

LIFE IS UNFAIR

A RADICALLY TRANSPARENT
IMPACT REPORT 2015





Ahadu (42 years) - CEO a.k.a. the big boss

Every cool photograph in our report – *you'll recognize them when you see them* – is the work of Dutch photographer and artist Jan Hoek (1984). In the spring of 2016 Jan traveled to Ethiopia with his camera and a bit of help from a local fixer and the ladies and gents from Moyee. In a few weeks' time, he set out to capture some of the key FairChain players. In the spirit of radical transparency, we'd like to note that we had absolutely no influence, positive or negative, on Jan's work. Jan shot what Jan wanted to shoot, and the resulting images are the work of his great imagination. Please take the time to read his captions, as well as marvel at his snapshots; only then will you be as impressed and amused as we are.



by Jan Hoek

INTRODUCTION

INTRODUCTION

FairChain is all about sharing more of the value created in producing countries, with other producing countries. In other words, helping the people who grow our coffee to enjoy a bigger chunk of the €4 we spend on our double shot cappuccinos. It probably doesn't come as a surprise that all that profit stays in the West. FairChain aims to change all that.

After four years of shouting, manifestoing and investing (big time), we thought it was time to publish our first Impact Report. This is a short walk through how we think, what we've achieved (and not achieved) and a glimpse at the fights we've fought over the past three years to make FairChain a reality. Because with a

world-class roaster currently churning out beautiful Arabica beans in Addis Ababa, the capital of Ethiopia, Moyee FairChain Coffee is very much for real, and we're only getting started. In this Impact Report, we share with you our thoughts, dilemmas and plans. Consider this an invitation to help us improve.

Our Impact Report is a collage of graphics, images and statistics both promising and disappointing. To make it easier to read, – *seriously, who reads an Impact Report for fun?* – we've even included a few personal snapshots of key players in the coffee trade.

Enjoy the read! Revolt!

Drink Moyee FairChain coffee!

*“Consider it
an invitation
to help us
improve”*

THE ANNEX

Creating an Impact Report is serious business. The methodology we used for our statistics is based on the global standard for measuring impact, namely those which are used by McKinsey, EY, Natural Capital Coalition, Center for Social Impact and World Business Council for Sustainable Development. Taking the best of each, we created our own impact framework. The stats seem simple enough, but the task to pinpoint exact numbers was tedious and time-consuming. No, we're not complaining, transparency is definitely part of our game. For the die-hards, we've created an extensive Annex that walks you through the nitty-gritty of this report. The thing is, our Annex is 28 pages long. Instead of printing it in tiny letters, we've set the Annex online for easy download. Oh yeah, we're saving a tree or two in the process.

Download our Impact Report Annex on our website: moyeecoffee.com

HERE'S OUR TOP 5 GREATEST HITS OF 2015

#1 WE CELEBRATED – BIG TIME – OUR FIRST ROAST

We celebrated our very first batch of FairChain coffee in style with a big bash in Amsterdam. This was a serious, serious step in our revolution. Turning all our talk into real action, proving that our Ethiopian roaster was capable of roasting freakin' awesome coffee.



#2 WE WERE NAMED HOLLAND'S MOST INNOVATIVE FOOD COMPANY



Another trophy for our HQ: the Dutch Chamber of Commerce named us one of Holland's top 4 innovative companies in 2015.

#3 WE UNVEILED MR. PROBAT, OUR 500 KILO-AN-HOUR-ROASTER IN ADDIS ABABA

We are so, so proud to have the biggest baddest 500 kilo-an-hour roaster in Africa. Originating in Germany, this truly iconic machine is now running full steam. This is a serious, serious step towards scaling up our revolution.



#4 WE SIGNED A MAJOR B2B DEAL WITH MAAS INTERNATIONAL

We're ready to boom on the B2B market thanks to our partnership with one of Holland's most authoritative coffee vendors: Maas. Together we're going to bring our FairChain revolution to the big boys – hospitals, universities, corporate NL.

#5 WE BECAME ETHIOPIA'S FIRST ISO CERTIFIED ROASTING FACILITY!

Our Ethiopia roaster got ISO certified! ISO is the foundation for us becoming a more reliable and more efficient worldwide roaster.



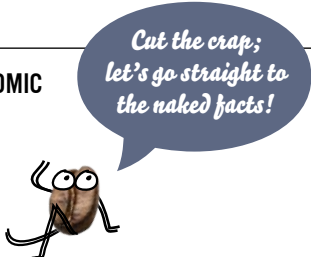
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Our goal is to turn the coffee world on its head by making it fairer. This brutally honest report shows you how we are doing.

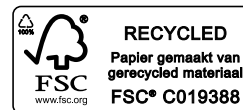
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Moyee team Ethiopia & NL thanks for your contributions!

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OUR ORIGIN



OUR ORIGIN

FROM FAIRTRADE TO FAIRCHAIN

In 2013, Moyee FairChain Coffee crashed into the mainstream, thanks to a provocative press release announcing that Fairtrade Coffee would henceforth be known as FairChain Coffee. To our surprise, the press release took off. Much to our chagrin, Max Havelaar, celebrating its 25th anniversary, was not too pleased. We quickly apologized and pulled the plug from our cheeky microsite, all under the careful watch of their lawyers.

However, our point was made. 25 years of Max Havelaar/Fairtrade has worked wonders on raising awareness about inequality in the coffee sector, but has done strikingly little to improve local economies. More to the point, it offers individual farmers a tiny extra, but presents no real solution to local economies and their long-term economic well-being.

How is that possible? Two words: Big Coffee. Over the last three decades, the global coffee chain has become dominated by a

handful of Big Coffee companies that are exploiting it for serious profit. Their business model is simple: “buy green beans on the cheap, export them as quickly as possible to the West where they are processed, roasted and sold at obscene profits.” The result is that 85% of the proceeds end up in the West, leaving just 15% behind in coffee-growing countries¹.

FairChain is not against Max Havelaar or Fairtrade, but we take it a giant step further

(We are, however, against the unequal value sharing of Big Coffee). FairChain is a radical principle that aims to balance the scales. Our goal is to create a 50/50 balance between the coffee producers (them) and the coffee drinkers (us). It's a pretty hardcore ambition, we know. As this report shows, we've spent a lot of time kicking, screaming and shouting to get FairChain on your social radar. We hope this report will inspire you to join our FairChain movement and make every sip count! ◀

FAIRCHAIN IN 20 SECONDS FLAT

In 2013 a brash, young and ambitious dreamer of a coffee brand – hi there, that's us – enters the market. Unafraid to grandstand with catchy phrases like "Trade over Aid" or "Why give? Let's buy!", Moyee distinguishes itself by ignoring all the 'industry' rules. As if out of nowhere, Moyee and its FairChain principle suddenly appear in the financial dailies, talk shows and radical forums. The message is simple: Roast and package Ethiopian coffee in Ethiopia instead of in the West and you triple its revenue 'overnight' – from \$800 million² today to \$2.4 billion³.

FAIRCHAIN'S 3 DRIVING PRINCIPLES

1. TRADE OVER AID

It's naïve to think we can replace aid with trade overnight, but the fact is, we want to put coffee-producing countries like Ethiopia in a position to help themselves. It's their coffee, after all. By roasting and packaging in the country of origin, we

exponentially increase their earning capacity and reduce and hopefully one day eliminate their need for aid.

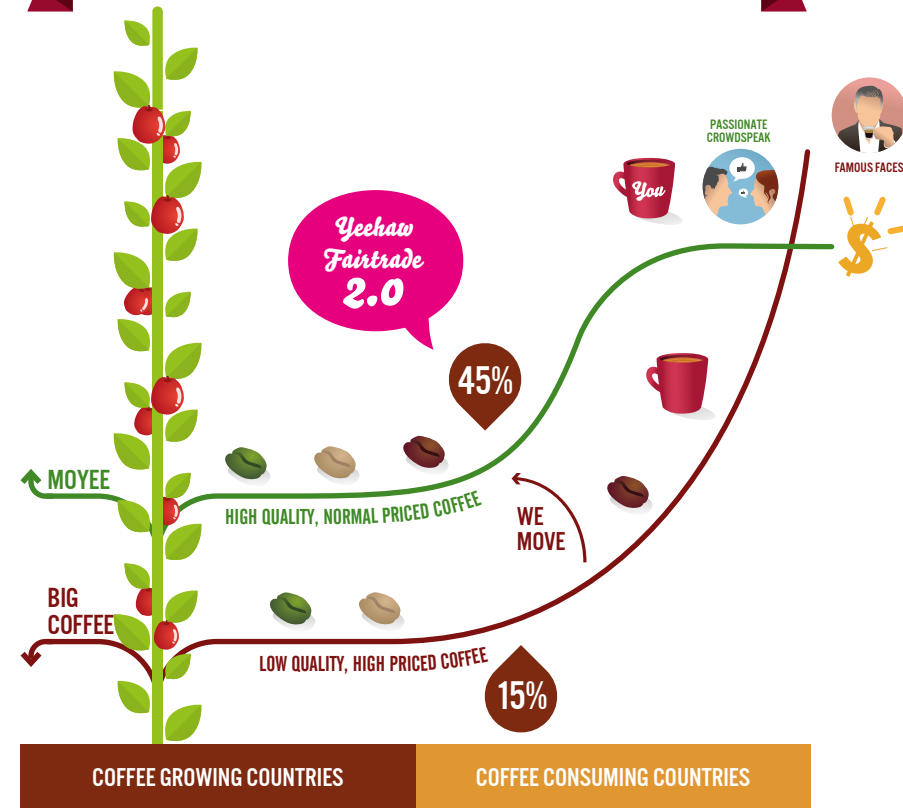
2. CREATING SHARED VALUE

It's the first sentence in this report: FairChain is all about sharing more of the value created in producing countries with producing countries. By this we mean a 50/50 split – 50% for them, 50% for us. We pay our farmers a good price for their very best beans, but a 50/50 is what we're fighting to achieve.

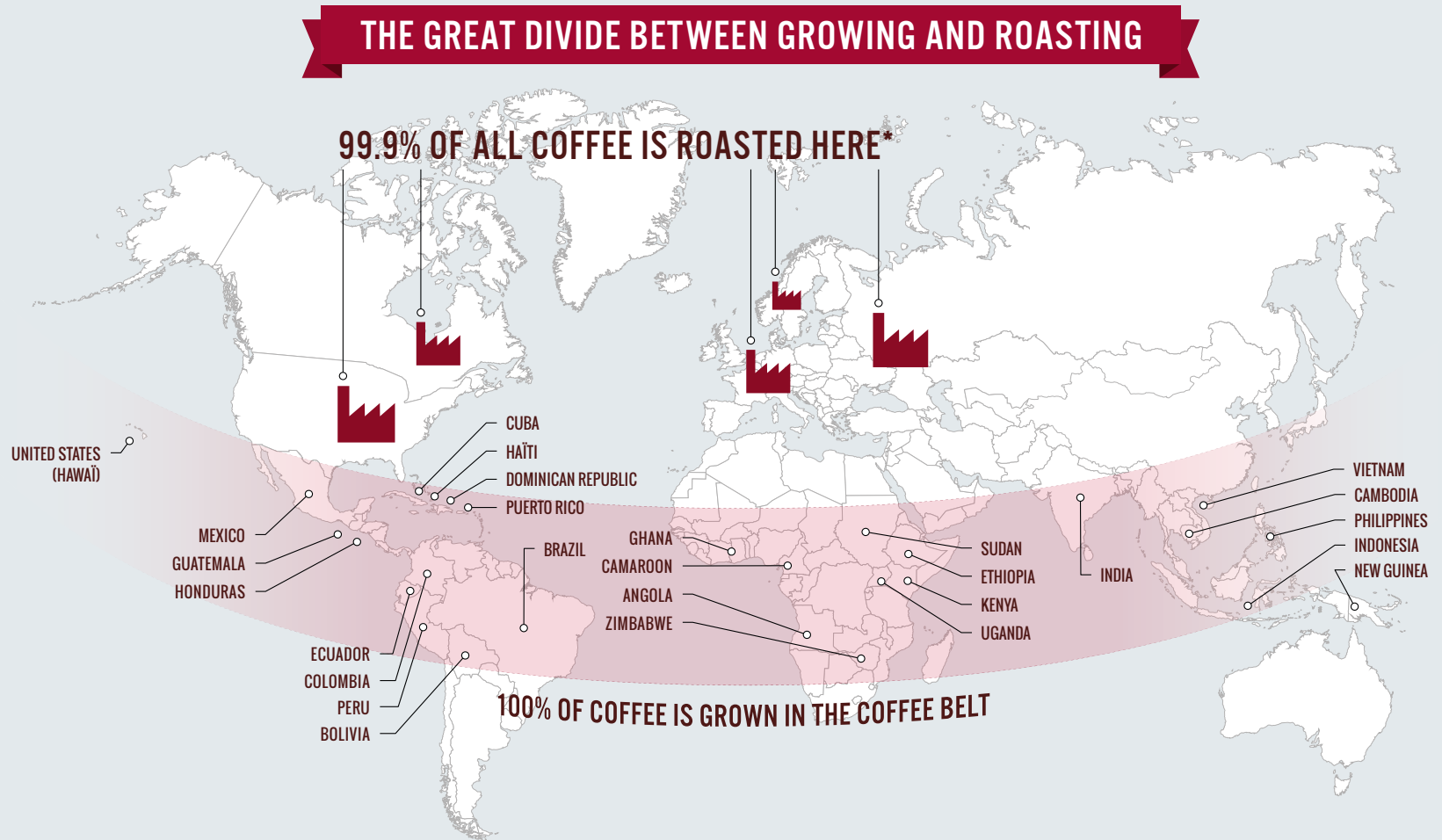
3. COMPETE ON QUALITY, NOT POVERTY

The FairChain revolution is a revolution on quality. We are not a charity – we are serious coffee geeks who happen to offer freaking good coffee at a very competitive price. The positive impact you get for free! We want to turn the system on its head and create a coffee chain that competes on quality and not on poverty (as it does now). Because coffee farmers earn more money when we all – *you, your grandma, your former girlfriend in Berlin* – drink their very best beans. <

FAIRCHAIN PRINCIPLE



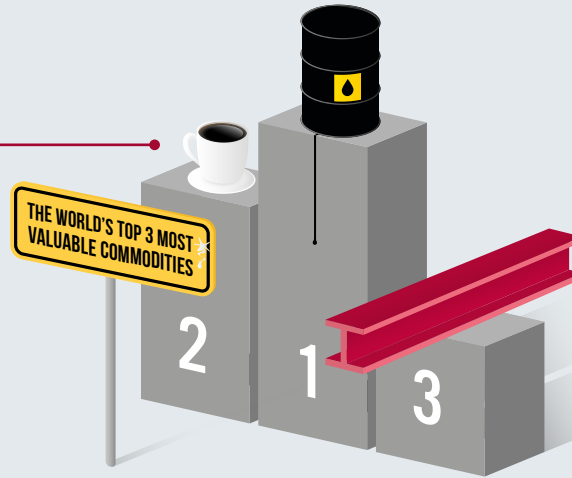
OUR ORIGIN - WHY THE HECK COFFEE



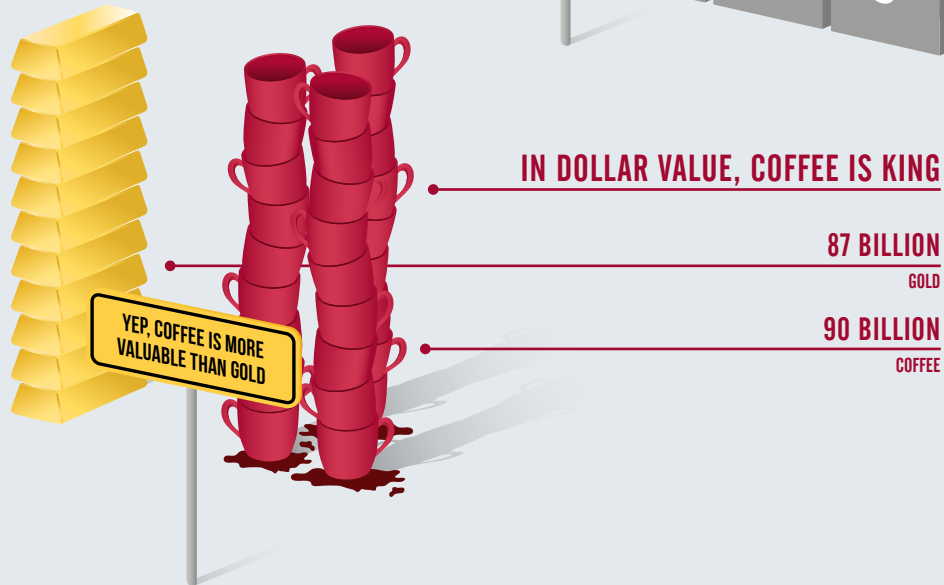
* TO BE PRECISE: 99.9% OF ALL COFFEE WE CONSUME IN THE WESTERN WORLD IS ROASTED HERE.

SOURCE: INTERNATIONAL COFFEE ORGANIZATION

COFFEE RINGS IT AT NUMBER TWO



IN DOLLAR VALUE, COFFEE IS KING



Every single coffee bean on the planet comes from countries along the equator, in the so-called Coffee Belt. 90% of those countries rely on development aid. Pretty sad, eh?

Coffee is literally more valuable than gold, but all the profit is exported away

Coffee is a serious global cash crop. In fact, it's the second most valuable export product for developing countries (oil, my friends, is first)⁴. Which is to say, coffee is literally more valuable than gold⁵. The key to tapping into this wealth is roasting, and the majority of roasting is done by Western companies far removed from the Coffee Belt. <

■ □ □ □ OUR ORIGIN - WHY THE HECK COFFEE

In the last 25 years, 5 ginormous multinationals have hijacked the coffee chain, creating a huge economic imbalance between coffee producing and consuming countries

Big Coffee thrives on squeezing the margins out of coffee-producing countries. The price of a cappuccino has exploded in the last few years, but coffee producers have seen none of that extra value. Actually, it's worse than that. They're earning less now than ever before — just 15% of the total value ends up in their hands. It used to be 47% of the value⁶.

Moyee did a bit of investigative research of our own and discovered that more than 50% of green bean export is dominated by 6 major multinationals in particular⁷. We lear-

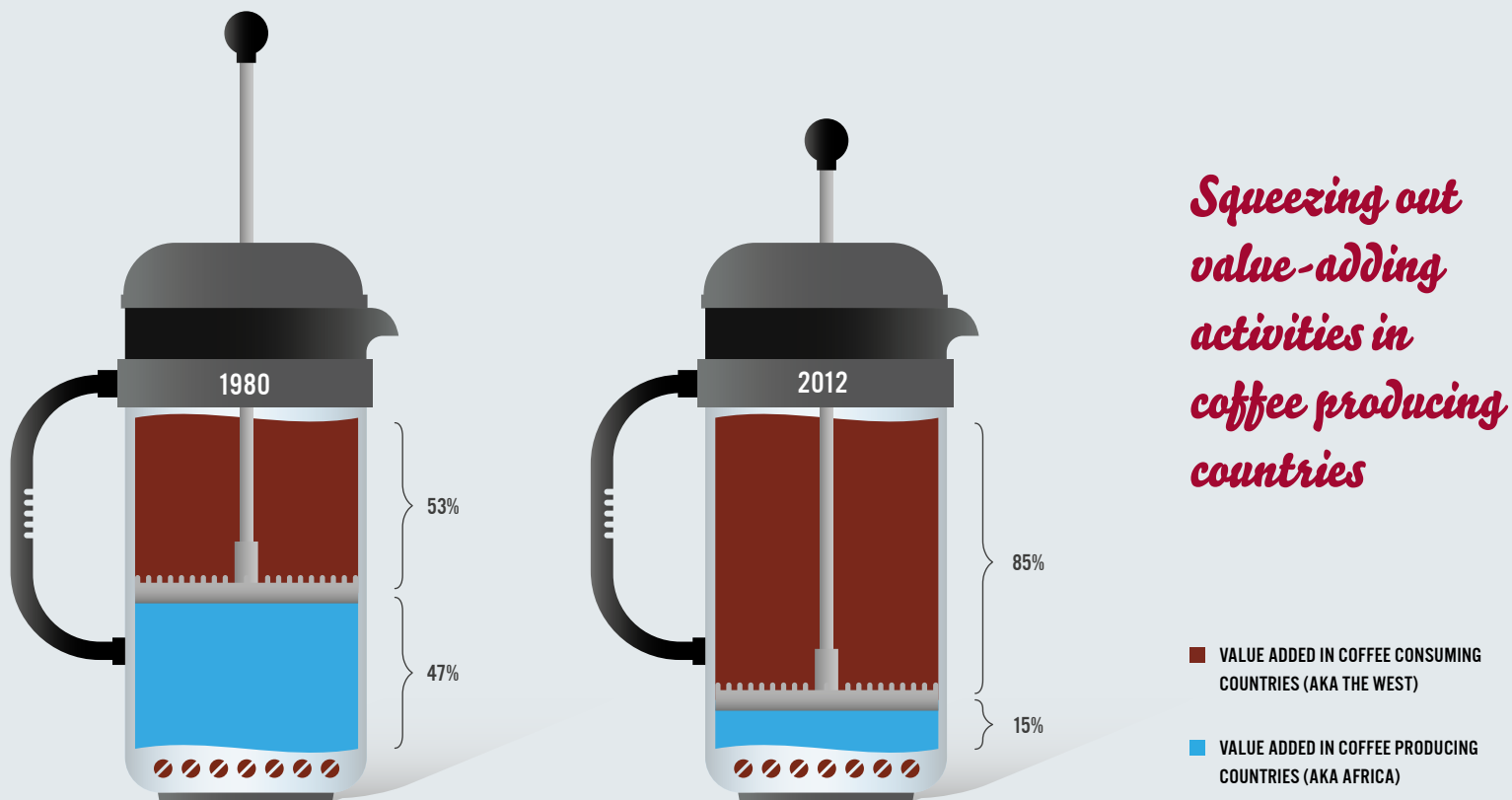
ned that 5 multinationals roast 70% of the world's coffee⁸. This coffee oligarchy is so big and powerful that producing countries like Ethiopia have absolutely no influence on pricing or direct access to international markets. Our aim is to break that oligarchy, but we need your help.

FROM BAD TO DRAMATICALLY WORSE

In the last 25 years, while us Westerners have been shelling out for our €4 cappuccinos, things for coffee-growing countries

have gotten pretty ugly. Offsetting all improvements in farming and bean quality is the fact that Big Coffee is robbing these countries of every opportunity to make more money. Roasting, distribution, streamlining operations, innovation — none of this happens in the global Coffee Belt. Today, a whopping 98% of all the added value and profit goes directly into the pockets of Big Coffee. FairChain may be the last chance to make things fair again, because they were fair — *or at least fairer* — 25 years ago. So please don't say it can't be done... <

BIG COFFEE WANTS MORE MORE MORE OF THE VALUE



SOURCE: S. PONTE, THE LATTE REVOLUTION, 2001.



'I work for Moyee because I want to learn how an social enterprise works, because in the future I want to start my own one.'

Meron (25 years) - intern

FACES OF FAIRCHAIN - KEBEDE CHANE

"As a developing country, we face huge challenges. Access to foreign currency is crucial for us to be able to pay for the things we need. Coffee export is Ethiopia's number 1 source of foreign currency. Value adding activities are key to the sector's development, and will bring us not only

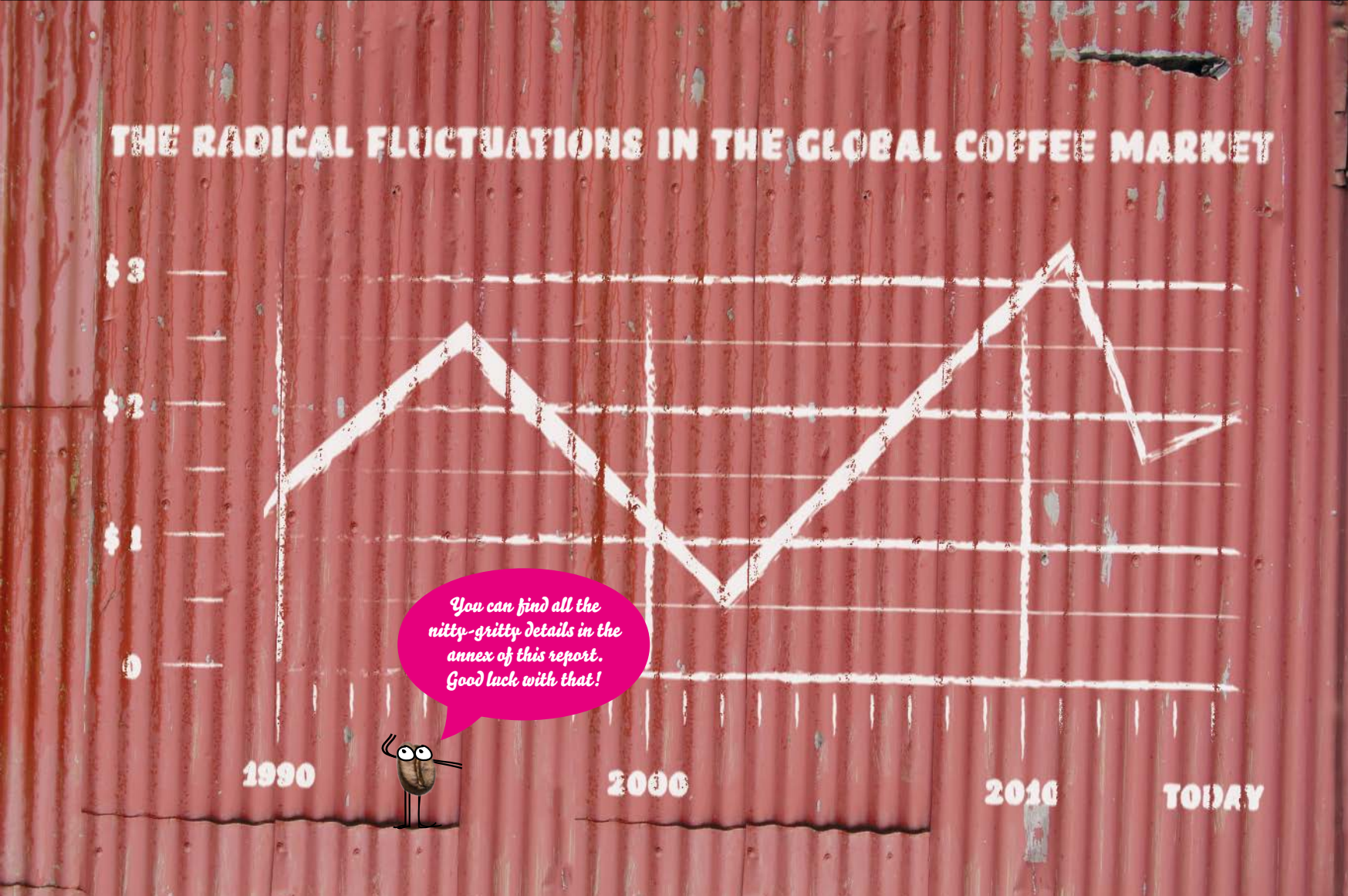
more income, but also more consistent income as the market for roasted beans is much less volatile than the one for green beans. Just imagine, Ethiopian farmers being able to predict the price of their product and their earnings each year! With this predictability, they can go to a bank

with a business plan and we as a government could more confidently invest in public services, because we'd have predictable and consistent cash flow. Currently, we are at the mercy of suits on Wall Street who are manipulating the prices of the coffee we rely on, but have no influence over." ◀

"Global coffee prices are fixed by Wall Street bankers, not hard-working growers. The bankers don't like FairChain one single bit, which means you should"



■ □ □ □ OUR ORIGIN - WHY THE HECK COFFEE





SOURCE: INTERNATIONAL COFFEE ORGANIZATION,
'PRICES PAID TO GROWERS IN EXPORTING COUNTRIES'

*Just try to build a
future in a
market this volatile*

According to the International Coffee Organization, the average price paid to an Ethiopian coffee grower between 2004 and 2013 was \$1.76/kg. However, that price fluctuated greatly from year to year. In 2011, for example, it jumped to \$3.21/kg, but then dropped to \$2.27/kg in 2012 and even farther in 2013 to \$1.68/kg. With so much fluctuation in the green bean price, it's impossible for coffee farmers and governments to invest in their futures. <

While the price of green beans fluctuates enormously along the Coffee Belt, in the West, the price for roasted beans has increased steadily over the last 20 years

'We are the sales girls
We know how to get all important men, such
as hotel and supermarket owners, to get on
their knees and buy our coffee!!'



Yemiserah (34 years) > sales
Seble (25 years) > sales

FACES OF FAIRCHAIN - AGEGNEHU AYALEW

"I was born in North Wolo, a small village in Ethiopia's Amhara region where I had a government job with a small salary with little potential to grow. One day I saw an advertisement from Moyee; they wanted a roaster. I had absolutely no knowledge or experience with roasting, but I was

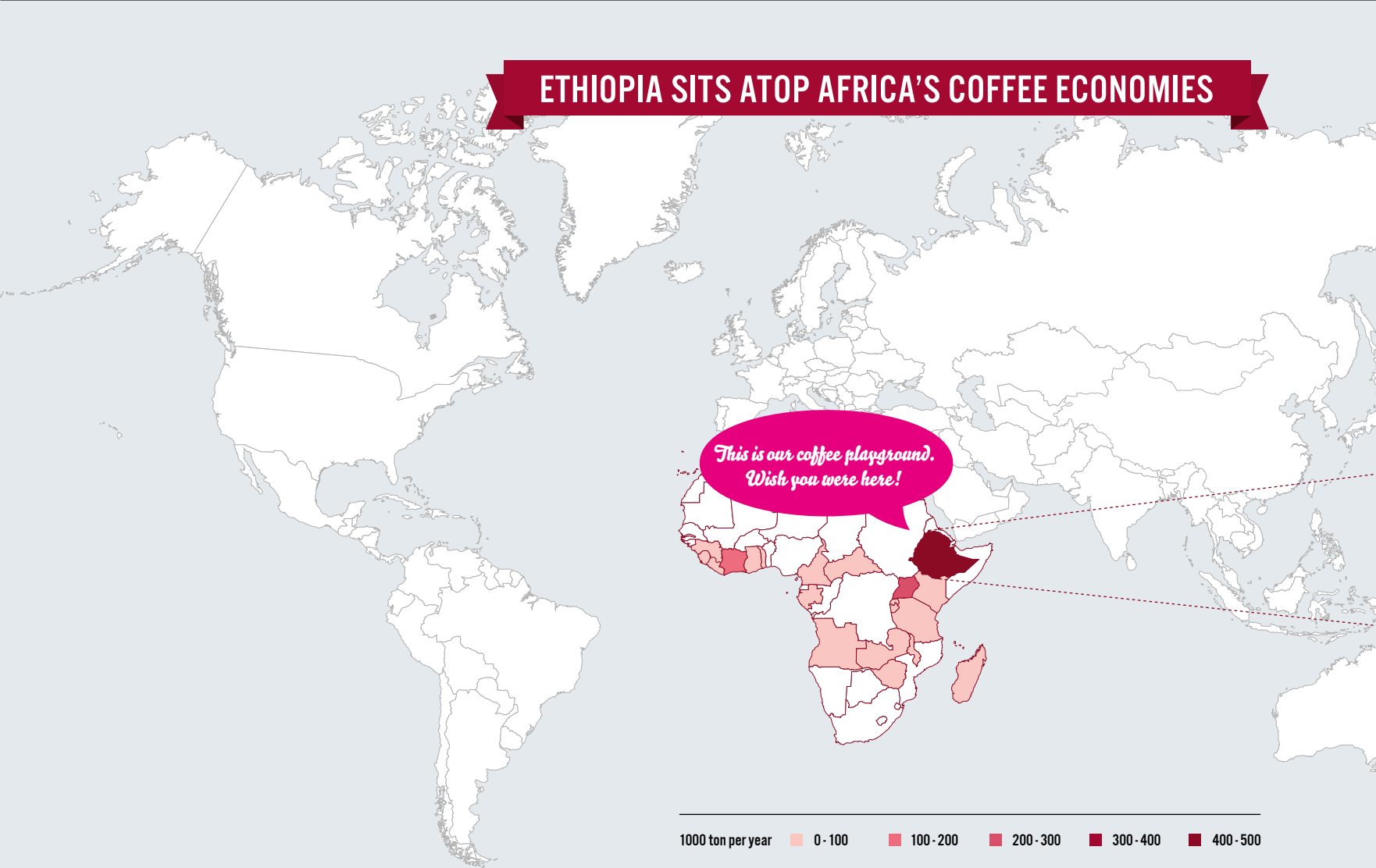
eager to learn, so I applied anyway. I got the job! Before I knew it, I was moving to the big city. I have learnt so much about coffee, things I never knew. Jose (Moyee head roaster) and Ashenafi (Moyee Quality Cupper) have taught me so much and given me the confidence to succeed in this very

important industry for Ethiopia. Although I am officially a roaster, Moyee is very much a start-up. So next to roasting, I do festivals for Moyee. We help each other; that's what it is all about. What we're doing is important, not only for coffee and for Ethiopia, but also for me personally." ◀

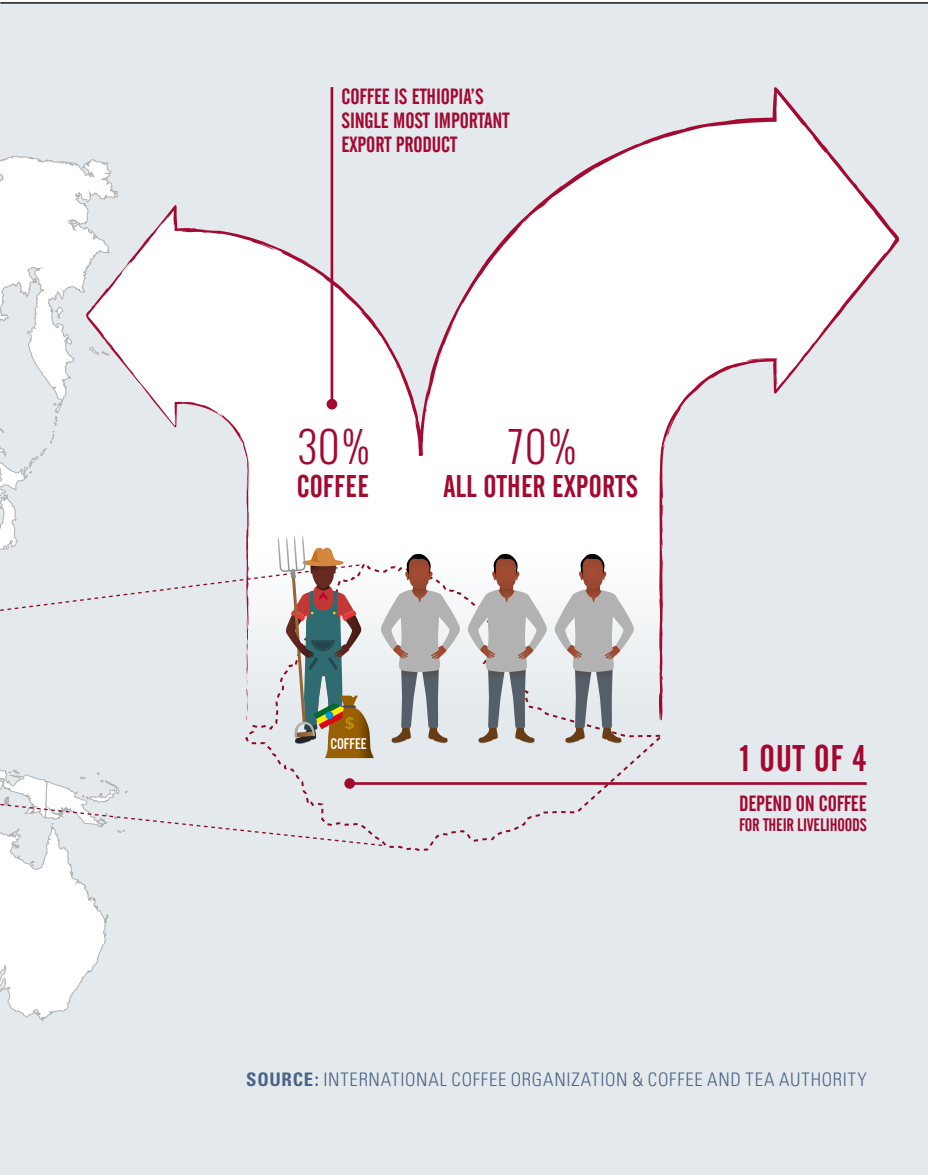


“Willingness to learn is the key”

OUR ORIGIN - WHY THE HECK ETHIOPIA



OUR ORIGIN - WHY THE HECK ETHIOPIA



SOURCE: INTERNATIONAL COFFEE ORGANIZATION & COFFEE AND TEA AUTHORITY

If you're going to start a coffee revolution, you might as well begin at its birthplace, right? That's Ethiopia. Every Arabica bean growing in the world today traces its DNA back to those very first coffee trees growing on the hillsides of Kaffa. Ethiopia is still Africa's number 1 coffee producer⁹. Coffee is absolutely crucial to the country's economy, with one in four Ethiopians (i.e. +/- 25 million people) relying on it for their livelihoods¹⁰. How's that going for Ethiopia? Well, the country receives approximately \$3 billion a year in development aid from wealthier nations¹¹, you know, countries like the ones we live in. Yep, Ethiopia is a very good place to kickstart a FairChain revolution, indeed! <

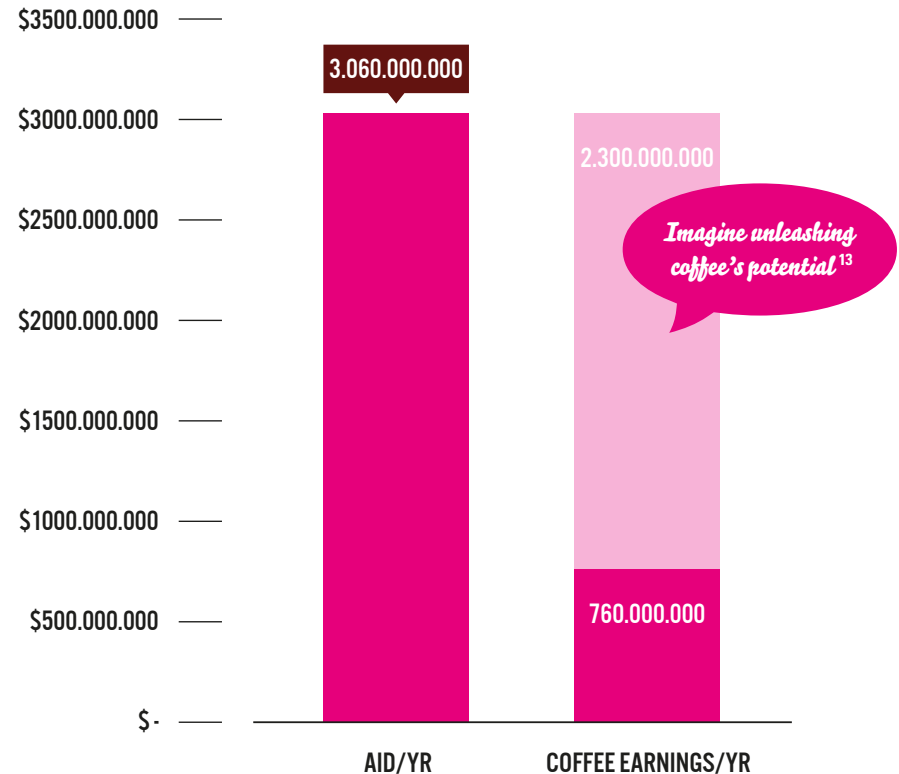
Today, 95% of Ethiopia's coffee is grown by farmers with less than 1.5 hectares of land

OUR ORIGIN

Trade over aid, my friends

Few countries receive more foreign aid than Ethiopia does. Between 2004 and 2013, Africa's coffee capital received a whopping \$30.6 billion in official development aid, making it the fourth largest recipient of aid in the world.¹² That's \$3 billion dollars each year, and it's increasing every year – all because we don't give them their fair share of the coffee cash. <

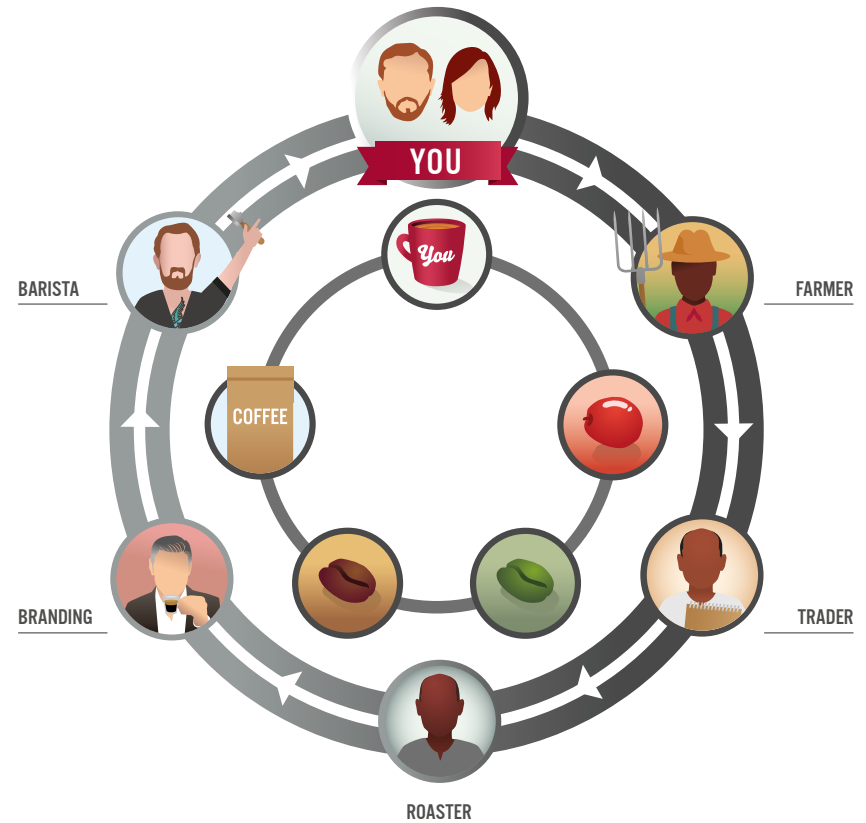
FOREIGN AID VS. COFFEE EARNINGS



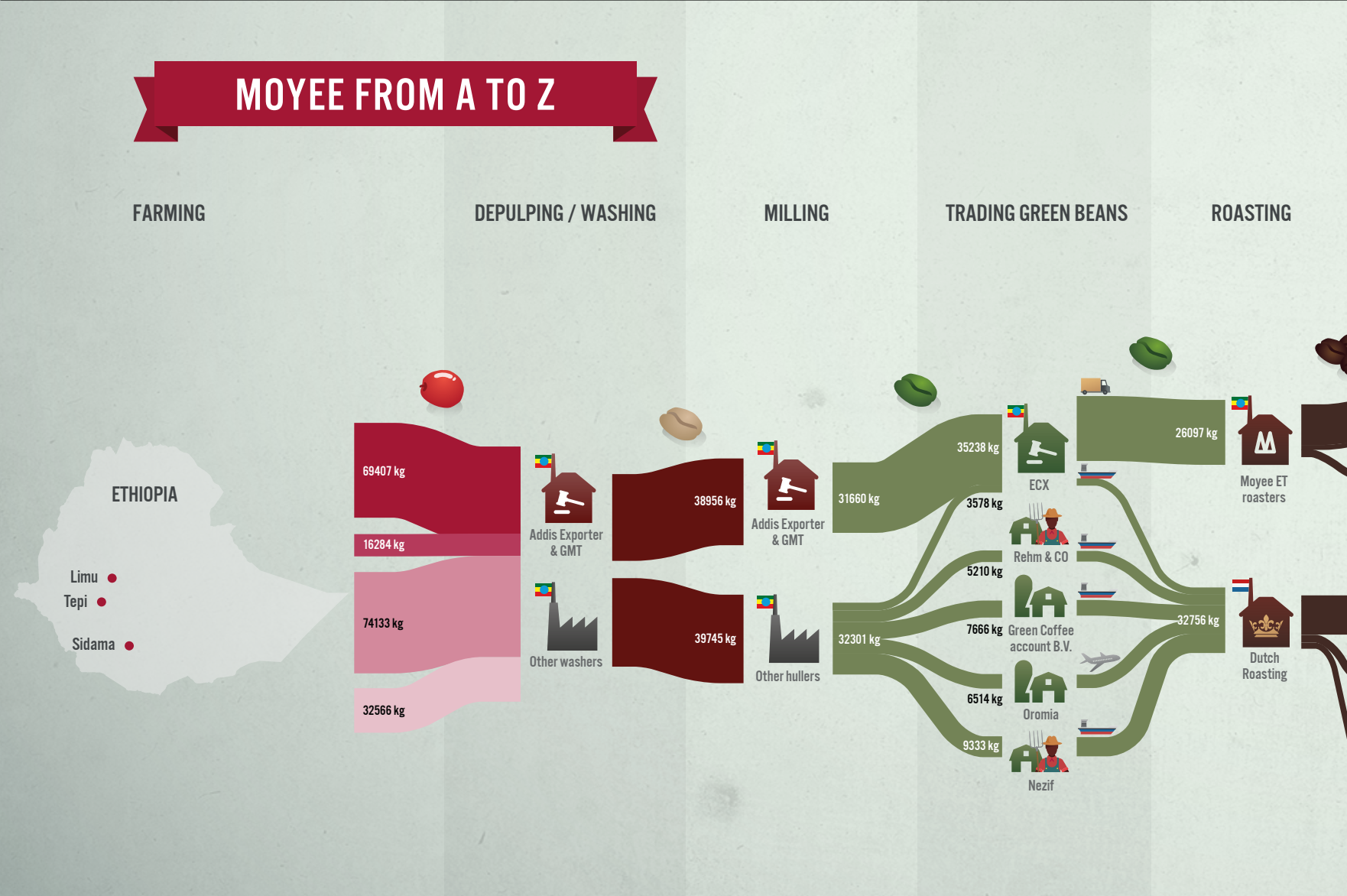
HOW DOES THE GLOBAL COFFEE CHAIN ACTUALLY WORK?

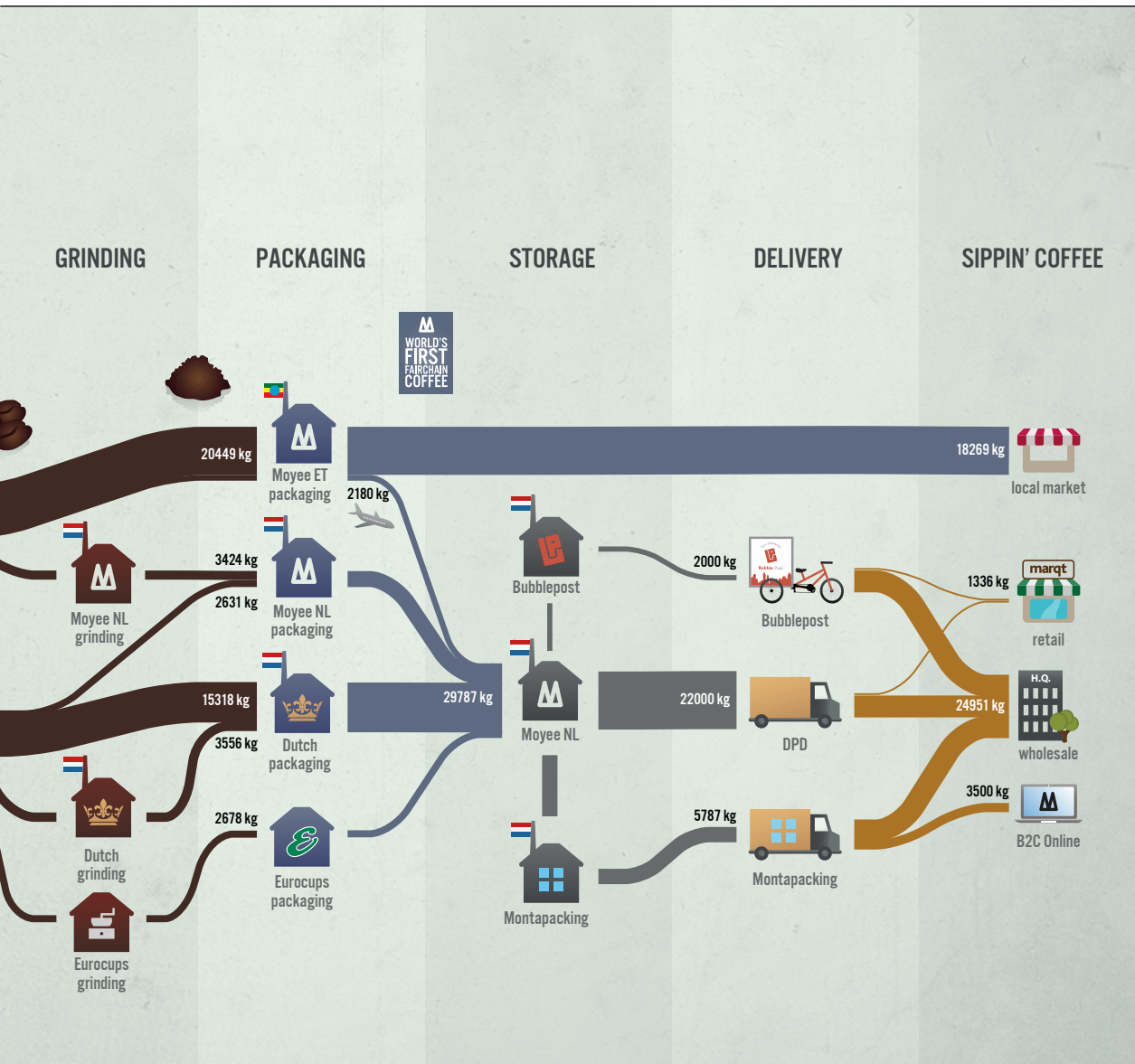
It's confusing, we know, but here's our attempt to simplify it to the essentials. A coffee bean begins life as a cherry growing on (in our case) wild forest-shaded plants attended to by farmers. These farmers contribute the most to the coffee chain, but receive the least. Once harvested, the beans are washed, cleaned and dried and become what we call green (unprocessed) beans. In their journey from highlands to harbors for export, various middlemen handle the green beans and take a small piece of the profit. The roasting and packaging of green beans takes place almost exclusively abroad, primarily because this is where the real value is created. This entire process was created and is dominated by a few Big Coffee multinationals, who have tweaked the system so they and they alone can make Big Bucks. Moyee FairChain Coffee is an alternative to all that. By roasting in Ethiopia instead of exporting away green beans, more profit remains in the hands of the men and women who contribute greatest to the chain. Now that wasn't so difficult, was it? <

THE GLOBAL COFFEE CHAIN IN A NUTSHELL



OUR ORIGIN





This is our supply chain from the birth of the bean to the coffee in your cup. Every single stakeholder in our supply chain adds true value in some way, shape or form. The size of the streams flowing between each link indicates the volume of coffee flowing between them. For the sake of radical transparency, we've also revealed the sources of all our green bean suppliers (*you're welcome competition, just go ahead and pay them what we pay them!*). What we haven't included is the journey of coffee from point of sale to offices, cafes or your home. However, for that you can dive into our Annex in this report. Good luck with that. Oh, and all the calculations are based on 1kg of Moyee coffee sold. <

FAIRCHAIN'S 3 AMBITIOUS MOONSHOTS

We hate to sound like school teachers, but there's no simpler way to say it: FairChain consists of three important parts: Economic, Social and Environmental. However, we've never made a secret that FairChain is most of all a radical economic principle. It is a crazy idea with sharing at its heart. By its very nature, FairChain is social. In our sometimes inspiring, sometimes clumsy way, we are trying to make life fairer for people living and working in developing economies. Admittedly, over the past three years, our focus on economics and

social good has overshadowed our environmental agenda. Yet like any socially-driven initiative, our environmental footprint is very much on our minds; moving forward we are passionately addressing many of the eco obstacles standing in our path. We've learned, however, that it is easier to be social entrepreneurs and coffee geeks than environmental superheroes.

Our Impact Report is divided into these three moonshots, and in each section we talk about our goals, our reality and the work that still needs to be done. <

ECONOMIC

GOAL

OUTCOMES

OUTPUTS

INPUTS AND ACTIVITIES

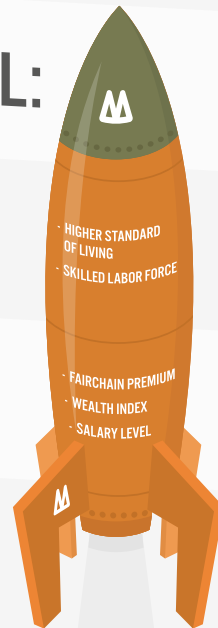


SOCIAL

ENVIRONMENTAL

THE HOLY GRAIL:

BALANCE THE CHAIN



*Visit the annex for our
detailed impact framework*



CREATING A GLOBAL BRAND, SELLING HIGH QUALITY COFFEE, ROASTED AND PACKAGED IN WESTERN STANDARD ROASTING FACILITIES IN THE COUNTRY OF ORIGIN

ECONOMIC



ECONOMIC

It's all fine and well to say we strive for economic equality, but what does that mean, exactly? Good question! To measure our economic and social impact we've created a fairly simple framework that measures a multitude of variables along the entire coffee chain. We're looking for quick wins and easy (but impactful) investments, but also big-time sustainable changes to the system in its entirety.

In 2015, we opened our new Ethiopian roasting facility and roasted our very first batch of FairChain coffee. We threw a party, toasting this monumental achievement with some local bigwigs and, basically, celebrated the fact that, after overcoming a crazy amount of obstacles and investing a whole lot of money, we were able to deliver on the first step of our FairChain promise: roast local! We hired 18 people in Addis Ababa – which is only the beginning! We proved that we could do it, and laid the groundwork for radical growth in 2016. ◀

OUR MOONSHOTS





ACHIEVEMENTS

OPENING A 2.000M² ROASTING FACILITY

You know that every successful Silicon Valley platform has its 'garage story'. Well, at Moyee we have our 'backyard story'. We began roasting in a small house in Addis Ababa, but in 2015 we were roasting enough to move to a proper factory with quality control and packing and cupping facilities.

INTRODUCING MR. PROBAT

To stay ahead of demand and ensure our revolution has global capacity, we've invested in a serious German-made Probat coffee roaster and exported it to Ethiopia. Backed by this 500kg-an-hour machine, we have quickly become one of Ethiopia's largest coffee roasters, and it's no surprise, we're already

its biggest exporter of roasted beans.

MOYEE X MAAS

In 2015, we teamed up with one of Holland's most authoritative B2B coffee vendors: Maas. Together we are going to bring Moyee coffee to universities, hospitals and big businesses that recognize the value of FairChain coffee for their own social agendas.

FIRST ROAST PARTY

In June 2015, we celebrated the arrival of our first official batch of FairChain coffee with a First Roast Party in Amsterdam; turning all our talk into action, and proving that a young, brash coffee brand can have real impact in the Big Coffee world. <





THE NAKED FACTS

SMALL STEP, GIANT LEAP

2015 was clearly a year of investing for Moyee – opening the roaster, fine-tuning global logistics, lobbying local legislation and hiring the right people to help us move forward. The 30.000 kilograms we sold in the Netherlands was far below our ambitions, and the meager 2,180 kilograms of beans we roasted in Addis and exported abroad was much less than the 17.000 kilograms we forecasted. Why the poor showing? Politics, for one; no sooner did we open our roaster in Addis than the Ethiopian Government unexpectedly closed down the export market. Months of frustration and lobbying lead to the reopening of the export

market in November 2015, by which time all our forecasts were totally blown.

On the other hand, the local demand for Moyee Coffee surprised us in a big way. During the export lockdown, instead of sitting still, we refocused our efforts on the local Ethiopian market: we continued roasting, introduced some marketing and sold our beans to Addis Ababa bigwigs. The price we paid was, well— obviously the cost of a latte in Ethiopia is significantly lower than one in Amsterdam. What we gained, however, was a lot of roasting experience for our team and, surprisingly, a strong local brand. Walk through Addis Ababa today and you'll see Moyee in many important places,

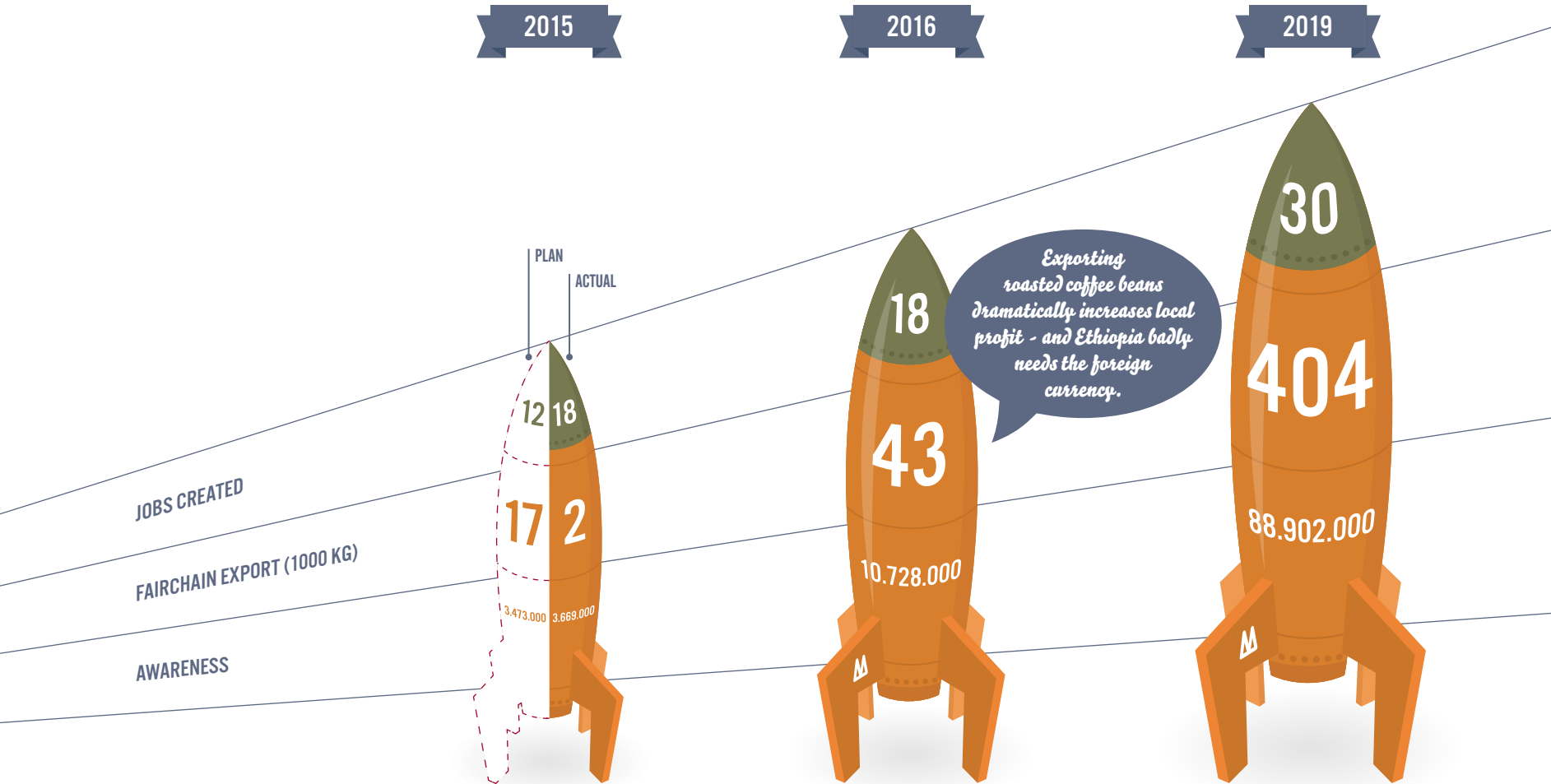
including the Marriott and Heineken.

In short, we made good on our impact goals by educating and empowering Ethiopians to roast their own beans and setting the stage for honest industrialization. We're mighty proud of this. Mighty proud indeed.

We calculated, analyzed, checked and double-checked our forecasts, and these numbers are the result. Below are the naked facts of Moyee Coffee. As you can see on the right, we exported much less coffee than we expected, but we also created more jobs than we original foresaw. We also put 3.7 million cups of coffee in the right hands of the right people. ◀

A QUICK EXPLAINER:

- Jobs created: employment in our roasting facility.
- FairChain export: kilograms of roasted beans exported from our roaster in Addis Ababa to the Netherlands.
- Awareness: We sold 30.000 kilograms of coffee in the Netherlands. One kilo of coffee products approximately 125 cups of coffee, resulting in 3.7 million cups of Moyee FairChain being consumed.





'I am location manager at the farm, what means that I need to tell farmers and slashers how to do their work.

Sometimes they don't listen to me, but since they get more money they are at least a bit more motivated to listen to my orders.'

Mensistu (27 years) - side manager farm

FACES OF FAIRCHAIN - YOHANNES ASSEFA

"My life in coffee began as a technician in a coffee export company. I am a mechanical engineer by trade, and I've used this technical knowledge and skill set to explore all sides of the coffee chain, both for global and local coffee players. I've installed sorters in Germany, for example, and roasters in Djibouti and Yemen. Earlier this year, Moyee contacted me to help install their impressive Probat 500 roaster. The

installation went really well, and Moyee asked me to help fine-tune their packaging line and optimize their coffee sorting. I am a freelance engineer and am dependent on jobs such as these within the coffee industry. What I like about Moyee is that they are encouraging a new generation of Ethiopian coffee roasters to improve the quality of their coffee and to think bigger than we've traditionally thought. Great

machinery, of course, is crucial to any roaster's ambitions, which is where I come in. With the right machinery, you can guarantee consistency, and consistency is the most important thing in the coffee industry. I've always been involved with coffee, and I'm a technician at heart. The only advice I can give is that you should always follow your passion, not the money. I am doing exactly what I was meant to do." <

"What I like about Moyee is that they are encouraging a new generation of Ethiopian coffee roasters to improve the quality of their coffee and to think bigger than we've traditionally thought"

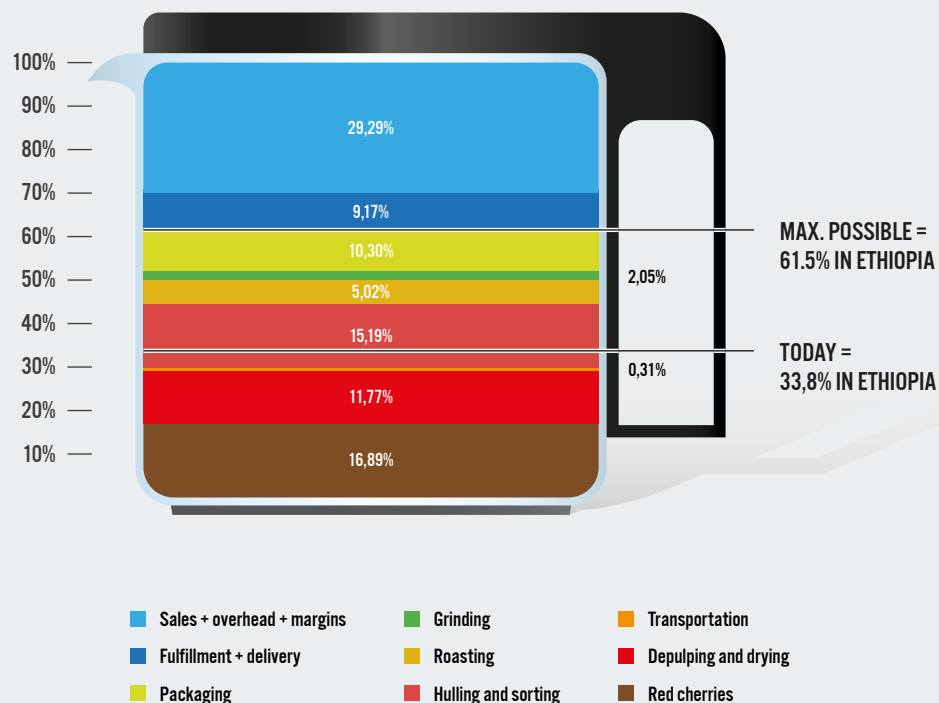


□ ■ □ □ ECONOMIC

WHERE DOES ALL THAT COFFEE INCOME GO, ANYWAY?

Ever make a pot of coffee and think: geez, what's the economic distribution in there? Probably not, but now you can know. As you can see, the most value (nearly 30%) is created at the very end of Moyee's coffee chain – namely, sales. The next biggest chunks go to agriculture, transportation, de-pulping, packaging, delivery and roasting, in that order. Of all these, our focus is putting our transportation, packaging and roasting in the hands of Ethiopians so they can profit directly from that. All in all, we think by empowering Ethiopians to oversee more, they can eventually up their value to 60% of the total chain, up from today's pretty meager 33,8%. <

VALUE DISTRIBUTION



SOURCE: OUR CALCULATIONS



DILEMMAS

BUILDING A ROASTING FACILITY

Admittedly, between 2013 and 2015, the impact of FairChain was relatively limited. This was a time of exploration and investment, as well as learning to navigate local bureaucracy to get our roasting facility up and running. It was a good start, but the obstacles we faced – and overcame – made us realize even more that the real value in coffee comes during the roasting and packaging processes. We doubled down our investment in a local facility and continued to expand our relationship with farmers throughout the region.

THE ECX CONUNDRUM

Opening a professional Western-quality roaster in Addis Ababa put us in the position to change the game, but at the same time it presented new and more serious challenges, like getting our 20% FairChain premium into the hands of the right farmers. In Ethiopia all our coffee for export is legally required to be sold through the Ethiopian Commodity Exchange (ECX), an auction house founded with the great intention to prevent Big Coffee from abusing their power to squeeze out all smallholder* profits. What the ECX does is make sure all the coffee is anonymous.

However, traceability is the victim of this system. It is almost impossible to precisely trace the origins of Ethiopian coffee, making it extremely difficult to pinpoint which farmers should receive our 20% FairChain premium.

This presented us with a huge conundrum. The ECX was created to ensure Western companies paid a fair price for premium Ethiopian beans (and rightly so), but it ➤

*Smallholder = “A smallholding is a small farm. In third world countries, smallholdings are usually farms supporting a single family with a mixture of cash crops and subsistence farming.” (wiki)

DILEMMAS *continued...*

*If at first
you don't
succeed, try
try again*

also required that those premium beans be exported abroad for roasting. Our intention to roast premium Ethiopian beans in Ethiopia didn't fit into this system. The government simply didn't 'get' why a Western brand would want to roast locally. It had never been done, and from an economic view, didn't make sense to them.

So we spent much of 2015 laboriously setting up our own network of smallholders – farmers we could source from directly and pay a 20% FairChain premium to. Every bit as important, we are now working with

the Government to create an amendment in Ethiopian law that will allow Moyee to work directly with smallholders without going through the ECX.

EUROPEAN QUALITY STANDARDS

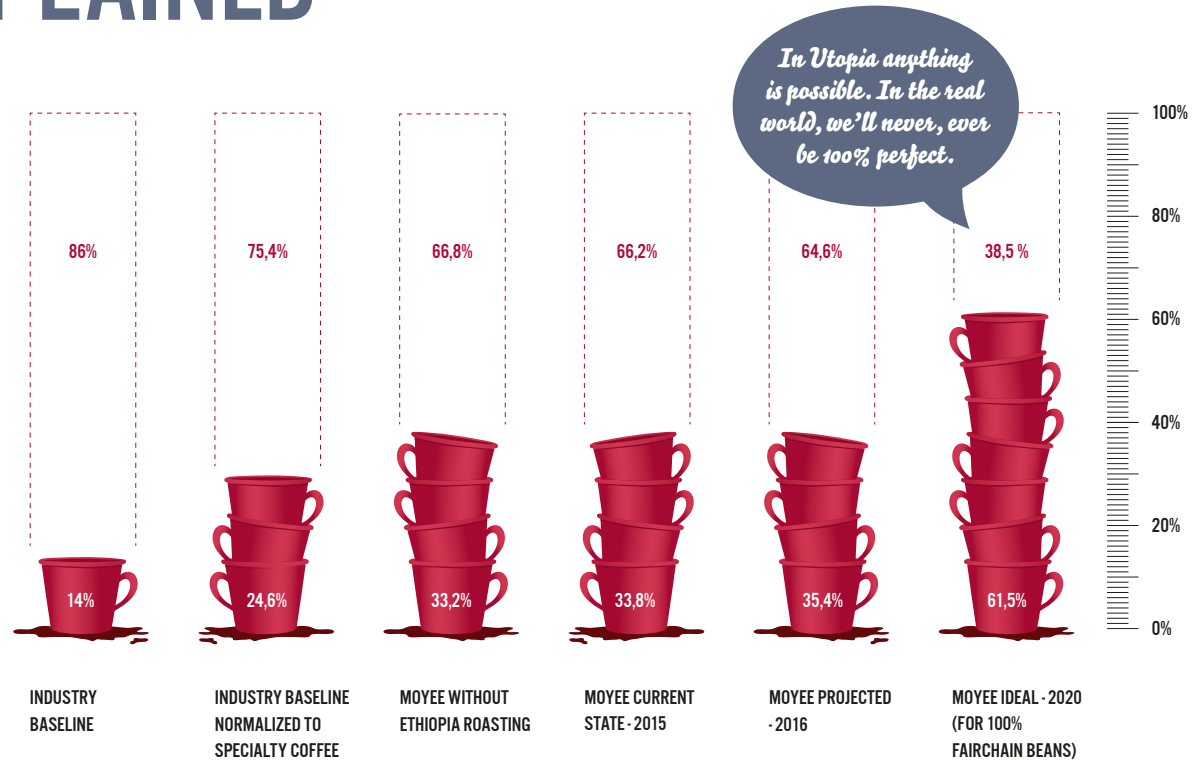
To connect with Western consumers, we knew from the start that our Ethiopian operations needed to mimic the high quality standards of the best European and American coffee companies. We had no problem finding and retaining great local talent, but the fact is quality in, say,

Amsterdam doesn't mean the same thing as quality in Addis Ababa. Much of our time and energy was spent on educating and fine-tuning our Ethiopian coffee partners and team. This required more time than we originally anticipated, but after many delays and an incredible effort from all, we managed to become the first ISO certified coffee roasting facility in Ethiopia and one of the very first in Africa. ISO makes sure we are all on the same page, working in the same way. ISO has prepared us for the tons of roasted coffee beans we plan to export to Europe in 2016. ◀

IMPACT EXPLAINED

THE IMPORTANCE OF ROASTING LOCALLY

Traditionally, 15% of the value of your cup of coffee stays in the coffee-producing country. The goal of FairChain is to create a perfectly equal split in the value: 50% for them, 50% for us. Right now, we are at a 32/68 split – as in, 32% of the value of every cup of Moyee Coffee stays in the coffee-producing country. That's more than 2x what Big Coffee companies leave behind, by the way. However, we know we can achieve even more. By figuring out a way to process absolutely everything in Ethiopia, for example, we can raise the split even higher to 46/54 – that is, 46% for Ethiopia. Last but not least, we aim to work with Ethiopian freighters, tilting the scales even further towards the ultimate 50/50 split. <



MOYEE BALANCING THE CHAIN

NETHERLANDS

ETHIOPIA

A GLIMPSE INTO THE FUTURE

WORK LEFT TO DO

To balance the global coffee chain:

- Scale up from low-volume premium exporter to high-volume premium exporter.
- Continue to experiment with the local Ethiopian market, raising local demand but also giving our roasting partners the experience they need to deliver high-quality Western-style coffee to the Netherlands and Europe.
- Print packaging in Africa instead of China.
- Cut out the middleman muddle even further. The current average is 56-60%

of FOB price, but we can increase this to roughly 90% if we source directly from all smallholders.

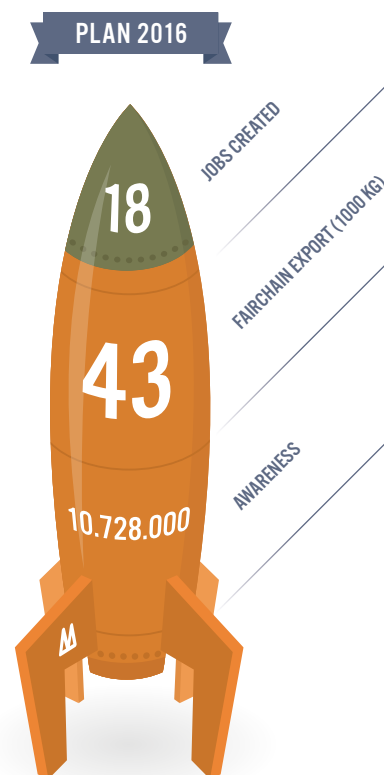
- Enter partnerships with Ethiopian freighters for international transport.
- Move our entire operations to Ethiopia using only sales agents in Europe. While this is possible, it is not likely for the coming few years.

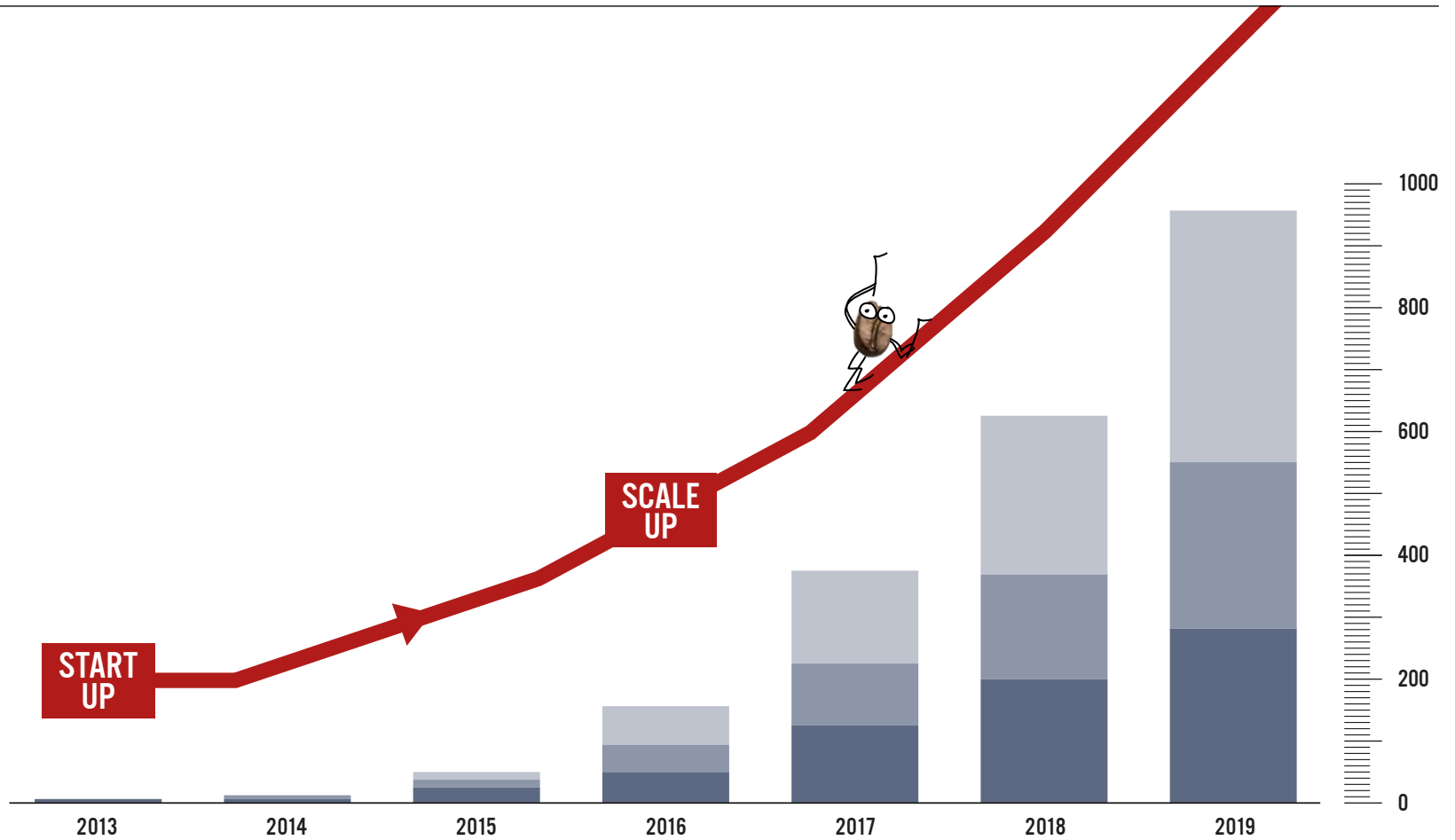
BY 2019

- Moyee aims to roast 900,000 kilograms a year
- 60% of all the beans sold by Moyee will

come from our Ethiopian roaster

- Moyee will have moved to a much larger roasting facility in Addis Ababa to meet both local and international demand.
- Moyee will source all of its coffee directly from smallholders thanks to the Ethiopian Government's granting Moyee – and other exporters who want to do the same - a special status as a FairChain exporter.
- Moyee will be recognized throughout Europe and the US as a premium coffee brand with a serious social and economic message.





MOYEE ROASTING FORECAST (1000 KG)

■ ROASTING IN NL

■ ROASTING IN ETHIOPIA FOR LOCAL MARKET

■ ROASTING IN ETHIOPIA FOR EXPORT



'I hope Moyee becomes bigger then Starbucks, and that by then my salarg is grown so much, that I can buy my own house, well actually I mean: my own palace!'

Hellen (26 years) - accountant

FACES OF FAIRCHAIN - ASHENAFI AMBAW

"It has been great working with the ambitious and unconventional people at Moyee. The fact that they have succeeded in setting up a quality management structure in such a short time is nothing short than amazing. They proactively

approached us with questions, sought out our advice and were very eager to be the first coffee company in Ethiopia we audited on ISO9001. Our usual customers are large multinational food processing companies, but now that a company like

Moyee has succeeded in earning their certification, they can serve as an example for other Ethiopian coffee companies. With Moyee's precedent, I'm quite certain we'll be receiving many requests from coffee companies in the coming years." ◀

"In 2015, Moyee became the first roaster in Ethiopia to receive an ISO9001 certificate. That also makes us one of the first in Africa!"





SOCIAL



SOCIAL

*M*oyee Coffee is a so-called Social Coffee Enterprise. This means we move far beyond corporate social responsibility (CSR) and towards corporate shared value (CSV). We combine entrepreneurial competitiveness with social impact. Our focus is on the front-end of the coffee chain, with the farmers, because this is where we can realize the greatest and most long-lasting impact. You'd think the farmers, the most important players in global coffee, would be treated like rock stars, yet Old School practices by profit-uber-alles multinationals keep them below the poverty line. To help them claim their rightful place, we pay our farmers 20% above market price. That's just a start. We are also working with approximately 100 smallholders to help

them improve their yields and the quality of their beans. Beyond that, we're sitting down with them to better understand their specific issues so we can offer tailored help. It's all part of our grand plan to radically improve their lives.

In the meantime, we're educating Ethiopians to run our Western-style roasting facility in Addis Ababa. In addition to a plethora of certifications – from ISO to HACCP to ensure quality, safety and hygiene – we offer them the type of specialized training Big Coffee multinationals would rather keep in the West. No, sir! We strive to pay them fairly and we hire them non-discriminatory.

However, looking back over the last three years, how significant was our social impact? <



*Hey Elon, you get the
space tourists to the moon, we'll
serve them coffee once they
get there.*



- HIGHER STANDARD
OF LIVING
- SKILLED LABOR FORCE

- FAIRCHAIN PREMIUM
- WEALTH INDEX
- SALARY LEVEL

OUR MOONSHOTS



ACHIEVEMENTS

ISO CERTIFIED

The first roaster in Ethiopia, one of the first in Africa

GIRL POWER

6 women are currently working in our roasting facility, that's 35% of our workforce. Pretty groundbreaking for the male-dominated coffee industry

100 SMALLHOLDERS

We connected with 100 smallholding farmers

THE NAKED FACTS

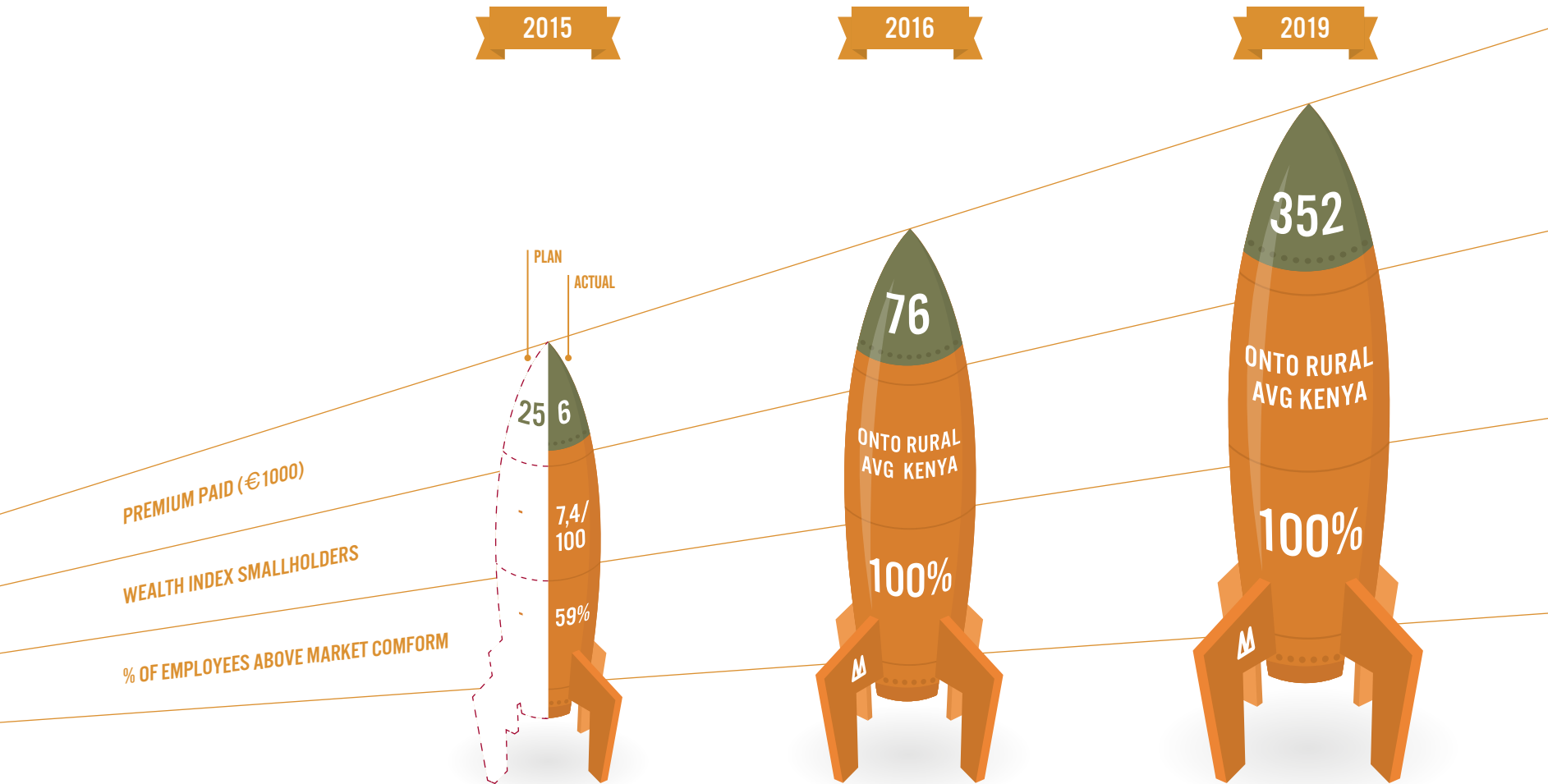
Complementing our economic impact is social impact. The two go hand in hand. In 2015 we paid out €6,000 on FairChain premiums to our growers – another €20,000 is reserved for 2016. The 100 smallholders we personally met in 2015 scored terribly low in the Wealth Index: a modest 7.4 on a scale of 100. In our roastery, we paid 59% of our employees above the market standard salary in Addis Ababa.

A QUICK EXPLAINER

- Moyee uses the International Wealth Index for monitoring farmers' wealth and pay. The International Wealth Index (IWI) is the first comparable asset-based wealth index for the developing world. It is based on data from over 2.1 million households in 97 low- and middle- income countries.
- FairChain Premium: the 20% premium every FairChain farmer receives above market price.
- % of employees above market standard salary: we want to raise the Ethiopian bar. So we benchmarked their salaries against market standard and made sure they were at the top.

“The International Wealth Index (IWI) is a simple, understandable and stable indicator of the economic situation of households, regions and countries across the developing world. This index is a useful instrument for tracking improvements and measuring the impact of social enterprises”

JEROEN SMITS, ASSOCIATE PROFESSOR, UNIVERSITY OF NIJMEGEN



DILEMMAS

PAYING PREMIUM

Getting the premium to those who need it most has proven one of the most difficult tasks in the early years of FairChain. In 2013, prior to opening our Ethiopian facilities, we worked with and bought our green beans from a successful Ethiopian farmer with 50 hectares of his own land and access to some 100 smallholders in the fields adjacent to his own. However, when doubts arose as to whether all the smallholders were getting their fair share, we switched to a co-op in 2014. Yet even there, transparency was an issue. Little did we know our biggest challenge was still to come: The Ethiopian Coffee Exchange, for more on the ECX see 'the ECX conundrum' in Economic.

When we opened our roaster in 2015 we were, like all other Western companies, obliged to buy our beans from the state-run ECX. Because the ECX uses a system of anonymous smallholders, it proved impossible to guarantee Moyee FairChain farmers received the 20% premium. The result is that in 2015 we paid out only €6.000 in FairChain premiums. The remaining amount, €20.000, has been added to our 2016 fund and is now being used to help smallholders pre-finance their 2016-17 harvest and educate them on organic farming methods (see next chapter).

THE TEGA & TULA PARTNERSHIP

Of course, the most efficient way to make sure farmers are paid fairly is to own your

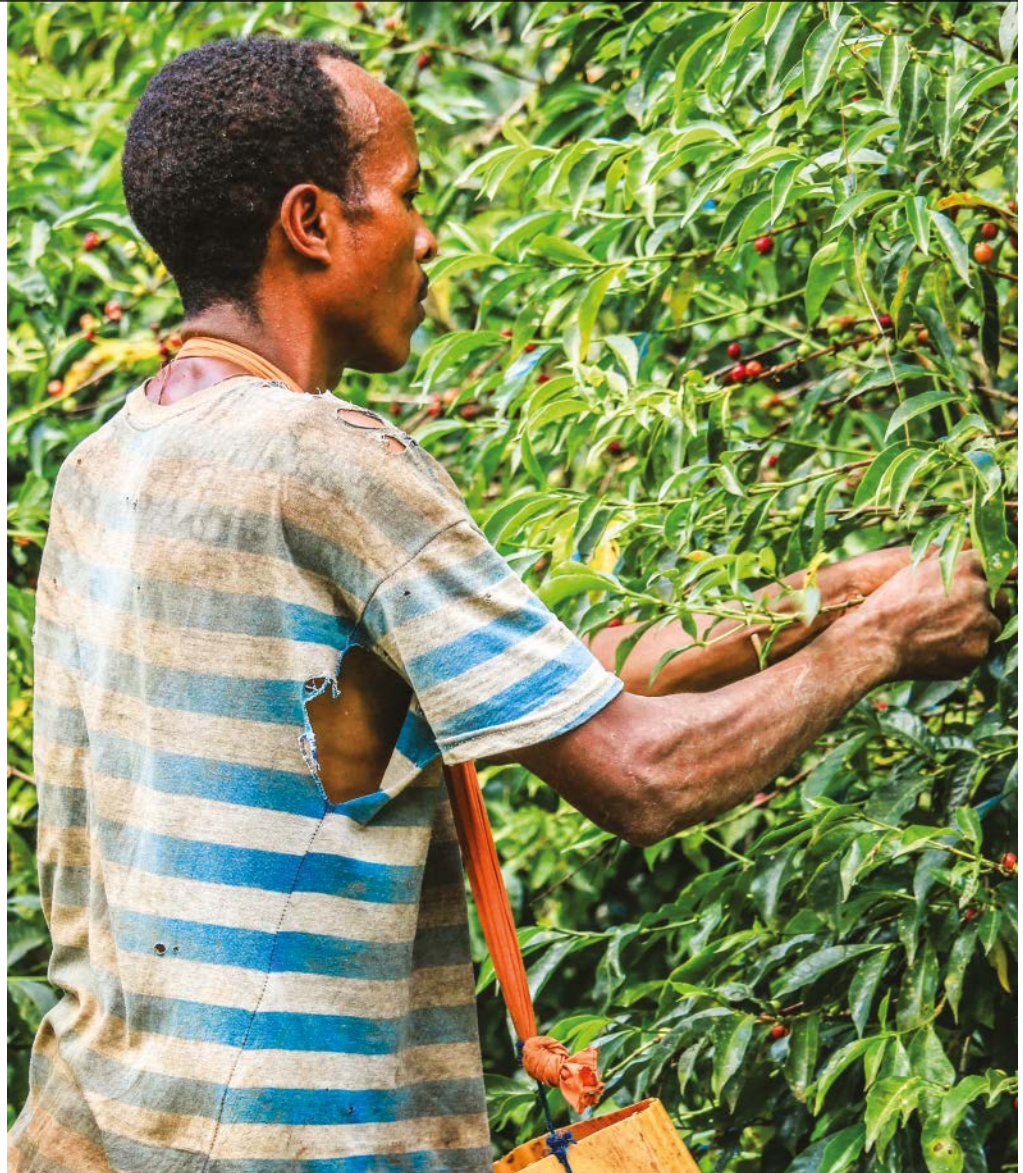
own farm. In 2015, we visited many farms with the intention to buy. In the end, with limited funding, we decided to invest everything we had in our roasting facility to make it Africa's best. We did, however, do the next best thing to buying our own farm: we entered a strategic partnership with an Ethiopian coffee farm called Tega & Tula (T&T). T&T has an all-important permit to not only process its own beans for export, but also the beans of all the smallholders adjacent to its farm.

This partnership brought us into T&T's economic and social ecosystem, enabling us to pay them the 20% FairChain premium and roast their beans at our Addis Ababa roaster. It was the best situation possible for 2015.

Failure is a Silicon Valley fetish. Truth is, we absolutely hate failure. We accept it, learn from it and quickly move on

RELATIONSHIP WITH SMALLHOLDERS

Our close partnership with the Tega & Tula farm gives us indirect relationships with hundreds of Ethiopian smallholders. They offer us first pick of the best beans because we pay them more, and we know precisely where our beans come from – the farm, the name of the farmers, the whole shebang! This is a great solution for the time being; though in 2016 we believe we can take this even further by obtaining a waiver from the Ethiopian trade minister to source directly from smallholders across the country. This would be a unique achievement for Moyee, and really open up the door for serious impact. Stay tuned! <



'As a slasher I cut trees and plants. It is hard work and I would prefer to dig holes for a living.

But at least now with my salary improvement I can buy a little bit more really nice honey wine!'



Adisu (31 years) - slasher

FACES OF FAIRCHAIN - ABABECH ABEGAZ

"I am Moyee's first female roaster.

I started at a small Ethiopian company where I was responsible for roasting, but at Moyee Jose took me under his wing. As Moyee's head roaster, Jose has trained me in basically every aspect of the roasting process, including safety

and hygiene. I have become very skilled at using roasting profile software, which is truly unique in Ethiopia. I was part of the team in charge of ISO certification, as well. I earn a higher wage than my Ethiopian counterparts, benefit from Moyee's bonus program and have full

medical insurance. Soon I will also be able to use Moyee's transport services to commute to work. I heard Moyee was different, that they'd really be committed to my personal development. All I can say is that it's all true." ◀



"I want to be the first female master roaster in Africa. Moyee is helping to make that possible."

IMPACT EXPLAINED

LIVING WAGE, MARKET CONFORM?

Ethiopia doesn't have a legal minimum wage, so it would be pretty easy for us to say we pay above it. Come on, we're much more serious than that. Working with the Living Wage Indicator¹⁴ we were able to benchmark a more than fair standard of living for our workers. At the same time, because we spend a lot of time and energy educating our workers; we go to great lengths to retain them. To do this, we set up a growth compensation plan that ensures all our employees are fairly

In 2015 Moyee paid, on average, twice the amount for Arabica beans than Big Coffee companies. We paid them more because it was the fair thing to do

compensated. By providing the right personal and economic opportunities, we are pushing hard to improve the livelihoods of the entire coffee chain.

FAIRCHAIN PREMIUM IS A QUALITY PREMIUM

The 20% FairChain premium we pay to our farmers is not just another form of financial aid. On the contrary, it is a premium paid for their very best beans. It's smart business that happens to be social, too. Moyee aims to bring barista quality to the masses

in every coffee segment we compete in. To be able to do this, we need to source the best beans. So please don't call our 20% premium aid. Nope, it's just trade.

In the traditional coffee chain, Ethiopian farmers earn on average 56-60%¹⁵ of FOB price. If we manage to cut out middle men muddle and source directly from the small-holders; we can raise their earnings without increasing the roasted coffee price, hence offering you more value for less money, making our premium coffee more competitive vis-a-vis traditional coffee brands. <

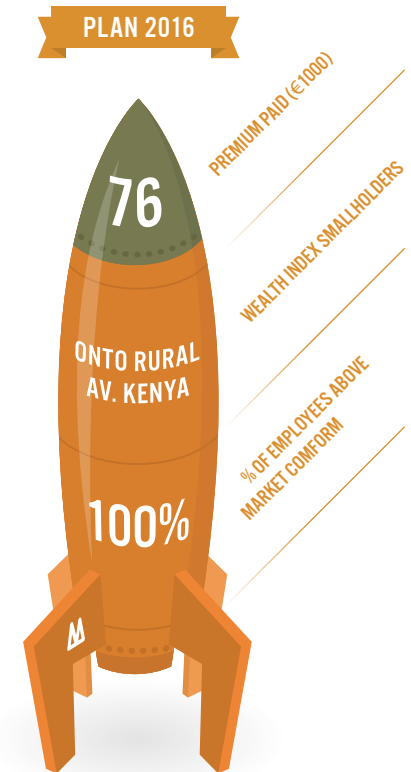
A GLIMPSE INTO THE FUTURE

With our Tega & Tula partnership in 2015, we established a very transparent link to hundreds of smallholders, but there's still a lot of work to be done in 2016, namely:

- Obtaining a special exemption from the Ethiopian trade minister to source directly from smallholders.
- Introduce new and organic farming methods at Tega & Tula.
- Help smallholders achieve organic certification, one farm at a time.
- Education is an important part of the FairChain philosophy, so in 2016 we are bringing together Dutch knowledge centers Wageningen University and The Royal Institute of the Tropics with Ethiopia's Jimma Agricultural Research Centre so as to train 25 Ethiopians in the art of contemporary organic farming. These 25 Ethiopians will then be employed to spread this knowledge amongst smallholders across Ethiopia.
- Use our 2015 premium fund to finance education amongst the 100 smallholders surrounding the Tega & Tula farm.
- Pay more FairChain premium directly to farmers.
- Backed by our ISO certification, we will expand our personal development training programs at our Addis Ababa roastery.
- Increase wages in Addis Ababa roaster.
- Explore the potential of crowdfunding our own FairChain farm in Ethiopia.

“We are learning by doing. This is all new territory for us as well, but we know where we are heading. FairChain is our compass, helping us navigate the very challenging and very unfair coffee industry”

GUIDO VAN STAVEREN, FOUNDER MOYEE COFFEE





'Right now the security is easy, but when the company grows and makes more money, more thieves will come. I am ready for that!'

Gebre (39 years) - Security in Addis

FACES OF FAIRCHAIN - ASTER & EJIGU

"I live in the village of Gura with my wife and 5 children. We live in a mud house with an iron roof. We don't have our own supply of clean water or our own electricity. I do have a simple mobile phone with a charger and a battery lamp. I own some cattle and live off a little more than one hectare on which

I grow 2.000 coffee trees. These trees produce approximately 300 kilograms of cherry per year. Together with some other crops, I am able to generate an income of about 8.000 birr (€350) a year. To reach the nearest main road I have to travel 90 minutes by foot. This is all pretty typical

for a smallholder in Ethiopia. Working with Moyee offers the promise of improvement, especially financial improvement. The first thing we'll do with more money is buy a car.

See Annex for interview results 100 smallholders ◀

*"8.000 birr, or €350,
is the annual earnings
of typical Ethiopian
coffee smallholders like
Aster and Ejigu"*



ENVIRONMENTAL



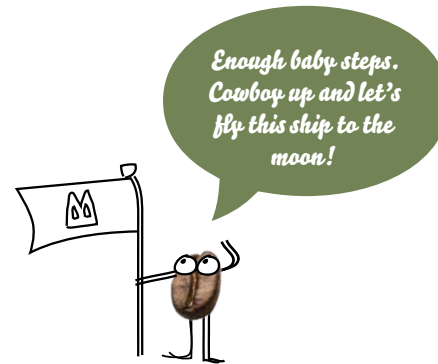
ENVIRONMENTAL

Quite honestly, we had no clear environmental goals in 2015. Our goals were very straight-forward: transcend our start-up phase by aligning ourselves with smallholders, and just as important, get our Ethiopian roaster up and running. We achieved both, and once we did we turned our attention to making them better.

Environmentally speaking, there is much to improve in coffee production. Large farms – as in massive industrial farms – have a seriously negative impact on the environment. They cause soil degradation, water eutrophication from fertilizer and pesticide run-off, depletion of water table levels,

biodiversity issues due to farming and their machines pollute. That's a big list to tackle, but it's tackleable through, for example, intercropping, soil rejuvenation and crop rotation.

We can certify ourselves to tackle many of these issues, and in many cases we have (see coming pages). In 2016 we will take the first steps towards establishing what we call our Model Farm Project. This project, which will be a collaboration between Moyee and several agricultural institutes, will explore sustainable and climate smart agriculture in Ethiopia. It is doubtful this Model Farm Project will be up and running in 2016, but we promise to make big leaps this year. ◀



ACHIEVEMENTS

- Tega & Tula Rainforest Alliance certification.
- Bubble Post eco-delivery introduced in Amsterdam
- Investigated farmers' needs, yield increase and organic farming possibilities

THE NAKED FACTS

When talking environmental goals, the single most important figure our stakeholders care about is our carbon footprint. So here it is, in big bright neon letters (figuratively speaking, of course). Moyee's carbon footprint is 3.92 kg CO2 eq. for 1kg of packaged

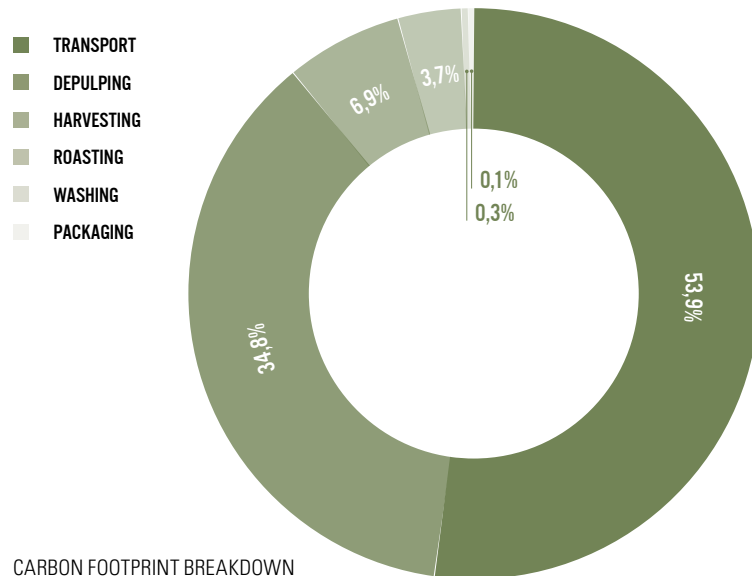
Moyee packaged coffee. Admittedly, we can do better. A promise, we will do better; however, compared to the majority of our competitors, our footprint is lower.

A QUICK EXPLAINER

- 52% of all emissions are due to transportation of which 75% is due to air transport alone. We air transport a part of our beans to preserve freshness (see Impact Explained on p73). This however, ends up costing us high on the carbon footprint budget.
- Coffee multinationals (aka Big Coffee)

like Douwe Egberts and Illy don't publish the life cycle carbon emissions intensity of their coffees. Well, we do, and are proud to say that we score twice as high as the average Big Coffee player. In our Annex, we offer infinitely more details about this. Feel free to download our Annex from our website.

- What happens if we replace all of our air transport with ship? Our overall footprint drops to an incredible 2.43 kg CO2 eq. per kg of coffee sold. This would be lower than most benchmarks, making us one of the least carbon intense coffees there is. ◀





'The work is good,
but I have earned more money
before. The reason I work
here is that I know I will get
a better job if the company grows.
And then finally I will have
MORE MONEY!'

Fikerte (27 years) - cleaner

FACES OF FAIRCHAIN - STIJN VAN GEEL

“There are a lot of companies out there claiming to change the world. The time has come to put ideas into action. Moyee is a good example of doing just that. Starting with the farmer and his land and

not buying into a certification. The global coffee industry really needs to address climate issues and its social repercussions. Farmers still suffer food shortages, for example. Moyee is making all the right

connections to change the chain. If they stick to their course and remain practical in their objectives, then they will surely make a difference on the farming level.” ◀

“The investments Moyee is making and the partnerships they are creating all seem to be the right steps needed to change the chain”



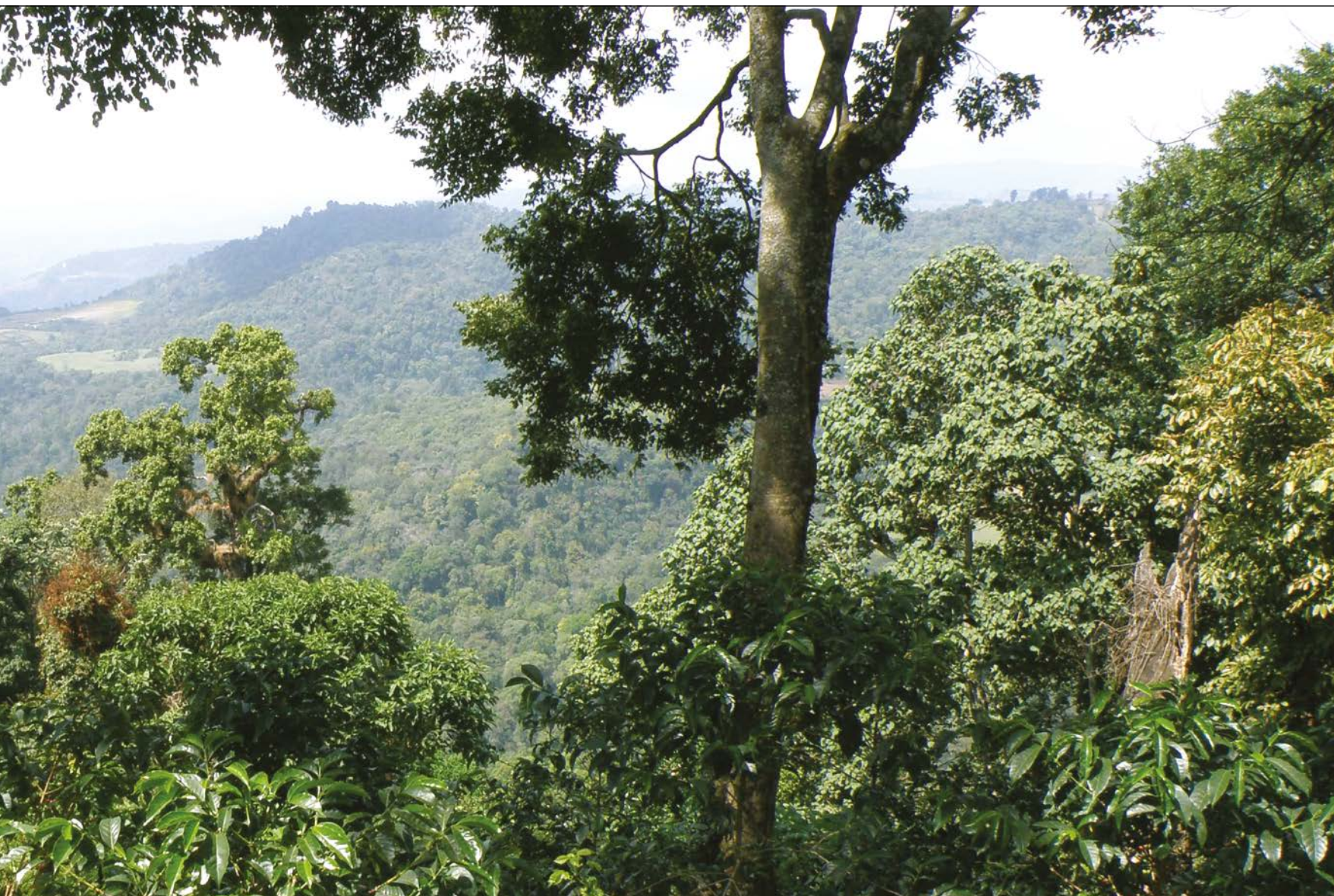
2 MINUTES OF SERIOUSNESS

‘WHY WE BOTHER ABOUT ENVIRONMENTAL IMPACT’

We at Moyee are not climate activists, nor do we pretend to be. And seriously, none of us were manning the front lines of Seattle or Paris, but this is what we do know: In the next half century Ethiopian coffee growers will be out of business due to climate change.¹⁶ In other words, our environmental goals are closely linked to our social goals. After all, 95% of all Arabica coffee species

can be found in Ethiopia. Moreover, Ethiopia and Sudan are the only places on the planet where Arabica grows in the wild. So yes, it's important to teach farmers how to farm organically in order to preserve their biodiversity. This also explains our passionate battle against deforestation in Ethiopia. If the Ethiopian forests continue to disappear at today's rate, wild Arabica coffee will be completely depleted by 2040. ◀





DILEMMAS

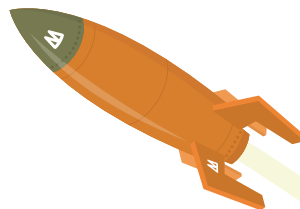
TO CERTIFY OR NOT TO CERTIFY?

Certification is an expensive process. Honestly, we'd rather spend all that money investing in our farmers, especially because most of what we do goes above and beyond typical certification norms. That said, we made the decision to join the Rainforest Alliance because, quite simply, our largest clients demanded it. We are proud of the certification; don't get us wrong, especially if it helps us spread our FairChain revolution, which is why we are also contemplating both Fairtrade and Organic certifications in 2016. However, truth be told, certification is mostly for companies who aren't on the front lines of the chain like Moyee is.

ORGANIC VS. PESTICIDES

Increasing yield – this is the dream of every smallholder. Actually, it's the dream of every farmer, period. Of course, the quickest and easiest way to increase yield is to turn to fertilizers and pesticides. In Ethiopia, this isn't much of an issue, namely because farmers don't have the money nor the access to purchase these. Call it reluctantly organic, but what happens when they earn more money? We're pretty sure most will take the road most traveled, soil degradation be damned! There are organic alternatives, good ones in fact, but they take time. In 2016, much time and energy will be spent creating an organic roadmap for all our FairChain farmers. <

There are a thousand reasons to do nothing, but one great reason to tackle the status quo. The time has come to be fair



IMPACT EXPLAINED

MUCH WORK TO DO: BYE-BYE JET AGE

Our biggest environmental blemish? We air freight our beans from Ethiopia to Amsterdam. We've never made a secret of this, and we've never made a secret that it's our hardest nut to crack from an environmental standpoint. Why fly? Well, there's a few overriding reasons for that. **1.** We're small, containers are big. At our current size, flying is simply cheaper than shipping. **2.** Flying guarantees freshness. Our logistics chain demands our beans arrive in Amsterdam within 3 weeks of roasting. Even the quickest sea route via the Suez Canal cannot get our beans here that fast.

Yet, despite this, we still have an equal if not better environmental footprint than our Big Coffee competitors. How is that possible?! For starters, in 2015 we didn't roast that much beans in Addis that needed air transport, and unlike the Big Boys, all of our coffee is cultivated by hand. Our farmers have no tractors and farm traditionally, which means manually. It's one of the industry's great conundrums – efficiency and carbon efficiency occupy opposite sides of the spectrum.

SCOPE ENVIRONMENTAL IMPACT

Calculating one's carbon footprint is tricky business with lots of intangibles. To rule out those intangibles, we've calculated ours to

the point of sale, because that's what we control. However, this is what we do know. Drinking coffee at home can take up as much as 30% of the total carbon footprint. Drink it in cafes, and that increases to 50%. The amount of energy usage that goes into making a single perfect espresso, and the amount of coffee needed, is pretty crazy when you think about it. What can you do? Well, filter coffee is without a doubt the most eco-friendly way to make coffee. You waste little coffee because the measurements are precise, and you only need to heat the water up to roughly 90°C (instead the typical 92°C to 99°C used in most espresso machines). So if you're been pondering that V60 or Chemex, maybe it's time you buy the damn thing! <





'I used to make much more money when I was an independant constructor outside Addis. Still I like my work at Moyee more because of the future possibilities.'

Yemanu (26) - supply chain assistant

FACES OF FAIRCHAIN - RIJKMAN GROENINK

“As a board member and shareholder at Moyee, I learned about the Tega & Tula farm in 2014. It quickly became clear that as a young coffee start-up, Moyee couldn’t simultaneously invest in both a roasting facility and a farm, so I pulled

my own money and that of one Ethiopian and several Dutch investors to purchase the farm privately. To be sure, it is as much a business investment as it is a social one – we believe we can radically increase the farm’s yield through modern

and organic farming methods. We also want to bring back the biodiversity. T&T is a testing ground for these types of methods, and we very much plan to share our knowledge with all the small-holders in the area.” ◀

“In 2016, Moyee will invest radically in long-term environmental impact programs, such as biodiversity and protecting precious rain forests. Real impact, not just third-party certificates”



HUH, WHAT'S THIS CAPTAIN OF INDUSTRY DOING IN OUR BOOK? CHECK OUT THE ANNEX TO FIND OUT.

A GLIMPSE INTO THE FUTURE

While we will not completely solve the jet issue in 2016, we will make forward strides on a number of environmental programs we are passionate about, namely organic farming which increases yields for smallholders while enhancing biodiversity and boosting reforestation. More specifically, we will:

- Launch education programs with our farmers to promote better organic practices in agriculture
- Implement a number of quick eco wins in our delivery chain, such as expanding our collaboration with e-deliverer Bubble Post from Amsterdam into other Dutch and Belgian cities
- Take the first steps of our Model Farm by

purchasing a derelict piece of forest in Ethiopia. 2016 is a purchasing and planning year, the real steps of the Model Farm will happen in 2017.

- Move our Amsterdam HQ to the amazingly upcycled B-Amsterdam building.

WAS THAT A MODEL FARM YOU SAID!?

We are coffee roasters, not coffee farmers. Even if we had unlimited funds to become the best farmers ever, we'd say no thank you, but within the context of both our FairChain and environmental ambitions, we feel it's necessary to move into farming. Why? It's the first step in the global coffee chain and there's much to improve. Owning our own farm gives us complete control

over how we align our economic and social impact goals. It gives us the know-how to educate our farmers, and it allows us to be totally transparent with you.

WORK TO DO: SCALE UP

It is crucial to help smallholders boost their yields and improve the quality of their beans in order to have a significant impact. There is much to be gained through knowledge. The average Ethiopian farmer owns just 1.2 hectares of farm, so more efficient farming methods, access to industrialization and a 20% premium goes a long way, but it's not enough to change the system. For that, we'll need to scale

up and explore new areas of the value chain. We want to elevate the farmers from poverty to middle class. To help them achieve this, in 2016 we will:

- Create collaborative networks that allow for economies of scale even amongst smallholders.
- Explore the idea of consolidation. Giving smallholders better access to available technologies, lower costs and increase yields.
- Explore new areas of in the value chain, both in the coffee highlands and in our Addis roaster.

For the fact checkers



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- ¹ S. Ponte, *The Latte Revolution*, 2001.
- ² Ethiopian RCA: avg FOB value (in US\$) of coffee export 2011-2015: \$760 million dollars. Peak in 2012: \$879 million.
- ³ Based on higher value of roasted and packaged coffee, higher quality beans and Ethiopian freighters.
- ⁴ Source: http://www.dimattinacoffee.com.au/blog/entry/coffee_second_only_to_oil_is_coffee_really_the_second_largest_commodity
- ⁵ Annual worldwide sales: coffee 90 billion; gold 87 billion. Source: Dimattinacoffee blog
- ⁶ S. Ponte, *The Latte Revolution*, 2001.
- ⁷ Van Dijk e.a., *The World Coffee Market*, 1998.
- ⁸ Van Dijk e.a., *The World Coffee Market*, 1998.
- ⁹ International Coffee Organization, *World Production 2014/15*.
- ¹⁰ Ethiopia Cradle of the Wonder Bean, Coffee & Tea Authority, 1999.
- ¹¹ <http://www.globalhumanitarianassistance.org/countryprofile/ethiopia>, *Official Development Aid 2004-2013*
- ¹² <http://www.globalhumanitarianassistance.org/countryprofile/ethiopia>
- ¹³ Ball-park figure: coffee income can potentially triple or quadruple for producing countries. Check page 43 for more detail.
- ¹⁴ <http://www.mywage.org/ethiopia/home>
- ¹⁵ 56% based on our own calculation with ICO and RCA data 2004-2013. 60% based on IDH sustainable coffee report.
- ¹⁶ "The computer modelling study indicated a severely negative impact on wild coffee forests, with predictions of 65% to almost 100% loss of suitable localities for the survival of the species. As these forests occur within the same bioclimatic areas as most of the coffee produced in Ethiopia, the logical assumption was that Ethiopia coffee production would be also severely negatively affected" (source: Kew), based on: Aaron P. Davis, November 7 2012, PLOS One.

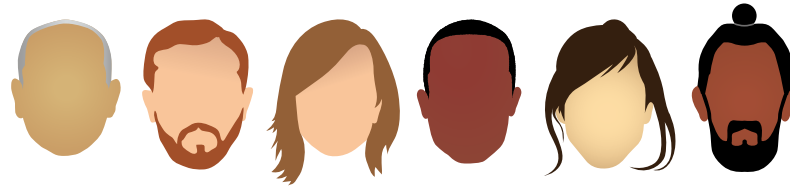


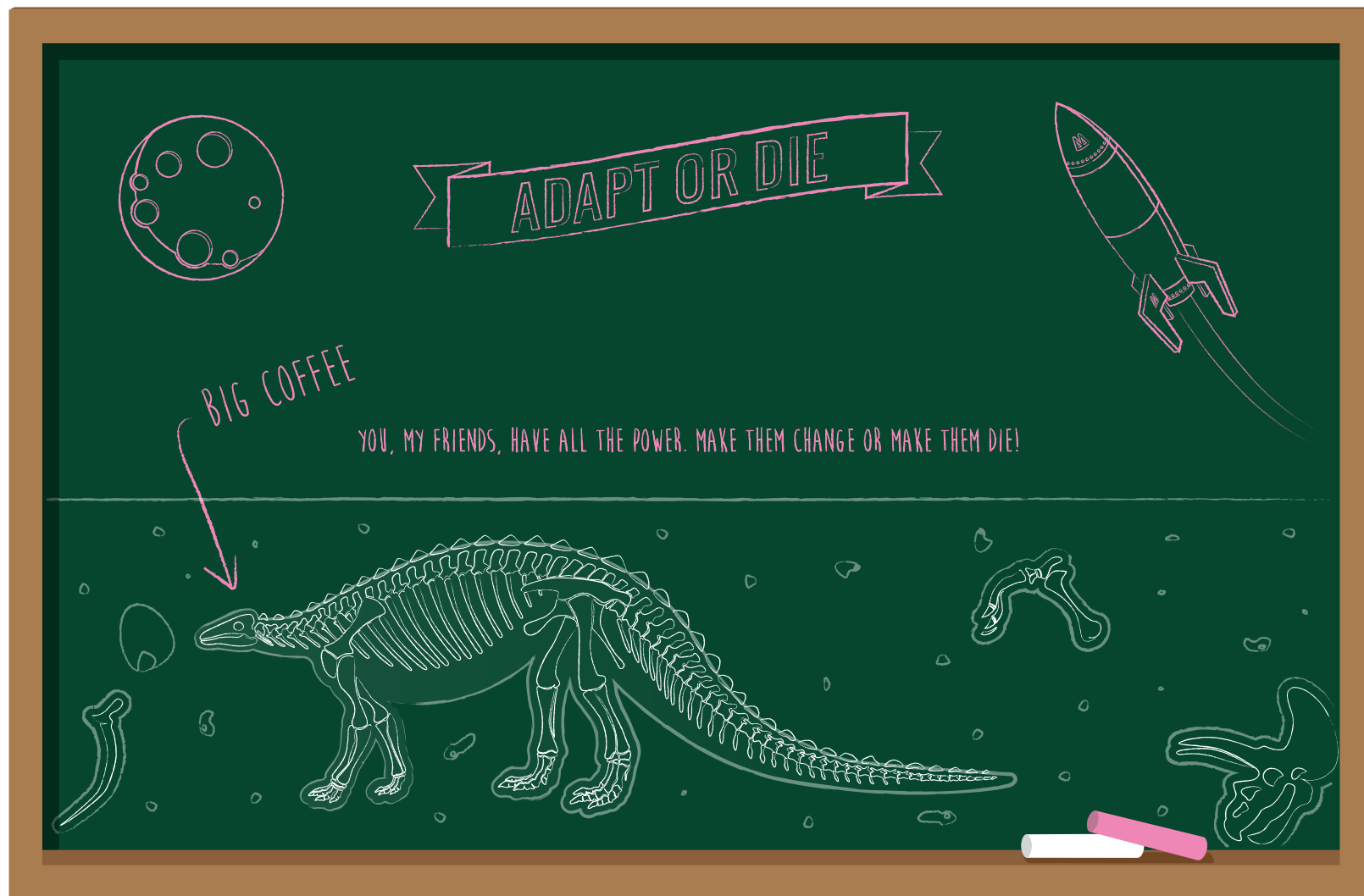
'I had no idea
Moyee was the new
owner of this farm,
I'm working here for
such a long time.
But I do noticed that
we got a salang improvement!
Enough to drink more
honey wine!'

Indosha (40) - farmer

THANK YOU!

If you made it all the way here, then you are either already drinking Moyee FairChain coffee or probably should be; but hey, don't drink us out of do-goodism or even compassion. Drink us because we're the best damn cup of coffee you're likely to find this side of the moon. That's right; we dare you to drink our coffee. Every sip counts, baby! Thanks for reading... <





Adapt or die. LADIES AND GENTS,
FANS AND FRIENDS, THE TIME HAS
COME TO WAKE UP AND SMELL THE
COFFEE. STOP PANDERING TO THE
BIG COFFEE DINOSAURS, THEY HAVE
NO FUTURE. *The future is fair.*

The future of coffee is FairChain.







**TRY HARD,
FAIL HARD,
TRY HARDER.**