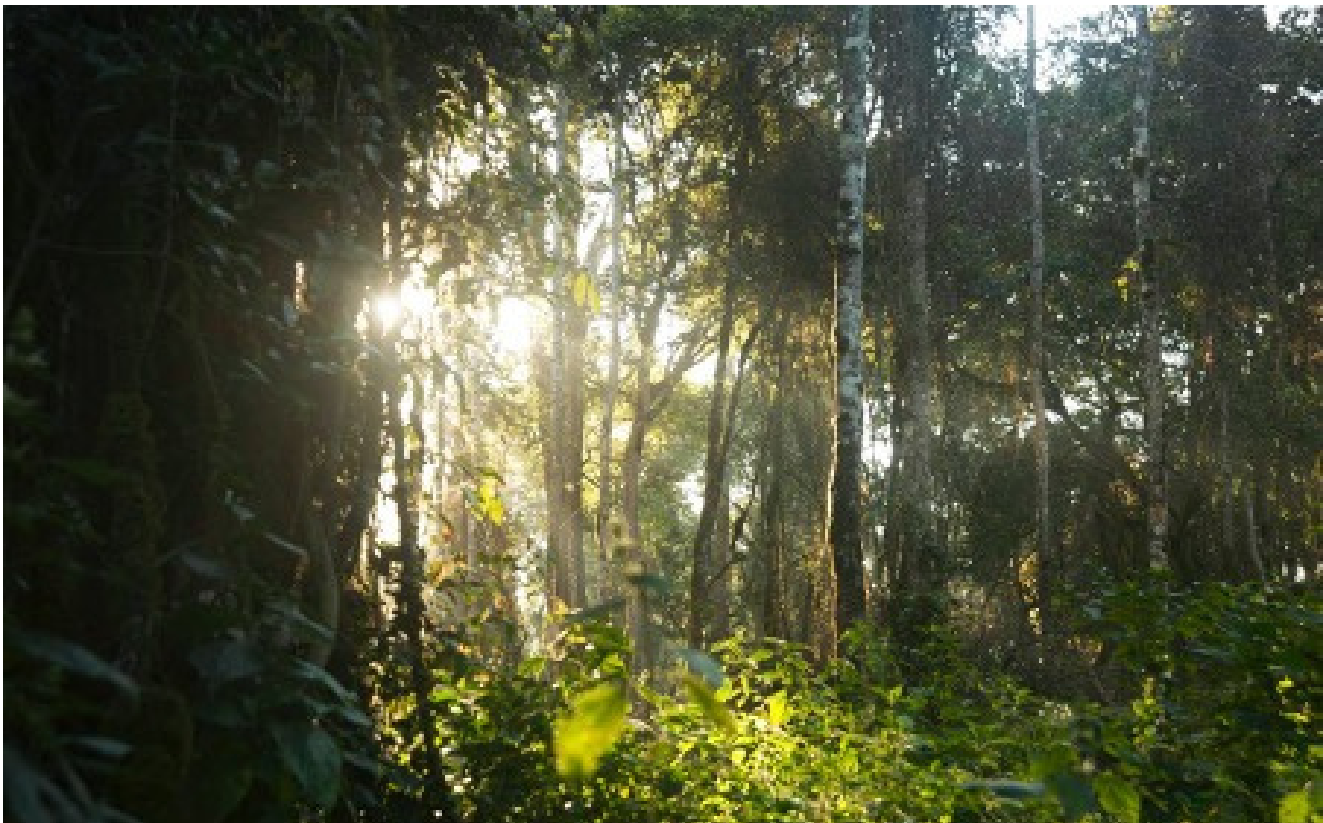
Our research explored the rate of deforestation connected to our Ethiopian coffee, partnered together with Carble.

Based on historical data, assessing Moredocofe outgrowers: at the start of 2001, farm areas had 98% tree cover. From 2001 to 2021, the surveyed area lost 115ha of tree cover or 47% of the total area.

Having identified this issue, we explore whether it is feasible to reduce farmer poverty and our carbon footprint in a single investment. Through paying a premium to farmers for producing coffee in the traditional shade-grown farming method.



Satellite imagery capturing deforestation in the period 2001-2021 on smallholder farms in Ethiopia. Farms are displayed by GPS polygons.



Tropical coffee forest, Shakisso, Ethiopia.

HONEST PRICING.

Our long lasting relationships with our partners in origin, means we have developed a strong understanding of what constitutes a fair and honest price level. We pay our farmers above the Fair Trade minimum.

What is Fair Trade Minimum?

Fair Trade minimum is the lowest price paid to producers to cover the sustainable production of an agricultural product. In our view this represents an absolute baseline.

Premium paid above Fair Trade minimum in 2022*

Brander1
25%



Green
70%



Red
86%



Specials
242%



Agreeing on an honest price.

We engage in direct trade with our farmers. A form of sourcing which relies on building relationships directly with producers.

While this phrase is now widely used by many coffee roasters, we feel a strong responsibility to ensure that we do not make this claim lightly.

We connect with our suppliers, ensuring that we pay our farmers regular visits.



**Based on data provided by Trabocca our primary green coffee supplier - comparing average FOB price paid against the Fair Trade minimum price of Arabica coffee per product line.*

WHERE OUR COFFEE COMES FROM.

We source coffee from origins which produce the best quality of coffee that this planet has to offer. In these countries we work with the best producers who provide outstanding coffee.

20+ years of experience.

With over 20 years of experience of the entire bean-to-cup process, we have full oversight of our supply chain. Which means it is possible to trace the entire journey our beans take to arrive at your cup.

Interested to know more about where your beans are from? Take a look on our website. You can also send us an email or ask us yourself at our espresso bar!



What coffee did we buy in 2022?

188.855

roasted kilos of responsibly sourced coffee in 2022.

20+

years of relationships with the same farmers.

10

of the best coffee producing countries.

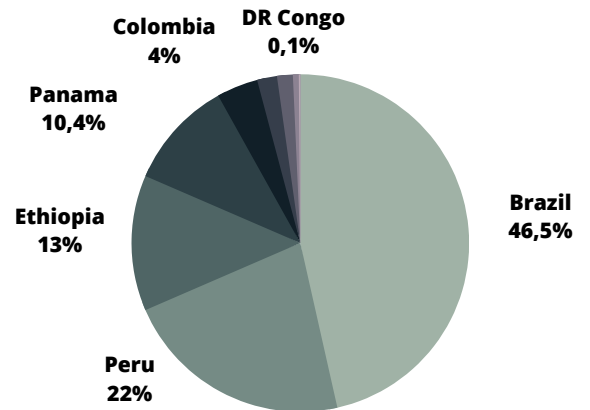


HOW WE SELECT OUR ORIGINS.

We take a quality-first approach to selecting producers and ensure responsible sourcing practices. We source from a variety of countries, selecting coffees with different processing methods. Below you can see more information about the coffee we purchased in 2022.

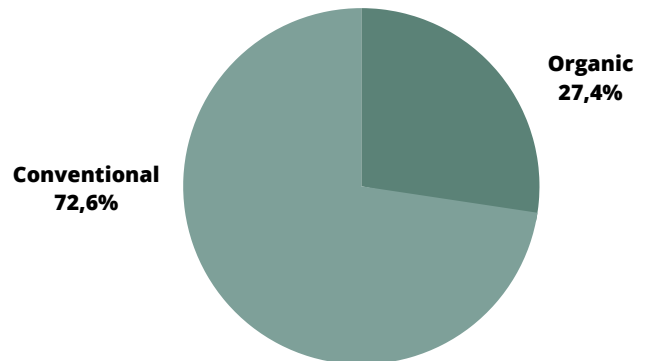
KILOS ROASTED PER COUNTRY.

Brazil	46,47%	87.630 kg
Peru	22,02%	41.522 kg
Ethiopia	13,00%	21.815 kg
Panama	10,41%	19.630 kg
Colombia	3,97%	7.477 kg
Kenya	1,91%	3.593 kg
Honduras	1,51%	2.850 kg
Nicaragua	0,56%	1.061 kg
DR Congo	0,10%	180 kg
Rwanda	0,05%	95 kg



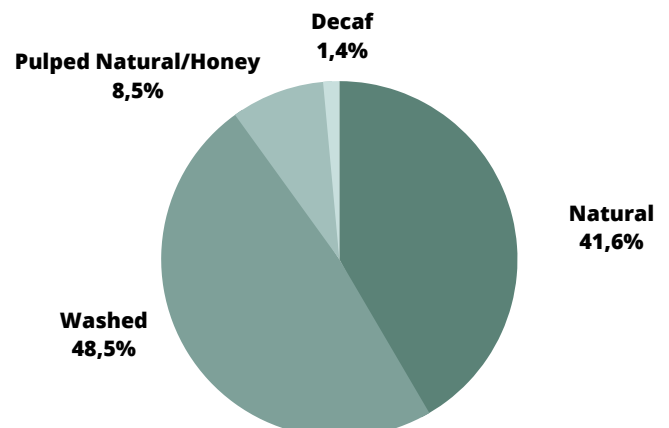
ORGANIC COFFEE PURCHASED IN 2022.

Organic	27,4%	51.621 kg
Conventional	72,6%	136.933 kg



PROCESSING METHOD.

Natural	41,6%	878.378 kg
Washed	48,5%	91.398 kg
Pulped Natural	8,5%	16.027 kg
Decaf	1,4%	2.678 kg
Anaerobic	0,04%	72 kg



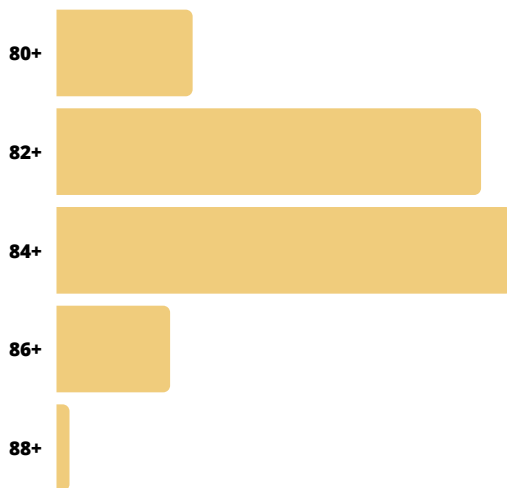
EXPERTS IN THE SCIENCE OF FLAVOUR.

As a coffee roaster it is our responsibility to showcase the excellence of flavour inherent to each bean and pay homage to all the hard work being invested into every coffee. We want give you the chance to see how we reviewed our coffee in 2022.

The scores are in!

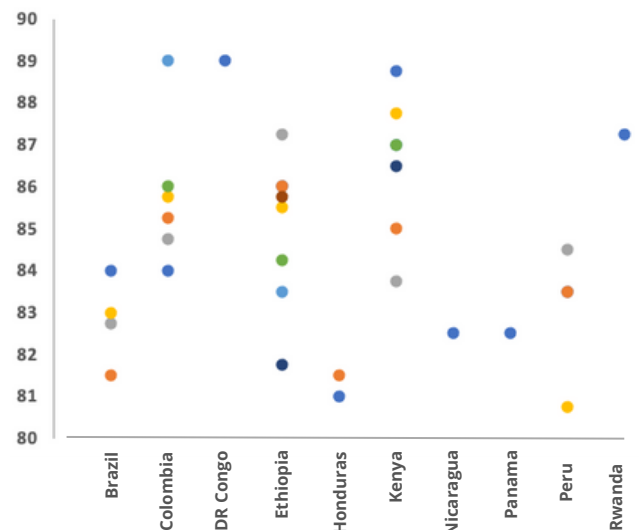
We use the Specialty Coffee Association (SCA) quality scale to determine the quality of the coffee we buy. When using this system, coffees are graded from 0-100. Anything 80+ classifies as specialty coffee, which is an absolute must for BOCCA.

Overall cupping scores of BOCCA coffee



*Based on average SCA cupping scores reported by BOCCA in 2022.

Average cupping score by country



Quality control.

Like any science (we work in the science of flavour), we assess the quality of our product within controlled parameters. Our team of skilled quality professionals, assess our coffee at great depths.

We use different brewing methods, such as cupping, filter and espresso to ensure we are getting the most from our beans. Examining different roast profiles and general assessments of production roasts to ensure everything meets the very highest standards.



COFFEE FOR FUTURE GENERATIONS.

Working towards a sustainable future requires a huge effort from everyone. If we do not act soon, it will not be possible to enjoy specialty coffee in the future. So, we continuously monitor the whole value chain of our coffee to see where we can make those important changes.

The future of Arabica coffee is at stake.

Arabica coffee is a very climatically sensitive crop. The warming climate threatens the future of high-quality coffee. The focus at BOCCA, always has and always will be on quality, we want to keep it this way. We continuously assess the impact of our product. Looking to see where we can make improvements.



Life Cycle Assessment.

We try to use materials as efficiently as possible, and reuse where possible. We recycle left-over coffee grounds at our espressobar and use a Loring roaster (which is up to 80% more fuel efficient).

We give credit to our remarkable producers. Earlier this year we went to visit Passeio farm, in Brazil. Organic matter is returned to the soil (husks are used as fertiliser) and native trees are planted around the farm.

It doesn't stop here.

This year, we are currently looking into new ways to create a more circular and environmentally friendly production system and reduce our impact on the planet.

We are exploring more sustainable packaging options for our customers and ways we can create circular systems in the bean-to-cup journey of our coffee. This will require some more exploring this year, but we will keep you posted!





Entrance sign at Passeiro farm · Minas Gerais · Brazil · 2022

COMMUNITY FOCUSED SUPPLY CHAIN.

When we think of community, we think about our amazing BOCCA family around the globe. The way in which our coffee unites communities and caffeine-lovers everywhere. This means we take responsibility for supporting the beloved communities connected to our journey.

AN UPDATE OF OUR WORK IN ORIGIN.

Moisture meter, Mutero Estate.

We believe in working together to achieve a quality product. While visiting Mutero estate, in Kirinyaya county Kenya, we provided farm owner, Alvans, with a high-quality moisture meter.

This device can be used during the drying process. Helping to increase technical precision to improve consistency, yield, and quality.



Suke Quto school project.

The school project was established by Tesfaye Bedele, owner of Suke Quto farm, and Menno Simons, founding owner of BOCCA.

With the help of everybody purchasing our coffee, we successfully completed the redevelopment of the school. Including improved facilities for young people living in rural Ethiopia.



Kenya Cookstove Project.

The ACE one solar has now landed with our partners in Kenya, which is an energy system that symbiotically integrates thermal and electric energy, suitable for truly clean biomass combustion.

We aim to help circumvent the negative effects of household air pollution, which include, fatal health consequences for families cooking on open indoor fires.



WORK IN THE NETHERLANDS.

As well as our projects in origin, we also work on initiatives that connect people and offer new opportunities, right on our doorstep!

Futureproof Coffee Collective.

We are part of the Futureproof Coffee Collective, an initiative by MVO. This is a network of coffee companies who are working together to fight for the future of coffee.

Together we join forces to work on impact projects, joint-initiatives and a better way of doing things.

Project based in Amsterdam.

We establish collaborations with Amsterdam-based social initiatives; to improve the lives of people here in The Netherlands.

We continue to provide trainings for our friends from A Beautiful Mess/ The Refugee Company. To increase opportunities for individuals from a refugee background.



a.beautiful
mess.



Training our Partners · A Beautiful Mess · Arnhem · 2022



Haile Gebre, owner of Shakisso farm, Ethiopia.

OUR BOCCA TEAM.

The past few years have been a huge learning curve, with respect to improving our employee experience; from COVID to the cost of living crisis. We saw this as an opportunity to make improvements. To provide a stable, friendly and transparent work environment.

Equality and Diversity.

Our management team continues to assess age, sexuality, gender, race and religious diversity across all employees, to ensure that we provide a fair and equal working environment to all employees.

We were nominated for the Diversity & Inclusion Awards 2022, hosted by Your Talent Agency.

Health and Wellbeing.

We aim to support the mental, physical and social well-being of our workers. We organise multiple work-based social events. This year, we hosted a BBQ and went bowling with the whole team.

We encourage a healthy lifestyle, from organising active sports opportunities to providing healthy lunches.



A very close game of bowling at BOCCA day · Amsterdam · 2022



RESOURCES.

BOCCA Coffee

You can reach out with any questions, comments or even just to get in touch at:
info@bocca.nl

True Price

You can access the full results of our research with True Price in the link below:
<https://trueprice.org/nl/bocca-coffee/>

Carble

Please inquire at info@bocca.nl to read the full feasibility report with Carble.
<https://www.carble.co>

Futureproof Coffee Collective

We are proud members of the Futureproof Coffee Collective, an initiative of MVO.
<https://www.futureproofcoffeecollective.nl>

The Refugee Company

We partner with A Beautiful Mess, which is an initiative of The Refugee Company.
<https://refugeecompany.com/en/home/>

MVO Nederland

Read more about our findings of our work with MVO following being awarded an iMVO voucher.
<https://www.mvonederland.nl/bocca-coffee-gaat-met-true-price-koffie-voor-een-eerlijk-loon-en-minder-uitstoot/>
