



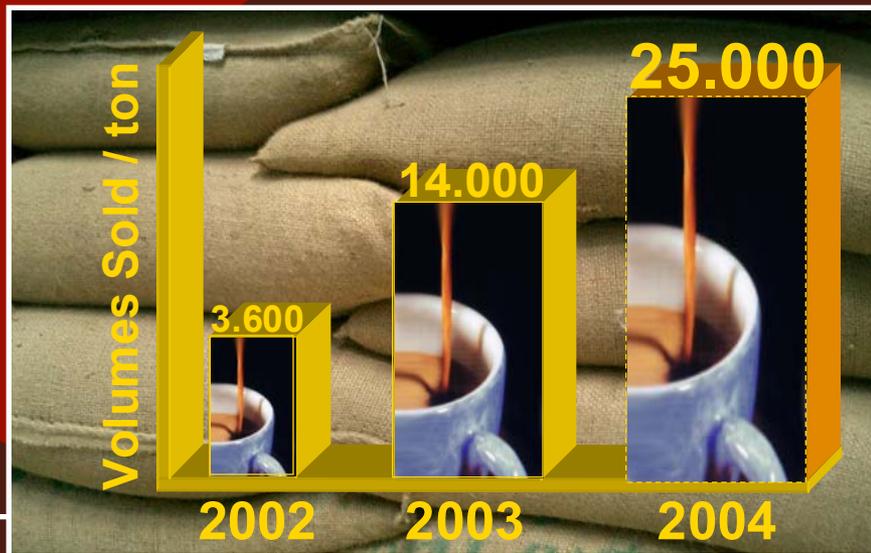
# Utz Kapeh Foundation

*Certified Responsible Coffee*

*March 2004*

# Welcome to Utz Kapeh...

- ✓ Utz Kapeh means 'Good Coffee' in a Maya language
- ✓ Founded in 1997 by European coffee roaster (Ahold Coffee Company) and coffee farmers in Guatemala
  - 1999 opening office in Guatemala, repr. producers
  - 2002 opening office in The Netherlands, repr. roasters / traders



- ✓ 2003 world-wide presence
  - In 13 producing countries
  - In 8 consuming countries
  - 14.000 tons sold

# Trends in the coffee sector



## End-consumer

- ✓ Expect quality AND responsible products
- ✓ Are interested in origin of products



## Coffee roasters

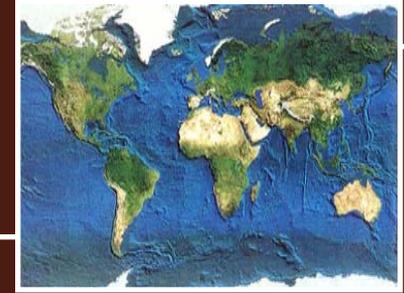
- ✓ Need credible proof of responsible production
- ✓ Need fully traceable and transparent coffee chain
- ✓ Need tools to market product and inform end-consumer
- ✓ Need trustworthy suppliers



## Coffee producers

- ✓ Need means for social & environmental investments
- ✓ Need market access and longer term relationships
- ✓ Need more efficient and effective farm practices
- ✓ Need recognized certification program

# A world-wide initiative for Certified Responsible Coffee



- ✓ A recognized global “decency” standard for coffee production
- ✓ World-wide and market-driven initiative
- ✓ Adding value for all steps in the coffee chain
  - Producers become more efficient and competitive, get recognition, (new) market access, receive better terms of trade
  - Roasters get responsible produced products, full traceability, professional suppliers, marketing value

## Mission Utz Kapeh



To enable coffee brands and producers  
to demonstrate their commitment  
to growing and trading responsible coffee  
in a *credible, transparent way and market driven way*



## How do we work?

- ✓ The Utz Kapeh Code of Conduct
  - Based on EurepGAP (food production code of retail industry)
  - Independent, third party auditing & certification program
- ✓ Global network of responsible growers and roasters
  - Open to every producer, exporter, trader, roaster and retailer
  - All origins, all qualities
  - Introduce your current suppliers and roasters
- ✓ Transparent coffee chain
  - Chain of Custody
  - Internet based matching system
  - Complete traceability from farm-to-cup

# Adding value for coffee producers

- ✓ International recognition for the better producer
- ✓ More efficient farm management practices
- ✓ Better terms of trade
  - Access to (new) markets
  - Better market positioning
  - Long term relationships
  - Access to capital and credit facilities
  - Stronger negotiation position
  - Better price for a better product



## Adding value to coffee brands



- ✓ Your brand produced responsibly
- ✓ Transparent coffee chain and fully traceable products
- ✓ Communication & marketing tools, “Trace & Tell”
- ✓ Long term relationship with trustworthy, efficient and responsible suppliers
- ✓ All origins, all qualities (Full blend!)
- ✓ Introduce your own suppliers
- ✓ Market oriented system



Norway

UK

The Netherlands

Belgium

France

Switzerland

Spain

USA

Guatemala



Honduras



Costa Rica



Colombia



Peru



Brazil



Bolivia



Uganda



Kenya



Zambia



India



Vietnam



Indonesia



# Our current roaster and retailer members





For more information

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