



STUMPTOWN

COFFEE ROASTERS

★ 2024 ★

SUSTAINABILITY & IMPACT REPORT

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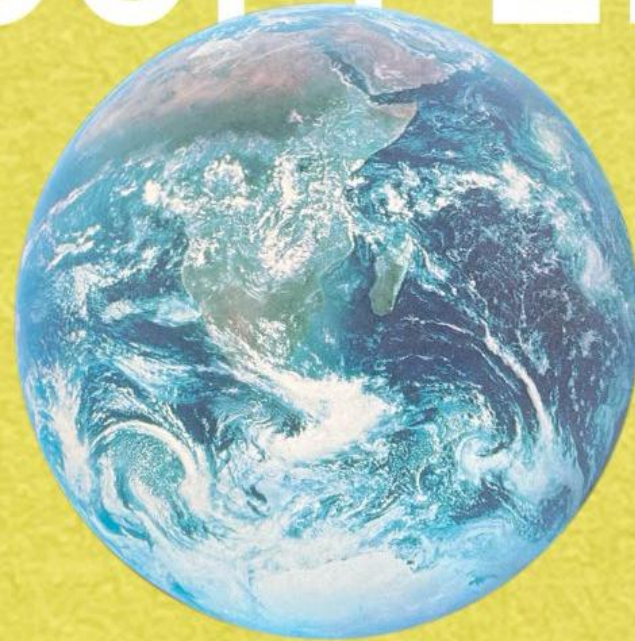
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I INVENTED COFFEE





1 **COFFEE SOURCING & DIRECT TRADE IMPACT**

→ **2024 Sourcing in Numbers**

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2024 SOURCING

Globally,
54.6%
of total coffee
purchased
was certified
organic.

Producers
& communities
reached
through origin-
led projects:
2,938
globally.



NUMBER OF ORIGINS
STUMPTOWN SOURCED FROM: **13**

ORIGIN-LED PROJECTS: **6** projects in **6** countries

1 COLOMBIA PERGAMINO: **55** producers
& farms, including **30** women-led farms

2 GUATEMALA CUBULCO SCHOOL:
242 producers & families

3 INDONESIA SUMATRA KETIARA COOPERATIVE
ROAD PROJECT: **157** benefiting producers

4 PAPUA NEW GUINEA BESSER/HABI-INA
COOPERATIVE ORGANIC TRAINING:
243 producers

5 PERU CHURUPAMPA ORGANIC FERTILIZERS
& SOIL ANALYSES: **321** producers participating

6 RWANDA HUYE MOUNTAIN ORGANIC TRAINING:
1,920 producers reached over 3 -year project



DIRECT TRADE DEFINITION & IMPACT

DIRECT TRADE HAS BEEN THE FOUNDATION of Stumptown's coffee buying since we first partnered with Finca El Injerto in Huehuetenango, Guatemala, in 2003—a relationship that continues to thrive today. Here's what Direct Trade means to us:

- Fostering direct relationships with producers and their farms
- Ensuring stable, quality-driven pricing that rewards excellence
- Committing to long-term partnerships built on trust

Stumptown also collaborates with Direct Trade producers on community-focused projects that create lasting impact. Our 2024 projects are detailed on pages 7–14 of this report.

Since 2019, we've partnered with independent researchers to gather farm-level data, measure our impact, and refine our Direct Trade practices. The original 2019 study from Catholic Relief Services, an international humanitarian agency, evaluated the impact of Direct Trade for the El Jordan group in Tolima, Colombia.¹ In addition, Enveritas,² a nonprofit specializing in coffee supply chain evaluation, conducted multiple analyses around the world whose results are found in our 2020,³ 2021,⁴ and 2022 Impact Reports.⁵

In 2024, Enveritas verified all of Stumptown's supply base. We're committed to continuing this verification through 2025 and beyond.



DIRECT TRADE DEFINITION & IMPACT CONT.

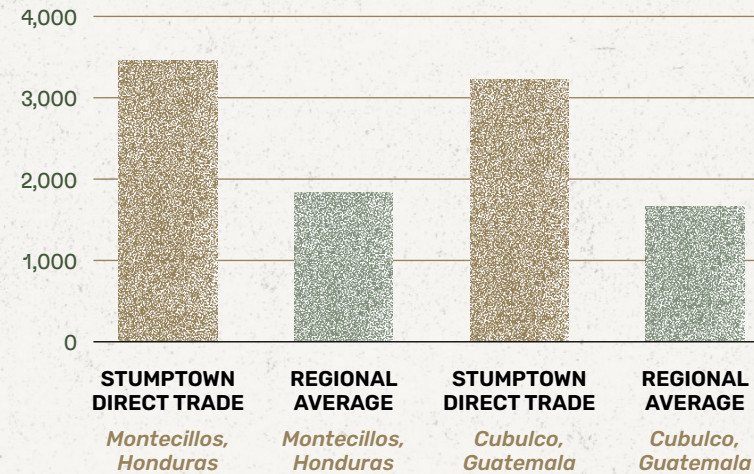
In 2023–24, Enveritas continued gathering data on the economic and community well-being of smallholder producers in Stumptown's Direct Trade supply chains—small family farms of less than 5 hectares—and compared them to regional averages.

Two examples of these studies come from producer groups in Guatemala and Honduras. The results from these groups continue a trend found in Stumptown's previously published Direct Trade supply chain analyses:

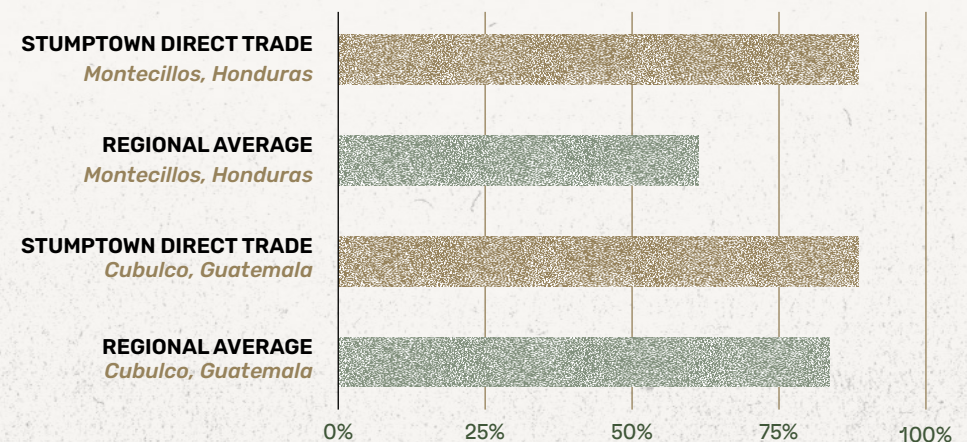
Enveritas found that Stumptown Direct Trade sourcing produces higher income per hectare and a higher percentage of children in school than the regional averages.

The impact of Direct Trade lies in the purchasing process. While not a perfect system, it's a powerful way to incentivize quality and enhance producer livelihoods. Price premiums play a role, but the real impact comes from long-term commitment, consistency, and steady volume over time.

MEDIAN INCOME FOR PRODUCERS (US\$/HECTARE)



% OF FARMS WITH ALL CHILDREN IN SCHOOL



PARTNERING FOR IMPACT

2023–2024 DIRECT TRADE PRODUCER PROFILES & PROJECTS

Each year, Stumptown co-funds environmental and social initiatives led by our origin partners each year—what we call ‘origin-led’ projects.

While our coffee purchases drive the most significant impact for our partners, we also recognize coffee communities face challenges related to environmental and social well-being. The people best equipped to address these sustainability challenges are those who live and work in these communities.



Projects we fund fulfill the following criteria:

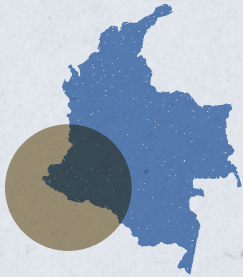
- Originate from coffee producers or their organizations
- Are co-funded, either financially or through in-kind donations
- Aim to improve the social or environmental well-being of the community

Finca
Churupampa,
Peru

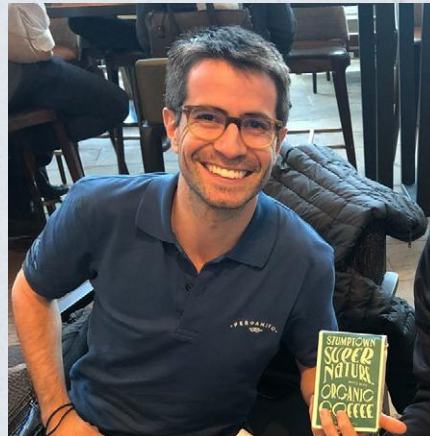


CAUCA, COLOMBIA

SUPPORTING ORGANIC COFFEE PRODUCTION & PRODUCTIVITY



Pedro Echavarria of Pergamino happily holding a bag of SuperNature in 2021.



PERGAMINO COFFEE supplies Stumptown with organic coffees from Colombia's Cauca region for perennial blends like Holler Mountain and special offerings such as SuperNature in 2021.

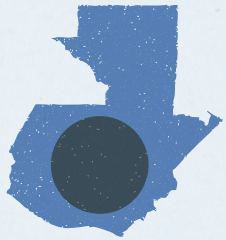
Pergamino and Stumptown have collaborated on several initiatives, including creating a bio-factory for locally production of organic fertilizer. This year, we partnered again to fund agricultural workshops for producers in Inza and El Tambo, focusing on pruning and fertilization techniques to improve productivity and cup quality. The project involves 55 producers, 30 of whom are women.



Producers gather for a workshop at the organic fertilizer biofactory in Inza, Cauca, Colombia.

CUBULCO, GUATEMALA

SCHOOL KITCHEN CONSTRUCTION



Local children
attend the school's
dedication ceremony.



PRODUCERS IN THE CUBULCO REGION of Baja Verapaz, Guatemala have been supplying Stumptown with coffee for Hair Bender and Cold Brew since 2019. During a February 2024 sourcing trip, our partners at Volcafe Guatemala shared that local parents were concerned about the schoolhouse in Xolaij Village. The school's wooden walls were not secure, the kitchen was in disrepair and it was situated on land at risk of landslides. The parents had secured a better location for a new structure, but they needed the funds to build it. So Stumptown provided the construction funding, which Volcafe Guatemala implemented in partnership with the local community, benefiting 242 local producers and family members.

KITCHEN BEFORE



KITCHEN AFTER



EXTERIOR BEFORE



EXTERIOR AFTER



SUMATRA, INDONESIA

BUILDING PATHWAYS TO ENHANCE SAFETY & COFFEE QUALITY

IN SUMATRA'S GAYO HIGHLANDS, extreme weather has repeatedly washed out roads, making it harder—and riskier—for farmers to transport coffee cherries during harvest. As climate change intensifies storms, these challenges continue to grow.

Stumptown's longtime partner, the Ketiarra Cooperative, is working to build concrete farm pathways that improve transportation safety, support farmer well-being, and enhance coffee quality for 157 producers.

This project highlights the vital role of origin leadership in addressing climate-driven challenges with practical, locally led solutions.

Stumptown and our importer partner, Atlas, have supported this initiative for the past two years. We're grateful to both for the collaboration and for the exemplary quality resulting from this long-term Direct Trade relationship.

Stages of
farm pathway
construction.
Gayo Highlands,
Sumatra.



PAPUA NEW GUINEA

ORGANIC AGRICULTURE & QUALITY TRAINING



Left: Sero Bebes,
owner/manager of Besser.

Middle: Upgraded drying bed.

Right: Coffee trees on Besser
dating back to the 1960's.



IN THE SPRING OF 2024, Stumptown's green coffee team visited Sero Bebes on his farm in the Obura District, located in PNG's Eastern Highland Province. There, we met with local coffee producers to explore opportunities for enhancing the quality and supply of organic coffees through training and equipment. In partnership with Sero Bebes' Habi-ina Cooperative and OFI (Olam Papua New Guinea), we launched a project in September 2024. OFI's local agronomic field teams are leading workshops on soil testing, organic farming techniques, quality management, and organic coffee development benefiting 243 smallholder producers in the region.



CAJAMARCA, PERU

SOIL ANALYSES FOR ORGANIC FARMERS



Left: Eber Tocto, owner of Finca Churupampa, with members who produce organic fertilizer on their farms.

Right: organic fertilizer produced by Finca Churupampa.



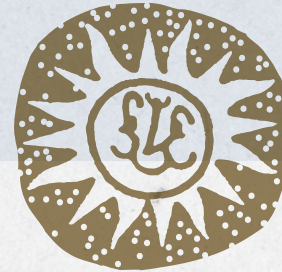
FINCA CHURUPAMPA, located in the Cajamarca region of Northern Peru, is a family farm and milling operation that sources coffee from over 250 local farmers.

Stumptown has proudly featured their exceptional coffees since 2014, both on our single origin menu and in our Holler Mountain and other organic blends.

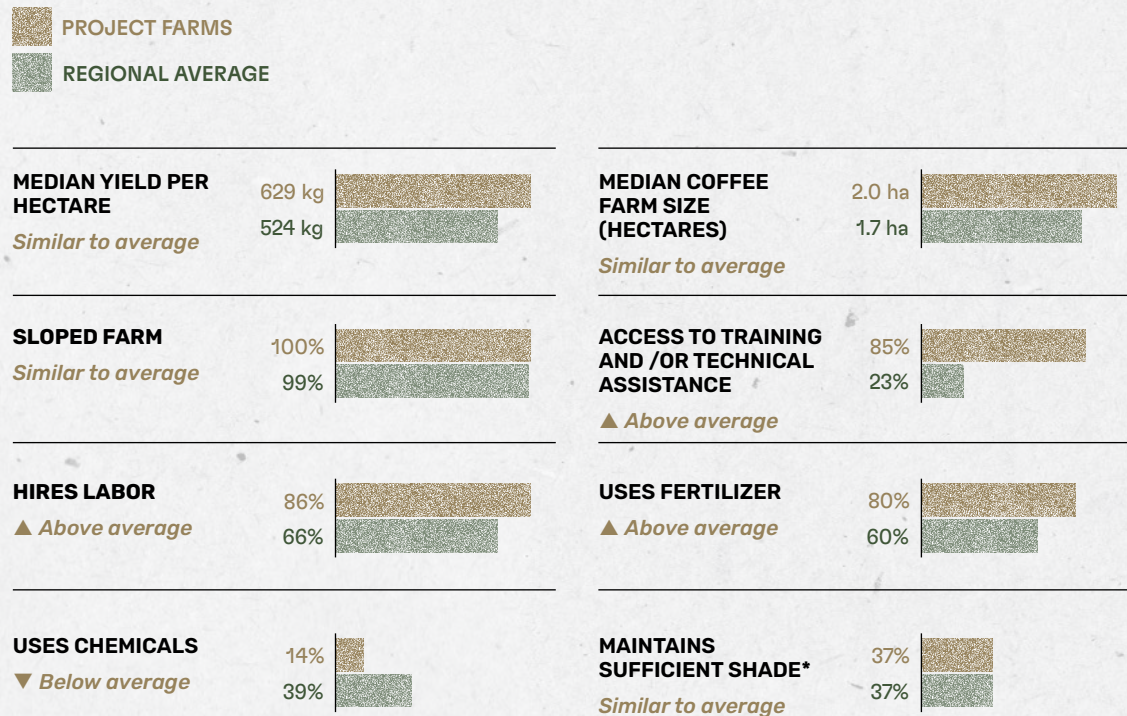
For over five years, we've co-funded the production of local organic fertilizer for Finca Churupampa's farmers. This fertilizer is more affordable than imported options, boosting farm profitability while supporting the local economy.



CAJAMARCA PERU SOIL ANALYSES FOR ORGANIC FARMERS (CONT.)



In early 2024 we hired Enveritas, an independent organization with expertise in coffee farm verification, to survey 65 farmers who supply Finca Churupampa to evaluate the impact of these organic fertilizer projects. Enveritas gathered valuable data on demographics and farm characteristics.

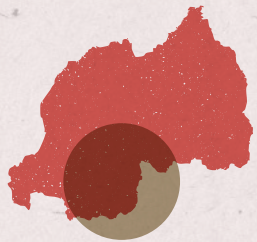


The Enveritas revealed surveys that Finca Churupampa farmers are younger, more likely to use fertilizer and hire labor (practices which boost yields), and much less likely to use chemicals (benefiting human and environmental health). They also have far greater access to training and technical assistance—85% vs. the regional average of 23%. As a result, they have higher yields and, as noted in our 2022 impact study, higher income per hectare.

inca Churupampa's suggestion, the next phase of this project involved Stumptown sponsoring soil analyses in 2024 to help producers optimize fertilizer application. Soil samples were collected by Finca Churupampa's field teams and analyzed at a nearby lab in Jaen. Results will be shared and used in 2025.

HUYE MOUNTAIN, RWANDA

ORGANIC CERTIFICATION TRAINING



1920

Producers
reached over
the course of
the project.

Top: David Rubanzangabo
of Huye Mountain.

Bottom: contributing
Huye Mountain
producers.

STUMPTOWN'S COMMITMENT to organic agriculture extends to our support of 1,920 farmers in Rwanda's Huye Mountain region working toward organic certification. In 2024, building on our long-standing partnership with Huye Mountain, we funded:

- Producer training in organic farming techniques
- Purchase of organic fertilizers
- Monitoring and evaluation

Stumptown has supported training, quality, and productivity initiatives at Huye Mountain for the last four years, with ongoing assistance from local agricultural extension providers.





PEOPLE & COMMUNITY

- **Diversity, Equity & Inclusion**
- **Active in Our Communities:**
Volunteering & Giving Back
- **Supporting Our People, Passions
& Creative Arts**

DIVERSITY, EQUITY & INCLUSION (DEI)



Stumptown van all decked out for the 2024 Portland Pride Parade.

FORMED IN 2021, Stumptown's DEI Committee brings together employees across Stumptown with the goal of creating a radically welcoming environment.

Committee members receive a quarterly stipend and dedicated time to prioritize their work. Being part of the committee offers opportunities for personal and professional growth, learning, connection, and collaboration on projects that positively impact Stumptown.

Here's a look at 2024:

- We participated in 16 heritage, identity & awareness campaigns driven by the talents & passions of our internal teams
- We purchased more than 300 books for our employees through our awareness campaign books buys
- We elevated our learning and development, pay equity and inclusion programs based on Committee input

Looking Ahead:

We're always striving for progress, especially in a world that's constantly changing. In 2025, we'll be expanding our DEI Committee, Inclusion Cohorts, and Employee Resource Groups to further strengthen our efforts. Stay tuned—we're excited to share more on our progress next year.

ACTIVE IN OUR COMMUNITIES

STUMPTOWN HUMANSKIND VOLUNTEER PROGRAM

The Stumptown HumansKind Program encourages all Stumptown humans to connect with our community through service—individually with paid volunteer time or as a team through organized events.

Left: On top of ongoing coffee donations, we volunteer at Portland's Blanchet House several times yearly.

Right: Our operations leadership team volunteered at Portland's Native Gathering Garden.



ACTIVE IN OUR COMMUNITIES

GIVING BACK

SUPPORTING THE COMMUNITIES in which we live and work has always been essential to Stumptown.

One of the ways we give back is by donating coffee and cold brew to community organizations—in 2024 these totaled more than \$180,000 worth of coffee and cold brew, mainly our beloved Hair Bender blend. It's a point of pride for our teams to see Stumptown support impactful work in our backyard. Besides considering external requests, we empower our employees to suggest and request donations for organizations important to them.

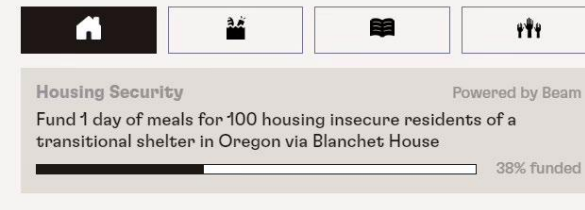
Our primary areas of giving are:

- Hunger & shelter
- Environmental sustainability
- Equity & social justice for underserved communities
- Music & the arts

Stumptown customers can help us make an impact by donating 1% of their purchase to a featured nonprofit at checkout. In 2024, we donated over \$32,000 to local organizations that support marginalized communities, ranging from food insecurity to racial justice to helping members of the LGBTQ+ community—and everything in between.

Choose your impact

Select a nonprofit and 1% of your purchase will be donated, at no extra cost.



Housing Security Powered by Beam

Fund 1 day of meals for 100 housing insecure residents of a transitional shelter in Oregon via Blanchet House

38% funded

Nearly
8000
pounds of
coffee.

Over
1000
liters of
cold brew.

More than
3300
discounted drinks
to firefighters in
LA and
Portland.

SUPPORTING OUR PEOPLE:

STUMPTOWN PASSION PROJECT

The Stumptown Passion Project fuels employee creativity with grants of up to \$1,000 to bring personal passion projects to life—whether it be an art installation, a garden, a home brew kit, a coffee seminar registration, or poetry printing—to each their own passion!



Clockwise from top: a cat relaxes on its catio, a delightful terrarium, and clothing design focused on self-care.

Stumptown Humans can apply for grants to fund creative projects or personal learning journeys. We award multiple grants ranging from \$100 to \$1,000 in each application cycle. In 2024, a few of these included:

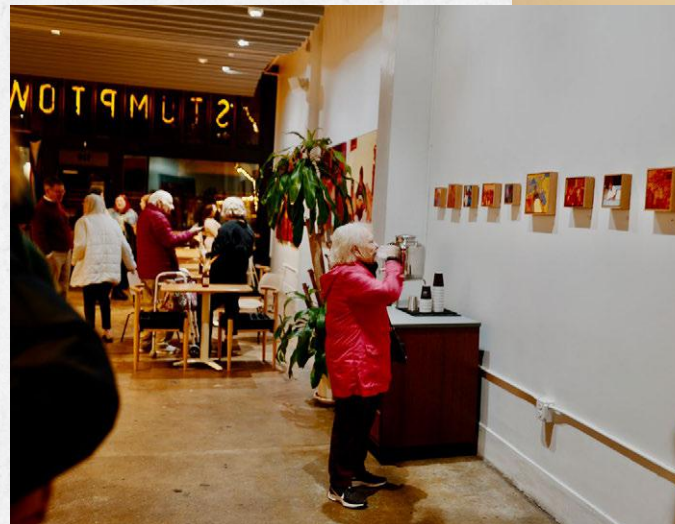
- Tools and raw materials for jewelry making and grillz
- Building catios for animal welfare
- Building bicycle wheels
- Growing a clothing brand focused on mental health and self-care
- Internship at a nonprofit dance organization
- Musicians learning to wire their own guitar pedals
- Funds to record and release music
- Terrarium delights!



STUMPTOWN ART FELLOWSHIP & EMPLOYEE ART SHOWS

SINCE WE OPENED OUR FIRST ROASTERY in 1999, Stumptown has celebrated creativity by collaborating with artists, musicians, and employees—empowering them to pursue their passions.

Our Art Fellowship Program embodies this spirit, showcasing rotating exhibits in our cafes from local artists—many of whom are Stumptown employees. In 2024, we featured artwork in our Los Angeles, Portland, and New York locations.



Left: Art from the Stumptown Employee Art Show.

Right: Daniella Gatt, manager of third avenue cafe, at her art show.

A person in a light-colored jacket stands in a lush, green coffee plantation, pointing towards a valley in the distance. The background shows rolling hills and a small building nestled among the trees. The foreground is filled with coffee plants.

3 ENVIRONMENTAL IMPACT

- **Stumptown Cafes**
- **Cold Brew, HQ, and Roasteries**
- **Climate Disruption & Greenhouse Gas Emissions**

CAFE SUSTAINABILITY



Since our first independent assessment of cafe sustainability in 2019, we've used three core principles to guide our efforts in reducing environmental impact:

- Reducing is better than recycling
- There's no such thing as a sustainable disposable product
- Plant-based food and drink options have a lower environmental impact than animal products. According to the World Resources Institute,⁶ "Plant based milks

on average generate roughly one-third or less of the greenhouse gas emissions of cow's milk, and most use considerably less water."

WITH THOSE PRINCIPLES IN MIND, WE:

- Made oat milk our default in cafes since January 2023
- Don't upcharge for plant based milks
- Offer 25c discounts on "for here" orders and to customers who bring reusable mugs
- Continued our Portland partnership with Okapi reusable cups⁷
- Continued our nationwide partnership with Too Good To Go to ensure that leftover food makes its way to those in need and not to a landfill⁸

We're exploring better alternatives for to-go orders, which typically create landfill-bound trash. We live in an on-the-go culture, but we'd never want to deny anyone their coffee — so we're working on ways to reduce the impact of our to-go packaging. Look for some updates in 2025!



COLD BREW, HQ, & ROASTERIES



OUR GOAL: Zero Waste to Landfill in Manufacturing Facilities by 2030

Our teams at HQ (PDX), Wyckoff Roastery (NY), and Cold Brew Brewery (PDX) are always looking for ways to reduce landfill-bound waste. Many are members of Stumptown's Sustainability Squad—a dedicated group that meets monthly to share updates and explore new ways to lessen our environmental impact. Here's how we're working to divert waste:

- **Alternative Recycling:** Partnering with Ridwell to recycle hard-to-process items like plastic film, clamshells, light bulbs, Styrofoam & batteries (PDX HQ)⁹
- **Reusable Serveware:** Using durable dishware in break rooms & at employee events like summer BBQs (PDX HQ & Wyckoff)

- **GrainPro Bag Recycling:** Recycling plastic GrainPro liners (used to preserve green coffee) through GrainPro's recovery program (PDX HQ & Wyckoff)
- **Burlap Upcycling:** Repurposing all Portland burlap bags through the City of Portland Community Garden program (PDX)
- **Coffee Grounds Composting:** Composting 100% of spent coffee grounds from our Cold Brew Brewery (PDX)
- **Supersack Reuse:** Providing used plastic supersacks (used for green coffee transport) to a local construction company for building sites
- **Plastic Pallet Repurposing:** Sending broken plastic pallets to a Washington farmer who uses them to keep hay dry

Despite these efforts, some waste—like single-use plastics, messy to-go containers, and packing materials—still ends up in landfills. We're not giving up, but we're extending our Zero Waste to Landfill goal to 2030 to ensure we get it right.





CLIMATE DISRUPTION & GREENHOUSE GAS (GHG) EMISSIONS

CLIMATE CHANGE AFFECTS ALL OF US, but the stakes are especially high for coffee producers. Extreme and unpredictable weather threatens their crops, communities, and way of life.

That's why we're committed to cutting our emissions. We've set a goal of reducing our Scope 1 & 2 emissions by 25% by 2030, using 2020 as our baseline. That means we're working toward a 2.5% absolute reduction yearly, following Science Based Targets initiative (SBTi) guidelines in line with the Paris Agreement's Net Zero goals.

Since 2020, we've switched to solar energy for our Portland HQ, brewery, and cafes and introduced energy-efficient practices across operations. By 2023, we had cut Scope 1&2 emissions by 12.2% in absolute terms.¹⁰

Unfortunately, our Scope 3 emissions—from the coffee, packaging, and materials we purchase—have grown alongside our business. While we're happy more people are enjoying Stumptown, we need to reduce emissions from our supply chains. We're tackling this with both coffee and packaging suppliers.

As a coffee company that roasts on vintage machines powered by natural gas, Stumptown's emissions are tricky to solve. We focus on efficiency, but the only way to get those close to zero will be through improved availability of renewable natural gas and other low carbon fuels. These shifts must be addressed at the policy level — so we advocate for systems solutions through membership in Oregon Business for Climate.¹¹

We're relentless optimists here at Stumptown, so we remain committed. We'll keep at it and keep you posted along the way.

COMPANY & CONTACT



Original Stumptown cafe on
Division Street in southeast Portland
(Photo by Raymond Brigleb).

FOUNDED IN PORTLAND, OREGON, in 1999, Stumptown turned 25 in 2024, and we're proud to still call our original cafe on SE Division Street home. You can get the full story on Instagram.¹²

Today, Stumptown is legally registered as a Benefit Corporation in the state of Delaware and is part of the JDE Peet's family. We're led by our President Laura Szeliga and a dedicated leadership team based at our Portland HQ in the Central Eastside Industrial District.

If you have questions or want to talk to us about this report, our coffee or cold brew, or partnering with us, please email info@stumptowncoffee.com and we'll get you connected to the right people.



APPENDIX

- 1 <https://dailycoffeenews.com/2020/05/26/a-remarkable-assessment-of-direct-trade-from-stumptown-and-caravela/>
- 2 <https://www.enveritas.org/>
- 3 <https://files-us-prod.cms.commerce.dynamics.com/cms/api/pjdjklzxqh/binary/MA3JHy>
- 4 https://cdn.shopify.com/s/files/1/0495/9446/6472/files/Sustainability_ImpactReport_2022.pdf?v=1649438288
- 5 <https://www.stumptowncoffee.com/pages/2022-sustainability-and-impact-report>
- 6 <https://www.wri.org/insights/milks-environmental-impact>
- 7 <https://www.okapi-reusables.com/>
- 8 <https://www.toogoodtogo.com/en-us>
- 9 <https://www.ridwell.com/what-we-take>
- 10 based on GHG inventory results 2020–2023 as reported within JDEP.
- 11 <https://orbizclimate.org/home/>
- 12 https://www.instagram.com/reel/C7kXLS1SVUz/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==



PUMPTOWN
Coffee
ROASTERS

Good U Luck