

SPECIALITY COFFEE BRIDGING THE GAP

Industry & consumer recommendations towards effective communication of speciality coffee value (Hint: market that certification)

DEFINE YOUR CUPPA

ROASTERS

Themes: **ethical, economic** freedom, positive **ethical** values

100% define by flavour; **79%** by ethics; **56%** by sustainability

All define by the **positive impact** their company has

8/9 think theoretically that Starbucks could be speciality!

CONSUMERS

Frequent "**taste**" (**18%**) & **higher quality**; **32%** can distinguish it from other coffees by **taste**

Smaller brands, independent stores, **unique**, **3%** 'ethical' comment

Expensive, fancy, "I can't afford"

Many don't know, unsure about **unique selling point** - "Posh bitter beans"

LAY OF THE LAND

Roasters: primarily concerned with **existing clients** who *already* understand the selling points; **ambivalence** above the need for standardised certifications (for wider customer base). **Disparities** regarding industry **certifications**.

Roasters: **high standards & transparency** in sourcing & purchasing coffee, **unfulfilled** by *most mainstream* certifications - skepticism that these ensure social & environmental sustainability with skew towards the **global North** & as justification of ethics.

Certifications *don't* add **intrinsic value** & economically **exclude** small ethical, organic brands + local knowledge. Yet consumers & roasters agree on **higher price points** - consumers use certs to justify this. **Voluntary, 3rd party-audited** certifications becoming popular.



BREWING SOLUTIONS

77% OF

CONSUMERS

Say that **certifications** influence their purchases

48% BUT

Say **certifications** aren't relevant in making coffee 'speciality'

56% OF

CONSUMERS

Agree & strongly agree: **branding communicates** quality, ethical and environmental **standards**

YET 33%

Could be **swayed** to a different brand by **marketing/branding**

33% OF

ROASTERS

Use certifications - due to **market & consumer pressure, marketing &** due to an **ethical** supply chain

BUT A 3/10

Credibility score for certifications is "**better than nothing**"

Drive Impacts

By highlighting:

1. The **benefits & intents** of certifications
 - a. What does **paying fees** entitle you to
 - b. **Transparent** fee & economic system
2. The **unique** features of independent certifications
3. **Avoid complicated, technical jargon** & instead use recognisable expressions ("organic," "fair trade," or "energy efficient") with examples

Leverage

Credentials through:

1. **Clearer signposting** of sustainability and ethics on websites
 - a. **How** is this ethical & **why** should consumers care
2. List **awards, praise & certifications** with relevant info to increase consumer knowledge
3. The **traceability & reliability** of independent certifications - for the entire chain

Address the Gap

With an **industry-led certificate**, to:

1. Encourage **cohesion & agreement** in the industry
 - a. **Destabilise** mainstream certification stronghold
2. **Standardised communication** of taste, ethics & sustainability credentials
3. Create an industry **forum** and **communication system** to encourage unity & standard best practice

Achieving Caffeinated Certification

Collective decision-making + collaborations with relevant actors (or representatives)

Ensure there is direct communication + negotiation with farmers & producers, no brokers / middle-parties

Involve the entire supply chain & ensure accountability through independent audits at various stages of production

Ensure a coordinator/leader is democratically elected

Avoid greenwashing through transparent practices & redistribution of affordable membership fees

Include relevant NGOs/charity sector bodies

Pay a price higher than FairTrade minimum price - one survey respondent cited 30% as their minimum

Be selectively inclusive & adhere to a code of conduct

Commit to educating industry, customers & coffee producers of speciality coffee value