

Peter Larsen
Kaffe[®]

STATUSRAPPORT

2023

Peter Larsen
Kaffe[®]

SAMLET
NO KAFFEN

Indhold

Peter Larsen Kaffe Statusrapport 2023

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Alle data anvendt i rapporten er indsamlet i perioden
01.07.2022 til 31.12.2023.

PETER LARSEN KAFFE



SAMLET OM KAFFEN – Sammen om ansvaret



Flere års usikkerhed på verdens kaffemarkeder og stigende udgifter til certificeringer og andre bæredygtige tiltag udhuler indtjeningen. Derfor må forbrugerne indstille sig på dyrere kaffe i fremtiden.

Vi oplever fortsat stor usikkerhed på verdens kaffemarkeder og stigende kostpriser på råkaffen. Dertil kommer højere udgifter til de certificeringer, som hele vores sortiment af kaffe, er omfattet af. Samtidig investerer vi fortsat i udvikling og implementering af bæredygtige tiltag som f.eks. genanvendelig emballage og bæredygtig omlægning af kaffedyrkningen i samarbejde med kaffefarmere i hele verden. Det er alt sammen nødvendigt, men det koster.

Klima og kvalitet koster penge

Peter Larsen Kaffe er kendt for udvikling, innovation og bæredygtighed, og det DNA skal vi have råd til at værne om. Der er fortsat behov for massive investeringer i miljø- og klimarigtige tiltag i hele vores værdikæde, og det vil vi være garanter for.

Derfor må forbrugerne indstille sig på at betale mere for kvalitetskaffe i fremtiden. Til gengæld har de dermed muligheden for at bidrage direkte til en mere bæredygtig og ansvarlig kaffeproduktion.

Vi tror stadig på, at fremtiden tilhører dem, der forfølger et højere formål med det at drive virksomhed end blot at tjene penge. Men det koster også at forfølge det formål, og det står vi ved. Derfor står vi også ved de prisstigninger, som vores kunder oplever.

Et af de kommende fokusområder for Peter Larsen Kaffes bæredygtighedsindsats bliver CO₂-belastningen i hele kaffens værdikæde. Virksomhedens mål om klimaneutral produktion i Scope 1, altså Peter Larsen Kaffes egen produktion, senest i 2025 er næsten allerede nået. Derfor bliver fokus nu rettet mod CO₂-belastningen på farmniveau, der står for ca. 79% af den samlede CO₂-udledning i værdikæden.

Vi tror stadig på, at fremtiden tilhører dem, der forfølger et højere formål med det at drive virksomhed end blot at tjene penge.



Et af Peter Larsen Kaffes seneste skridt mod 100% cirkularitet og nul spild er kaffeemballage i såkaldt monomateriale. Den nye emballage finder vej til butikshylderne i løbet af 2024.

PETER LARSEN KAFFE



Ansvarlighed fra farmer til forbruger

SAMLET OM KAFFEN skaber vi en verden, hvor hver kop er en ansvarlig handling – et fællesskab fra farmer til forbruger omkring den gode smag. Vi går forrest i kampen for kaffefarmernes rettigheder og vilkår og for miljøet.

[Læs mere på side 10.](#)

Vinder af FINANS Impact ESG Award

”Peter Larsen Kaffes ESG-arbejde er en inspiration for dansk erhvervslivs rygrad. Virksomheden har formået at gøre både social og miljømæssig bæredygtighed til selve omdrejningspunktet for sin strategiske retning”. Det var juryens begrundelse for tildelingen af den fornemme pris. [Læs mere på side 15.](#)

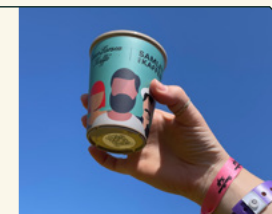


RECYCLING, JA TAK

Vores nye kaffeposer er lavet af én type plast, som er velegnet til genanvendelse. Emballagen er resultat af mange års udvikling. Vores mål er, at alle vores emballager skal bestå af genanvendte eller fornybare ressourcer, og designes til genanvendelse. [Læs mere på side 17.](#)

Vaskbare kopper erstatter papbægre

I 2023 testede NorthSide-festivalen vores nye vaskbare kopper med en digital løsning, der kan være med til at reducere fremtidens affaldsmængder og CO₂-udledning. De titusindvis af kaffekopper, der var i brug på festivalen, blev vasket, genbrugt og sporet digitalt. [Læs mere på side 18.](#)



Investering i GrowGrounds

Klimaforandringerne ødelægger betingelserne for kaffedyrkning, og kaffeindustrien har selv bidraget til krisen med dyrkningsmetoder, der udleder enorme mængder CO₂ og udpiner jorden. Investeringen i GrowGrounds udgør endnu et væsentligt skridt for Peter Larsen Kaffe i vores cirkulære omstilling. [Læs mere på side 35.](#)



INTRODUKTION

SAMLET OM KAFFEN skaber vi en verden, hvor hver kop er en ansvarlig handling

– et fællesskab fra farmer til
forbruger omkring den gode smag

Kaffe er en af verdens mest handlede råvarer – kun overgået af olie. Hver dag bliver der drukket 3 milliarder kopper kaffe rundt om i verden, og kaffeproduktion er livsgrundlaget for mere end 20 millioner farmere og deres familie i mere end 70 lande. Hvert år bliver der handlet kaffe for små 20 milliarder USD – ca. 135 milliarder danske kroner. Kaffe er kort sagt en ekstrem vigtig handelsvare for mange millioner mennesker verden over.

Efterspørgslen på kaffe forventes at stige med op mod 50 pct. på verdensplan i 2050, og både de områder, hvor kaffen dyrkes, og de farmere der dyrker den, er under pres. Usunde dyrkningsmetoder og klimaforandringer, som kaffebranchen selv bidrager til, truer produktionen. Det samme gør de internationale handelsstrukturer, der udhuler kaffefarmernes levevilkår.

Derfor retter Peter Larsen Kaffe i disse år i stadig stigende grad fokus mod fremtidssikring af forretningen og styrker samarbejdet med verdens kaffefarmere.

Vores primære udfordring er at sikre virksomhedens forsyningskæde. I samarbejde med kaffefarmerne arbejder Peter Larsen Kaffe bl.a. for at understøtte en omfattende omlægning til skovlandbrug og mere bæredygtige dyrkningsmetoder, der reducerer både behovet for brug af kunstgødning og CO₂-udledningen markant.

Nyt selskab skal styrke indsatsen

Peter Larsen Kaffe har i årtier bidraget til at trække kaffebranchen i en mere bæredygtig retning, og vi går forrest i kampen for kaffefarmernes rettigheder og vilkår og for miljøet.

En stor del af indsatsen for omlægning af verdens kaffeproduktion kommer til at ligge hos det nye selskab GrowGrounds, som Peter Larsen Kaffe er medstifter af sammen med bl.a. moderkoncernen, svenske Löfbergs. Investeringen i GrowGrounds er nødvendig, både af økonomiske, miljømæssige og menneskelige årsager.

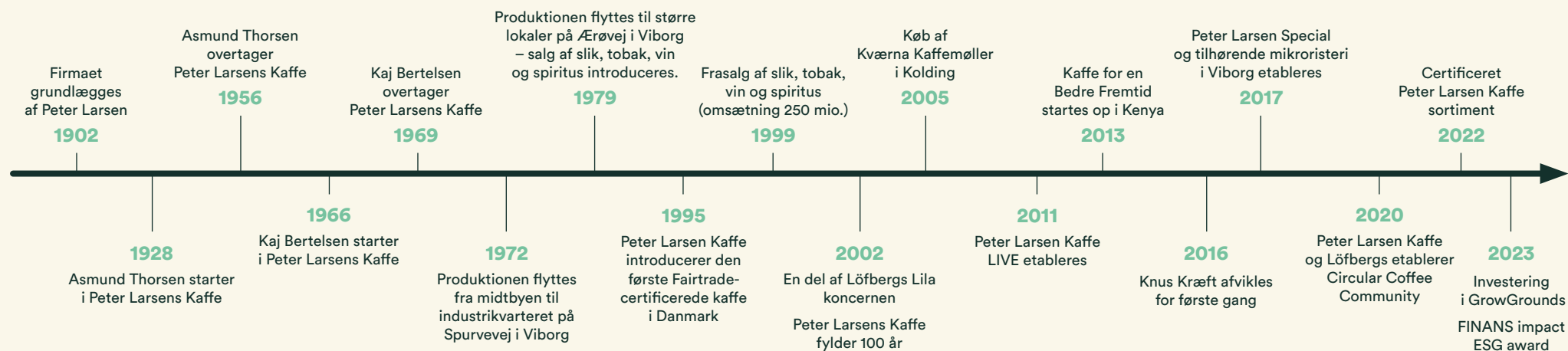
Vi skal selvfølgelig stadig være en forretning, der tjener penge. Men det skal vi først og fremmest for at kunne sikre en forsvarlig og bæredygtig produktion af vores råvare, så vi også har en forretning i fremtiden. Heldigvis er vi vant til at tænke og arbejde langsigtet.

De største udfordringer for branchen er, hvor vi skal dyrke kaffe i fremtiden, og hvem der skal dyrke den?

Ifølge Climate Impact Research vil de arealer, der er egnet til kaffeproduktion være halveret i 2050, hvis ikke der sker radikale ændringer af produktionen. Samtidig truer ekstreme vejrbegivenheder, skadedyr og sygdomme kaffefarmernes eksistensgrundlag, og de er dermed udfordret på at finde arvtagere til kaffedyrkingen.

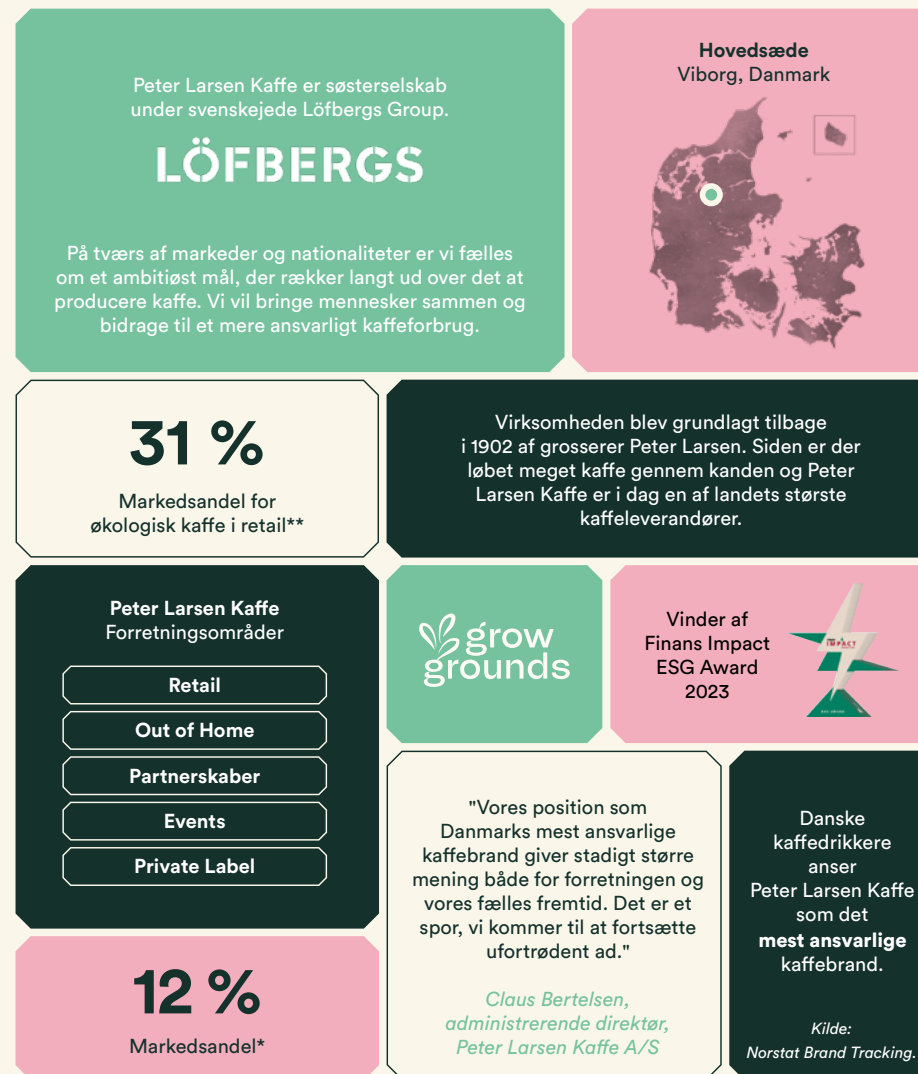
Siden starten 1990'erne er verdens kaffeproduktion steget med gennemsnitlig to procent om året, men fremtidsudsigterne peger på en gennemsnitlig global efterspørgselsstigning på hele fem procent om året. Det går altså galt, hvis vi i kaffeindustrien ikke lykkes med at skabe nogle løsninger.

Vores historie



Hos Peter Larsen Kaffe ligger det i vores DNA at værne om miljøet og tage et socialt ansvar fra farmer til forbruger

– Lanceringen af Fairtrade-certificeret kaffe tilbage i 1995 var startskuddet.



*Kaffe- & Teimportørforeningens kaffestatistik for 2023. Baseret på volumen/tons leveret til det danske marked.

**Kilde: Data fra NielsenIQ.

Vi er en familieejet virksomhed, der sætter gamle dyder som god kvalitet og service i højsædet. Vi prioriterer tætte og langsigtede relationer til vores samarbejdspartnere – lokalt som i resten af verden. Sammen med vores moderselskab Löfbergs Group har vi med vores strategiske retning frem mod 2030 udgangspunkt i en analyse af verden omkring os. Vores værdier og forretningsplan skal bidrage til FN's Verdensmål. Det er grundlaget for vores bæredygtighedsarbejde, og hvordan vi arbejder os mod en mere bæredygtig kaffeproduktion.

Vores værdier

- **Vi er sammen**

Vi skaber og lærer sammen. Sammen får vi ting til at ske. Sammen er vi stærkere, og sammen er det sjovere.

- **Vi er inkluderende**

Vi møder alle mennesker og ideer med et åbent sind uanset baggrund eller overbevisning. En åben og fordomsfri tilgang hjælper os til at se nye perspektiver og skabe bedre løsninger.

- **Vi er ansvarlige**

Vi tager ansvar for de ting, vi deltager i. Vi ved, at de valg vi træffer har en virkning på verden omkring os. Vores perspektiv er uden slutpunkt. Vi er kommet for at blive.

- **Vi er handlekraftige**

Vi ser muligheder og ikke begrænsninger. Vi er ikke bange for at træffe beslutninger, og vi drives af at skabe værdi for både os selv og vores samarbejdspartnere. Ved aldrig at stå stille og forblive tro mod vores formål, skaber vi vækst.



En verden hvor mennesker og kaffe kan gro

Et kontinuerlige fokus på, og interesse for, verden omkring os er et væsentligt element i arbejdet med at drive Peter Larsen Kaffe som en sund og økonomisk stabil forretning.

Med passionen for kaffe og den gode smag siden 1902 falder det os helt naturligt at arbejde for at skabe EN VERDEN, HVOR MENNESKER OG KAFFE KAN GRO.

Vi ønsker at give markedet og samfundet omkring os muligheden for at træffe et aktivt valg med de produkter, oplevelser og services, de køber hos Peter Larsen Kaffe.

Peter Larsen Kaffe er bindeleddet til markedet, kaffeshopperen og kaffedrikkeren. Vi etablerer stærke partnerskaber med vores kunder og leverandører, herunder kaffefarmerne, så vi sammen kan udrette større bedrifter sammen end hver for sig, både for miljø og mennesker.

Hele organisationen bag Peter Larsen Kaffe arbejder hver dag for at styrke vores position gennem vores stærke værdier og i et trygt arbejdsmiljø gennem hele værdikæden fra farmer til forbruger. Vi ønsker at være en arbejdsplads, som medarbejdere og samarbejdspartnere er stolte af at være en del af.

Sidst, men ikke mindst, skal vi med Peter Larsen Kaffes unikke position, erfaring og historie tilbage fra 1902 bidrage til en samlet indsats med den familieejede virksomhed Löfbergs.

Peter Larsen Kaffe og vores omverden

Marked & Samfund

Peter Larsen Kaffe leverer oplevelser, produkter og services, som giver mig håb for fremtiden og lyst til at handle for positiv udvikling.

Ejere

Peter Larsen Kaffe bidrager med sin helt egen unikke markedsposition, historik og DNA til gruppens overordnede formål og vision.

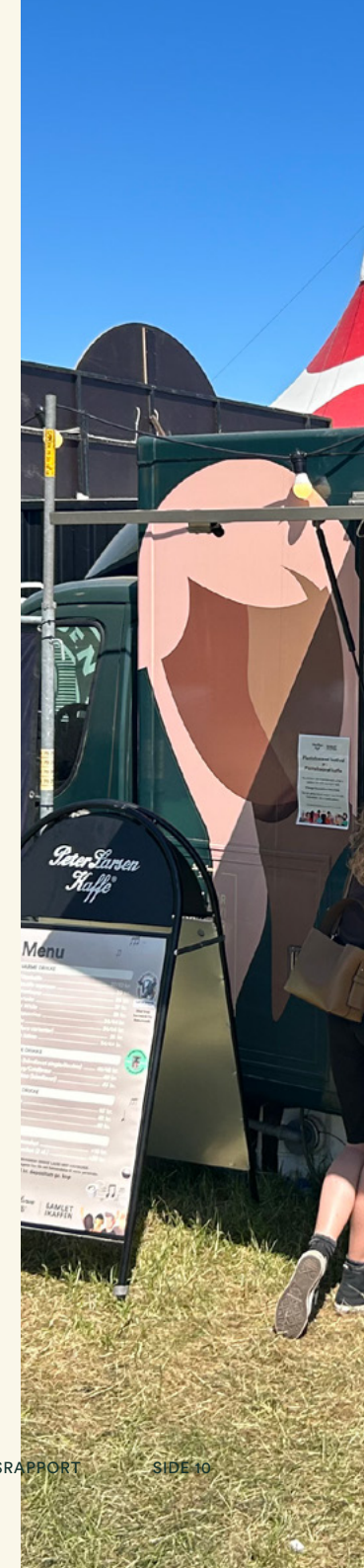
Leverandører

Peter Larsen Kaffe giver os adgang til markedet, kunder og partnerskaber, som skaber fælles udvikling, branding og historiefortælling.

Organisation

Peter Larsen Kaffe er et trygt, stimulerende og udviklende fælleskab, som jeg er stolt over at repræsentere og være en del af.

*Peter Larsen
Kaffe*





SAMLET OM KAFFEN – sammen om ansvaret

Vores kunder kan ikke sættes i bås og ønsker heller ikke at blive det. De er lige så forskellige, som danskerne er fra nord til syd og fra øst til vest.

Men de er alligevel til at kende på deres holdninger og overbevisninger, som binder dem sammen på tværs af geografi, alder, køn, indkomst og alle de andre skel, som samfundet normalt sætter op.

De er, som os, bevidste om, at alt det gode sjældent kommer af sig selv. Det kommer ud af de valg, vi tager, hver især – og sammen. Sammen er et kodeord for vores kunder. De ved, at ingen kan gøre det hele,

men alle kan gøre noget. I stort og småt. Til hverdag og fest.

De, der drikker Peter Larsen Kaffe, sætter pris på fællesskabet, prioriterer kvalitet og bæredygtighed. De forsøger at se og forstå det store billede og gør dermed deres til at verden er et sted, hvor mennesker og kaffe kan gro.

De bæredygtige mål for Peter Larsen Kaffe har altid været høje, og som en familieejet virksomhed tager vi ingen genveje.

Vi arbejder på vores næste skridt mod en 100 procent cirkulær produktion og har

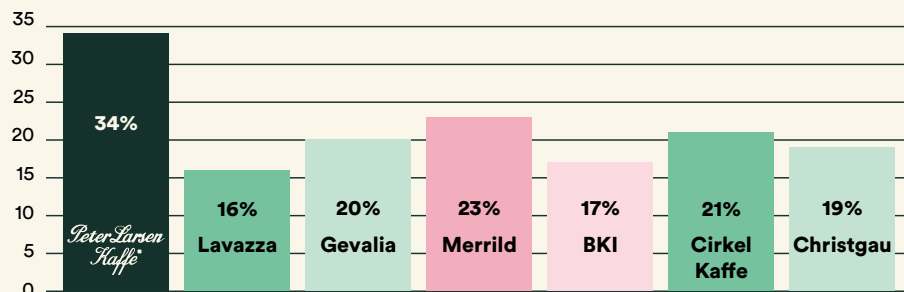
i 2023 investeret i GrowGrounds, som etablerer projekter i producentlandene for at reducere CO₂-aftryk og miljøbelastning i hele kaffens værdikæde.

Vi går fra bæredygtig 1.0 til bæredygtig 2.0

- Fra holdning til handling
- Fra ordentlig til ansvarlig
- Fra samlet til samlet handling
- Fra individualist til samlet flok
- Fra løsrivelse til fælles fundament
- Fra samlet om kaffen til sammen om ansvaret – for at skabe en verden, hvor mennesker og kaffe kan gro

Et ansvarligt brand

”Er et kaffemærke, der er ansvarligt” (helt uenig til enig 1-5, diagram viser 4+5).
Base: Folk der kender det pågældende brand (spontan kendskab).



Kilde: Norstat Brand Tracking 2024.

SAMLET OM KAFFEN – sammen om ansvaret

Peter Larsen Kaffe – sammen om kaffens fremtid

Vi samler mennesker omkring den gode kop kaffe og omkring ansvaret for, at vi også i fremtiden kan nyde ansvarligt produceret kaffe af god kvalitet.

Hos Peter Larsen Kaffe har vi tradition for at tage ansvar for både mennesker og miljø. Gennem de seneste år har vi arbejdet målrettet med bæredygtige indsatser baseret på både FN's verdensmål og ESG.

Vores indsatsområder og prioriteringer

Verdens kaffeforsyning er truet, og kaffefarmere i verdens ca. 70 kaffeproducerende lande er pressede af bl.a. klimaforandringerne, svag infrastruktur og lavt uddannelsesniveau. Sideløbende bidrager nye kaffemarkeder som Indien, Kina og Østeuropa til en stærkt stigende efterspørgsel på de grønne kaffebønner. Det er estimeret, at verden i år 2050 har behov for en tredobling af sin nuværende kaffeproduktion for at kunne imødekomme den globale efterspørgsel. Det kan få store konsekvenser for miljø og mennesker, hvis vi ikke kan sikre en ansvarlig og bæredygtig produktion. Peter Larsen Kaffes bæredygtighedsarbejde fokuserer på to indsatsområder:

1. Udfordringer forårsaget af, og relateret til, klimaforandringerne
2. Arbejdet med at sikre bedre vilkår, muligheder og velstand for de næste generationer af kaffefarmere.

Peter Larsen Kaffe og FN's Verdensmål

FN's 17 verdensmål sætter en rettesnor for, hvordan vi kan balancere menneskers grundlæggende livsvilkår og rettigheder og samtidig bidrage til skabelsen af en bæredygtig verden med hensyntagen til klodens miljø, biodiversitet og klima.

Hos Peter Larsen Kaffe har vi med fokus på de to ovennævnte indsatsområder defineret, i hvilken grad vi kan bidrage til de respektive Verdensmål.

SAMLET OM KAFFEN – sammen om ansvaret

VERDENSMÅL

Meget høj



Delmål: 2.3 – 2.4 – 8.4 – 8.8 – 12.2 – 12.3 – 12.5 – 12.8

Høj



Delmål: 4.7 – 5.1 – 5.5 – 13.3 – 15.1 – 15.5

Moderat



Delmål: 10.1 – 16.5 – 17.11 – 17.16

Lav



Med udgangspunkt i FN's Verdensmål er cirkularitet blevet et centralt omdrejningspunkt for vores arbejde i Peter Larsen Kaffe.



MÅL 2: STOP SULT

Vi skal stoppe sult, opnå fødevarer-sikkerhed og forbedret ernæring, samt fremme bæredygtigt landbrug. Der arbejdes målrettet på at øge produktiviteten og indkomsten for små fødevarerproducenter, især for kvinder, oprindelig befolkning og familielandbrug.



MÅL 8: ANSTÆNDIGE JOBS OG ØKONOMISK VÆKST

Vi skal fremme vedvarende, inklusiv og bæredygtig økonomisk vækst, fuld og produktiv beskæftigelse samt anstændigt arbejde til alle.



MÅL 12: ANSVARLIGT FORBRUG OG PRODUKTION

Økonomisk vækst og bæredygtig udvikling kræver, at vi hurtigst muligt reducerer vores fodaftryk på naturen. Det skal vi gøre ved at ændre på måden vi producerer og forbruger vores varer og ressourcer på.

Peter Larsen Kaffe og ESG-indsatser

På tværs af organisationen har vi arbejdet med forskellige indsatser indenfor ESG. Senest har vi sammen udarbejdet vores ESG-vision, med tydeligt prioriterede indsatser indenfor alle tre områder.

ESG-vision

SAMLET OM KAFFEN skaber vi en verden, hvor hver kop er en ansvarlig handling – et fællesskab fra farmer til forbruger omkring den gode smag.

Kaffebranchen er allerede tydeligt berørt af de klimaforandringer, som har påvirket dyrkningsmulighederne hos kaffefarmerne. Ekstreme vejrbegebenheder, skadedyr og sygdomme giver vanskelige forhold af dyrke

kaffe under. Monokultur har udpint den jord, som kaffe dyrkes i, og vi frygter, at arealet til kaffedyrkning bliver halveret i år 2050.

Hele kaffebranchen kigger ind i en fremtid, med endnu flere udfordringer. Som Danmarks mest ansvarlige kaffebrand, som illustreret på side 11 (Nortsat analyse, januar 2024) bidrager vi til at trække kaffebranchen i en mere bæredygtig retning. Vi går altid forrest i kampen for kaffefarmernes rettigheder og vilkår og for miljøet. Vi investerer i datadrevne systemer, partnerskaber og i GrowGrounds, som alle bidrager til, at vi udvikler os fra bæredygtighed 1.0 til bæredygtighed 2.0.

Læs mere om vores ESG-indsatser på de kommende sider.

SAMLET OM KAFFEN skaber vi en verden, hvor hver kop er en ansvarlig handling.

ILLYKKKE





PETER LARSEN KAFFE

Foto: Gregers Tycho.

SAMLET OM KAFFEN – sammen om ansvaret



Finans Impact ESG Award

"Peter Larsen Kaffes ESG-arbejde er en inspiration for dansk erhvervslivs rygrad. Virksomheden har formået at gøre både social og miljømæssig bæredygtighed til selve omdrejningspunktet for sin strategiske retning" skrev den uafhængige jury i deres begrundelse for, at tildele Peter Larsen Kaffe FINANS impact ESG Award.

Peter Larsen Kaffe har gennem flere år arbejdet fokuseret med ESG-indsatser, og det var derfor også med stolthed, at vi i maj 2023 modtog den fornemme FINANS IMPACT ESG Award.

"Peter Larsen Kaffe arbejder systematisk igennem hele værdikæden på at gøre både produktion og forbrug af kaffe klimaneutral – samtidig med at farmere med højere mindstepriser løftes ud af fattigdom og tilbydes uddannelsesmuligheder, som de hidtil har været afskåret fra.

Som global udviklingshub for det internationale netværk for cirkularitet, CCC, tager Peter Larsen Kaffe desuden et samfundsansvar langt ud over sin egen forretning og stiller sit danske marked til rådighed for test af nye, cirkulære forretningsmodeller og services.

Udover de præsterede resultater lægger juryen særlig vægt på, at Peter Larsen Kaffe forbilledligt dokumenterer, at en ambitiøs og bred ESG-indsats baseret på certificering og rapportering er absolut opnåelig for den store majoritet af dansk erhvervsliv, der tilhører gruppen af små og mellemstore virksomheder. Derfor bliver I de første vindere af hovedprisen FINANS IMPACT ESG Award."

Peter Larsen Kaffe er utrolig stolt af den flotte anerkendelse og vi arbejder fortsat fokuseret med indsatser under både E, S og G'et.



Environment 100% cirkulær omstilling inden år 2030

Peter Larsen Kaffes ambition er at være 100% cirkulære i 2030. Hele vores forsyningskæde skal bygges på cirkulære økonomiske principper, og dermed vil vi eliminere al spild fra farmer til forbruger. Vi har siden 2018 arbejdet målrettet på denne grønne mission og vi er langt i arbejdet med omstillingen i vores primære produktion, hvor blandt andet recirkulation og design for cirkularitet er indførte principper, som bidrager til, at den samlede CO₂-reduktion fra vores egne produktionsfaciliteter (scope 1 og 2) er reduceret til 2% af den samlede CO₂-udledning i hele forsyningskæden.*

Men vi er kun lige begyndt. Til trods for vores mangeårige indsats med bæredygtige udviklingsinitiativer i kafferegionerne, er der fortsat meget at gøre. På den store skala er udviklingen hos kaffebønderne gået i stå. Indsatserne med bæredygtig omstilling og vores dedikerede fokus på certificeringsorganerne og deres arbejde har vist sig ikke at være tilstrækkelig. Der skal mere til. For sagen er, at verdens kaffebønder, og de arealer hvor kaffen dyrkes, er i en forfærdelig stand. Jorden er udpint, og klimaforandringerne gør det vanskeligt for kaffebønderne at skabe et fornuftigt udbytte i god kvalitet. CO₂-udledningen fra aktiviteterne på farmniveau udgør i dag omkring 80% af kaffens samlede CO₂-udledning.*

Derfor har vi skabt virksomheden GrowGrounds.

GrowGrounds udspringer af Circular Coffee Community og er en spin-up på arbejdet i Peter Larsen Kaffe og Löfbergs Group innovationsafdelinger. GrowGrounds arbejder intensivt for at sikre cirkulær omstilling og omdanne kaffedyrkning til skovlandbrug. Ved at konvertere kaffeproduktion fra den nuværende monokultur til levende og naturrige skovlandbrug kan kaffefarmerne være med til at fremtidssikre deres eget levebrød, samtidig med at vi genskaber kafferegionernes naturlige kredsløb og jordens frugtbarhed, øger biodiversiteten og indfanger CO₂.

Derfor er et valg af Peter Larsen Kaffe som leverandør ikke blot et valg af den gode smag i koppen. Det er også et valg, der handler om at tage et ansvar for en helhjertet indsats, hvor arbejdet med at genskabe natur og etablere skovlandbrug i verdens kafferegioner er i højsædet. Tiltag som absorberer CO₂ fra atmosfæren, og som gør, at Peter Larsen Kaffe kan levere kaffe, som er klimapositiv. Dermed bidrager Peter Larsen Kaffe også til at forbedre kundernes ESG-rapportering med verificerede data klargjort til CSRD-rapportering.





Ny kaffeemballage reducerer både affald og CO₂

Peter Larsen Kaffe tager nu endnu et stort skridt mod målet om en 100% cirkulær kaffeproduktion uden spild i år 2030. Som én af de første har vi i slutningen af 2023 sendt en ny, genanvendelig emballage på hylderne, der ovenikøbet udleder mindre CO₂.**

Forbrugerne har gang på gang kåret Peter Larsen Kaffe som Danmarks mest ansvarlige kaffebrand, som illustreret på side 11 (Norstat analyse, januar 2024), og det får de nu endnu en grund at blive ved med. Denne gang handler det dog ikke om selve kaffen, men de poser, den bliver pakket og solgt i. Vi har udviklet en emballage i et såkaldt mono-materiale, der både er lettere at genanvende og mindre energikrævende at fremstille end traditionelle kaffeposer.**

Høje krav til kaffeemballager

Kaffeposer har hidtil været sammensat af forskellige typer plast og tidligere endda også aluminium for at beskytte kaffens holdbarhed, smag og aroma hele vejen fra risteriet til butikshylderne og videre ud til forbrugerne. Men nu er det lykkedes at udvikle en emballage, der

består af én type plast, altså et mono-materiale. Kaffe er en vanskelig vare at håndtere, fordi kravene til emballagen er tårnhøje. Derfor er det bemærkelsesværdigt, at det er lykkedes at udvikle en genanvendelig og langt mere klimavenlig emballage til netop kaffe. Ved at sortere og genanvende de nye poser som blød plast, sammenholdt med et lavere energiforbrug ved fremstillingen, nedbringes emballagens CO₂ belastning.

EU-krav og egne ambitioner

Det spiller godt sammen med EU-kommissionens krav om, at al plastemballage skal kunne genbruges eller genanvendes senest i år 2030 og med Peter Larsen Kaffes egen ambition om at eliminere al spild fra fremstilling og forbrug af kaffe, også senest i 2030.

Forbrugerne vil i 2024 opleve, at vi løbende skifter til de nye emballager i takt med, at vi opbruger den eksisterende emballage, så vi ikke kasserer ubrugte emballager. I forbindelse med opgraderingen til mono-plast vil vi hjælpe forbrugerne med at affaldssortere emballagen korrekt. Derfor har vi indarbejdet affaldspiktogrammer i designet, så forbrugerne kan se,

hvordan de skal håndtere posen, når kaffen er drukket.

I første omgang er det Peter Larsen Kaffes sortiment af hele bønner, der bolttrer sig i den mere miljø- og klimavenlige emballage. Senere kommer turen til resten af kaffesortimentet.





Mere miljøvenligt og lettere at genanvende i lyse farver

Vi har valgt, at vores monoplast folie skal være hvid, da lysere farver gør det nemmere i sorteringsfaciliteterne, når emballagerne scannes med såkaldte NIR-scannere (Nær InfraRøde scannere). Lyse farver gør det muligt for det infrarøde lys at registrere, hvilken type plast det er for så at kunne skille det gode fra det dårlige, en mørk farve forvirrer disse bølgelængder. Derudover foretrækkes lyse farver, da de ikke forurener genbrugsplasten, jo renere materiale, jo renere genbrugs granulat kan man udvinde.

Affaldssortering

Forbrugeren skal sortere monomaterialet som plast.



-  91 % return rate
-  44 % CO₂ saved
-  11.000 reuse cups sold
-  95 % of customers say "it is simple to return a cup"

Kilde: Cirqle.



NorthSide-publikum var de første til at teste vores vaskbare kaffekopper

Udover masser af musik er NorthSide kendt for sin bæredygtige profil, og i 2023 testede festivalen en digital løsning, der kan være med til at reducere fremtidens affaldsmængder og CO₂-udledning. De titusindvis af kaffekopper, der var i brug på festivalen, blev ikke kun vasket og genbrugt, men også sporet digitalt, så miljø- og CO₂-gevinster kan optimeres og dokumenteres.

Digitale kopper med chip og kode

Peter Larsen Kaffe stod for de mange kaffeboder på NorthSide, og i 2023 blev kaffen serveret i vaskbare kaffekopper, der var udstyret med en QR-kode og en RFID-chip. Det er der store perspektiver i, lyder det fra virksomheden bag den digitale løsning, Cirqle, der er eksperter i genbrugssystemer for emballage.

Chippen kan spore hver enkelt kaffekop fra servering til aflevering, vask og genbrug i kaffeboderne. Dermed kan vi se hvor mange gange koppen bliver brugt, og hvor den

eventuelt forsvinder. Det gør det blandt andet muligt at dokumentere CO₂-besparelserne og blive klogere på kundernes adfærd i forhold til genbrug, og via QR-koden kan vi give kunderne mulighed for at følge koppen og se resultaterne af deres egen genbrugsindsats.

Milepæl for cirkulært fællesskab

Cirqle er, ligesom NorthSide, en del af Circular Coffee Community, et fællesskab for virksomheder, organisationer og forskere, der arbejder sammen om at eliminere alt spild fra produktion og forbrug af kaffe. Idéen til de vaskbare kaffekopper kommer fra Peter Larsen Kaffe, der også har grundlagt Circular Coffee Community, og det digitale retursystem er endnu en milepæl for fællesskabet.

I løbet af 2023 skiftede flere af vores kunder de traditionelle papbægre ud med netop disse nye vaskbare kaffekopper. I dag anvender vi på Peter Larsen Kaffes domicil i Viborg udelukkende de nye vaskbare kaffekopper, som bliver vasket og genbrugt hver eneste dag.



Kaffeskaller bliver til havemuld

Succesfuldt samarbejde hvor kaffeskaller skaber forbedret vækst i havemuld.

I 2022 begyndte arbejdet med Econova om at finde alternative anvendelse for de kaffebønner, som af forskellige årsager ender uden for de almindelige strømme på vores risterier. Ved at kompostere kafferester med rester fra skoven får Econova en næringsrig jord, der bl.a. kan bruges som havemuld.

Samarbejdet har resulteret i en markant stigning, fra 2% til 14%, af affald, der komposteres og bliver til muld i stedet for at blive brændt.

Kafferester, der bliver genbrugt, giver os både økonomiske og miljømæssige fordele. Når materiale, der før blev betragtet som affald, bliver brugt til nye produkter, har det pludselig en værdi og bliver en vigtig drivkraft i en cirkulær økonomi.

Biodiversitetshave og vedvarende energi hos Peter Larsen Kaffe



Hos Peter Larsen Kaffe er vi dedikerede til at mindske vores eget udslip af drivhusgasser og påvirkning af det globale klima. Vores elforbrug er 100 % grøn strøm produceret på vedvarende energikilder som vindkraft, vandkraft, solenergi og biomasse.

Fælles for energikilderne er, at de udleder minimalt CO₂ sammenlignet med fossile energikilder som kul og gas.

Opvarmningen af vores hovedkvarters bygninger sker med 100 % biogas, der bliver dannet ved forrådnelse af biologisk nedbrydeligt materiale, som for eksempel gylle og affald fra fødevarerindustrien. Energiforsyningen til produktionen i Viborg er således helt fri for fossile brændstoffer.

Derudover har vi anlagt en 2.000 kvm stor biodiversitetshave foran vores hovedsæde i Viborg. Med biodiversitetshaven giver vi plads til naturen og byder forskelligartede fugle og insekter velkommen. Vi skal

værne om naturen, fordi både klimaet og mennesker har brug for de ressourcer og goder, vi får fra naturens økosystemer.

Med vores bæredygtige energikilder og arbejdet med at forberede kaffefarmerne til at imødekomme klimaets forandringer bidrager Peter Larsen Kaffe til FN's Verdens- og delmål 2.3, 2.4, 8.4, 8.8, 12.2 og 12.8.



Social Kaffe er katalysator for samvær og fællesskab



Peter Larsen Kaffe møder kunderne, der hvor de er. I butikkerne, på nettet, på gader og stræder og til festivaler og andre fysiske events. Vi vil være, hvor det sker, og vi vil være med til at få det til at ske. At få folk til at samles om kaffen og kulturen, sporten, musikken, naturen og alt det andet, der skaber et liv.

Vi vil samles om at gøre livet bedre og mere bæredygtigt – blandt andet ved at tænke mere cirkulært. Uanset om vi taler erhvervsliv eller privatliv. Det kan lade sig gøre.

Vi møder ikke bare op. Vi møder op med passion, dedikation og en agenda om, at vi sammen kan få gode ting til at ske. Kun på den måde kan vi vise, og bevise, at vi er Danmarks mest bæredygtige kaffebrand.

Vi er SAMLET OM KAFFEN

... og alt det, der omgiver kaffen. Med togetherness mener vi, at vi dyrker fællesskaberne og det, som kaffen også kan, nemlig at bringe mennesker sammen.

Togetherness er også en forpligtelse og et ansvar gennem hele værdikæden fra farmer til forbruger. En følelse, vi forsøger at understøtte sammen med og hos vores kunder. Sammen om ansvaret, arbejder vi for at skabe bedre levevilkår for de farmere, der dyrker den kaffe, som vi rister, sælger og serverer for de danske kaffedrikkere.

Sammen er kodeordet – ingen kan gøre alt, men alle kan gøre noget.





S SAMLET OM KAFFEN

Kaffe skaber samhørighed for samtale og nærvær

Vi stræber efter at være nærværende og i tæt dialog med verden omkring os. Vi arbejder med og for mennesker, og siden 1902 har vi samlet folk om kaffen. I mødet med kulturen oplever vi en fantastisk ramme for at udfolde vores værdier og sociale berettigelse.

Nyt partnerskab samler endnu flere om kaffen

Peter Larsen Kaffe har med sit LIVE-koncept og mobile kaffebarer leveret lindring til tømmermænd og hæse halse på de fleste danske festivaler i mange år. I 2023 flyttede det succesrige eventbrand hjemmefra og bliver nu videreudviklet af kaffe- og eventvirksomheden Woodys i tæt partnerskab med Peter Larsen Kaffe.

Siden afdelingen blev etableret i 2011, har Peter Larsen Kaffe LIVE-konceptet været en del af oplevelsen på landets festivaler og ved events for store og mellemstore virksomheder. Konceptets succes og vækst betyder, at det kræver en stadigt større og mere fokuseret indsats at drive og udvikle det.

Peter Larsen Kaffe har derfor i 2023 indgået et tæt samarbejde med Woodys, der har de mobile kaffeoplevelser som sin kernekompetence. Partnerskabet er et stærkt fundament for den fortsatte udvikling og drift af Woodys' og Peter Larsen Kaffes samlede kaffebar-koncept. Konceptet fortjener at få mere kærlighed og opmærksomhed, end vi har mulighed for at give det i Peter Larsen Kaffe. Dermed kan vi også fokusere endnu skarpere på vores kerneforretning, som er at levere certificeret kvalitetskaffe til hele det danske marked, samtidig med at vi arbejder med at sikre kaffens fremtid i samarbejde med kaffefarmere i hele verden.

Med indsatserne sammen med kulturlivet i Danmark bidrager Peter Larsen Kaffe og Woodys direkte til FN's Verdens- og delmål 1.2, 2.4, 3.4, 8.4, 8.8, 12.2, 12.3, 12.5, 12.8 og 17.3.



Knus Kræft – alle syge børn fortjener en god tilværelse

Knus Kræft er vores hjertesag. Claus Bertelsen har et stort og personligt engagement i, at gøre en forskel for sygdomsramte børn og deres familier.

Knus Kræft-indsamlinger runder 10 mio. kr.

Bag Knus Kræft står, udover Peter Larsen Kaffe og direktør Claus Bertelsen, den ni-dobbelte Le Mans-vinder Tom Kristensen og organisationen KidsAid. Allerede inden 2023 havde Knus Kræft siden starten i 2017 indsamlet netto knap 10 mio. kr. Pengene er bl.a. gået til indretning af et nyt ungerum på Aarhus Universitetshospital, og den 28. august 2023 kunne Knus Kræft officielt indvie to totalrenoverede ungestuer, et opholdsrum og en stor altan på Børn- og Unge-afsnittet på Regionshospitalet i Viborg.

“Projektet Knus Kræft er med til at gøre en forskel for børn og deres familier, som rammes af sygdommen. At møde sygdomsramte børn, mærke familiernes indbyrdes kærlighed og støtte til hinanden er utrolig rørende og påvirker mig dybt. Claus Bertelsen og jeg har startet Knus Kræft projektet op i et givende samarbejde med KidsAid, og det betyder meget for mig personligt. Vi er et godt team, som yder en stor indsats for alle de familier, vi er med til at støtte og hjælpe i en meget svær tid. Så kæmpe TAK til jer, som støtter op omkring projektet – og gør det muligt.”

tomk





Knus Kræft-galla gav millionoverskud til børn og unge

Flere end 600 gæster var på plads i Tinghallen i Viborg, da Knus Kræft for fjerde gang afholdt sin efterhånden traditionsrige gallaaften i september 2023. Deres bidrag og donationer på i alt godt 4,2 mio. kr. veksles nu til endnu flere gode oplevelser for syge børn, unge og deres familier.

Flere indsamlinger dukker op

Udover den store gallaaften og auktion kommer der løbende nye events til for at samle ind til Knus Kræft. Vi har f.eks. haft to padel-arrangementer det seneste år i henholdsvis Viborg og Aarhus, som gav i alt 180.000 kr., og der har været afholdt en undergrunds-galla, hvor 50 mennesker samlede 30.000 kr. ind på en eftermiddag. Vi har også oplevet folk, der har samlet ind i forbindelse med private fødselsdage og doneret pengene til os, og det er fantastisk, at flere og flere har lyst til at hjælpe med at skabe lidt lyspunkter for de børn og unge, som kæmper mod alvorlige sygdomme.

Pengene fra Knus Kræft bliver også brugt til at skabe gode hverdagsoplevelser for de syge børn, unge og deres familier. Det gælder eksempelvis koncerter, trylleshows og andre events. Det næste store projekt bliver et egentligt hus, der skal ligge i tilknytning til et af landets større sygehuse, og som familierne kan bruge til at komme lidt væk fra sygehuset i forbindelse med indlæggelser.



DET GRØNNE KORT OG VFF

SAMLET OM KAFFEN – samlet om sporten

Kaffen fra Peter Larsen Kaffe hænger historisk sammen med store dele af topidrætten i Danmark. Som en naturlig del af vores lokale engagement i Viborg går vores samarbejde med VHK (Viborg Håndbold Klub) og VFF (Viborg Fodboldforening) flere årtier tilbage i tiden. Vi er grønne i hjertet, og derfor bakker vi op om vores lokale, grønne helte.

Sport er mere end selve idrætten. Ligestilling og inklusion er generelt vigtige værdier hos Peter Larsen Kaffe, og det ønsker vi også kommer til udtryk i vores sponsorer indenfor idrætten. Vi har derfor en målsætning om, at vores sponsorer skal fordeles ligeligt mellem kønnene. I det forgange år har vi indgået et samarbejde med Flying Superkids, der bidrager til netop den målsætning. Vi er ikke i mål endnu, men det er et skridt i den rigtige retning, og vi arbejder målrettet på, at vores sponsorer skal repræsentere et bredt udsnit af dansk idræt.

Kaffe er en katalysator for samvær og fællesskab – også på tværs af geografisk tilhørsforhold, diverse fangrupperinger og forskellige idrætsgrene. I tillæg til den stærke lokale opbakning bidrager vi til sportsverdenen i hele Danmark.

Peter Larsen Kaffe er synlige med sine bidrag til fodboldklubberne FC Midtjylland, Randers FC, Hobro IK, AaB, Silkeborg IF, Vejle Boldklub og Aalborg Håndbold.

Tilbage i 2022 etablerede vi Det Grønne Kort, som et fast element i vores sponsoraftaler til at sikre fælles værdier mellem Peter Larsen Kaffe og vores sportssponsorer. Det Grønne Kort er en fælles indsats, der skal sætte fokus på menneskerettigheder, inklusion og mangfoldighed.

Med Det Grønne Kort forpligter vi hinanden på fire punkter:

1. Lige rettigheder for alle
2. Nultolerance overfor krænkende adfærd
3. Nedbrydelsen af tabuer
4. Udøvelse af sportsmanship.

Vi håber på, at det kan sætte nye standarder for sponsor-samarbejde mellem virksomheder og klubber, men vigtigst af alt skal det støtte op om den vigtige sag. Det Grønne Kort er i dag en fast del af Peter Larsen Kaffes sponsoraftaler.



Peter Larsen Kaffe forlænger med tre år som hovedsponsor i Viborg FF

Viborg FF og Peter Larsen Kaffe har været samarbejdspartnere i mere end 50 år, og parterne er blevet enige om at forlænge aftalen med yderligere tre år. Således vil Peter Larsen Kaffe være hovedsponsor og blandt andet fortsat have sit logo på brystet af VFF-spilletrøjerne.

"Vi har fælles værdier og fælles interesser, og Peter Larsen Kaffe er en stærk repræsentant for Viborg, som vi er stolte af fortsat at have på brystet af vores spilletrøjer. Det er en innovativ virksomhed, som vi lader os inspirere af og ser som en vigtig samarbejdspartner, der er med til at udvikle vores fodboldklub." Udtaler VFF direktør Morten Jensen.

Den første samarbejdsaftale mellem VFF og Peter Larsen Kaffe blev indgået i 1971, og partnerskabet har gennem årene udviklet sig til meget mere end et klassisk sponsorat. Udover logoeksponering på trøjer og salg af kaffe på Energi Viborg Arena, har samarbejdet de seneste år også indeholdt aktiviteter omkring Knus Kræft, fælles kamp for mangfoldighed og inklusion, introduktion af Det Grønne Kort samt flere tiltag for bæredygtighed. I 2021 blev Viborg FF som den første fodboldklub en del af Circular Coffee Community, som er et forpligtende fællesskab for bæredygtighed.

Viborg FF er en del af Peter Larsen Kaffe-familien, og vi er selvfølgelig glade for at fortsætte samarbejdet. Det er et samarbejde, der

har udviklet sig over årene til stor gavn for begge parter, og lige nu er det hele fantastisk at være en del af. Vi har også været med i modgangstider, men lige nu rider vi på en bølge, der gør os alle stolte. Det grønne samarbejde skal vi bygge videre på. Der er så meget, vi kan gøre sammen, og selvom vi har været partnere i over 50 år, så føles det som om, vi kun lige er begyndt. Vi ser frem til at udvikle samarbejdet med VFF i de kommende år og glæder os til endnu flere store oplevelser sammen.



PETER LARSEN KAFFE

Certificeringer Økologi, Fairtrade & Rainforest Alliance

Certificeringer er stadig en vigtig del af vores arbejde og tredjeparts-organisationer spiller en stor rolle i vores fortsatte arbejde.

Arbejdet med certificeringer og særligt de vilkår, som de uvildige certificeringsorganer er med til at fremme, er et vigtigt element i vores bestræbelser på at skabe en mere bæredygtig kaffeproduktion.



SAMLET OM KAFFEN



Som de første på det danske marked introducerede Peter Larsen Kaffe i 1995 Fairtrade-certificeret kaffe (der dengang hed Max Havelaar). Tilsvarende introducerede vi i 1995 danskerne for økologisk produceret kaffe. Den innovative tilgang har dannet grundlaget for, at bæredygtighed i dag er en del af vores DNA.

Certificeringsordningerne er ét af mange redskaber i vores bestræbelser på at gå forrest og sikre kaffens fremtid. Ordningerne gør det lettere for virksomheder og forbrugere at handle miljømæssigt og samfundsmæssigt ansvarligt, og det er afgørende, at vi hjælper forbrugere med at træffe bæredygtige valg både i supermarkedet, på caféer og restauranter og på arbejdet.

Vi arbejder med forskellige certificeringer som Fairtrade, Rainforest Alliance og økologi. Forskning viser, at især de uddannelsesmæssige muligheder, som certificeringssystemerne tilbyder, har en positiv indvirkning på kaffefarmernes indkomst. Dette til trods skal det understreges, at vores dedikerede indsats til fremme af certificeret kaffe aldrig må stå alene.

Vores og kaffeindustriens udvikling afhænger af, at vi sideløbende med certificeringerne formår at etablere og gennemføre bæredygtige udviklings tiltag, som kan skabe positiv og vedvarende forandring i branchen. Certificeringskriterierne udgør "basen" i vores udviklingsarbejde, hvor andre initiativer, som f.eks. Circular Coffee Community og den digitale platform Era of We, bygger ovenpå dette.

Med indsatserne for at fremme udbredelsen af certificering i den globale kaffes forsyningskæde, omfattende certificeringsordninger med flere forskellige fokuspunkter, bidrager Peter Larsen Kaffe til en bred vifte af FN's Verdensmål inklusive 1-8, 11, 12, 13, 15 & 17.



Med Peter Larsen Kaffes salg af økologisk kaffe i Danmark i perioden 1. juli 2022 - 31. december 2023 har vi bidraget til at:

Ved køb af 706.486 kg økologisk kaffe bidrager du til at:

**Reducere
anvendelsen af
gødning med**

254.840
KG

**Reducere
anvendelsen af
pesticider med**

25.760
KG

**Omdanne så meget
organisk affald
til giffri gødning**

7.899.970
KG

**Omlægge jord
til økologisk
produktion**

2.283
fodboldbaner

Ovenstående beregning er udarbejdet på grundlag af: Januar 2007, rev. 2013. Projekt Ekokvitto kaffe er finansieret af Konsumentverket i Sverige og udviklet af U&W.



Fairtrade-certificeret kaffe

Fairtrade er en uafhængig produktmærkning med fokus på blandt andet menneskerettigheder.

Produkter der er Fairtrade-certificeret, sikrer f.eks. kaffefarmerne en mindstepris, hvis verdensmarkedsprisen på kaffe falder.

Prisen bidrager således til at dække deres leve- og produktionsomkostninger, og hvis verdensmarkedsprisen er højere end mindsteprisen, bliver bønderne tilgodeset i form af Fairtrade Premiums. I fællesskab investerer farmerne de midler, de får, når deres afgrøder bliver solgt

som Fairtrade. Disse penge bruges for eksempel til bedre uddannelse, omlægning til økologi eller mikrolån. Fairtrade skaber på den måde forudsætninger for bedre arbejds- og levevilkår, såsom skolestipendier til videregående uddannelse og udstyr til grundskoler, nye og forbedrede vej-, el- og kloaksystemer samt støtte til lokale sundhedsfaciliteter og læger.

Med Peter Larsen Kaffes salg af Fairtrade certificeret kaffe i Danmark i perioden 1. juli 2022 – 31. december 2023 bidrager vi til at:

Ved at købe 673.378 kg fairtrade-mærket kaffe bidrager du til at:

Kooperativet får en præmie svarende til

2.494.000
KR

Kilde: Fairtrade Sverige



S SAMLET OM KAFFEN



Rainforest Alliance kaffe

Rainforest Alliance-certificeringen arbejder for at bevare den biologiske mangfoldighed og sikre levebrødet for arbejdere og farmere.

Fokusområderne er at mindske udslippet af drivhusgasser, stoppe fældning af skove, sikre naturen samt uddanne farmerne i at bruge deres land bedre og derved forbedre deres levestandard.

Med Peter Larsen Kaffes salg af Rainforest Alliance-certificeret kaffe i Danmark i perioden 1. juli 2022 – 31. december 2023 har vi bidraget til at:

Ved at købe 300.720 kg rainforest alliance-certificeret kaffe bidrager du til at:

Områder konverteret til bæredygtig dyrkning*

6.844
fodboldbaner

Kilde: Rainforest Alliance.

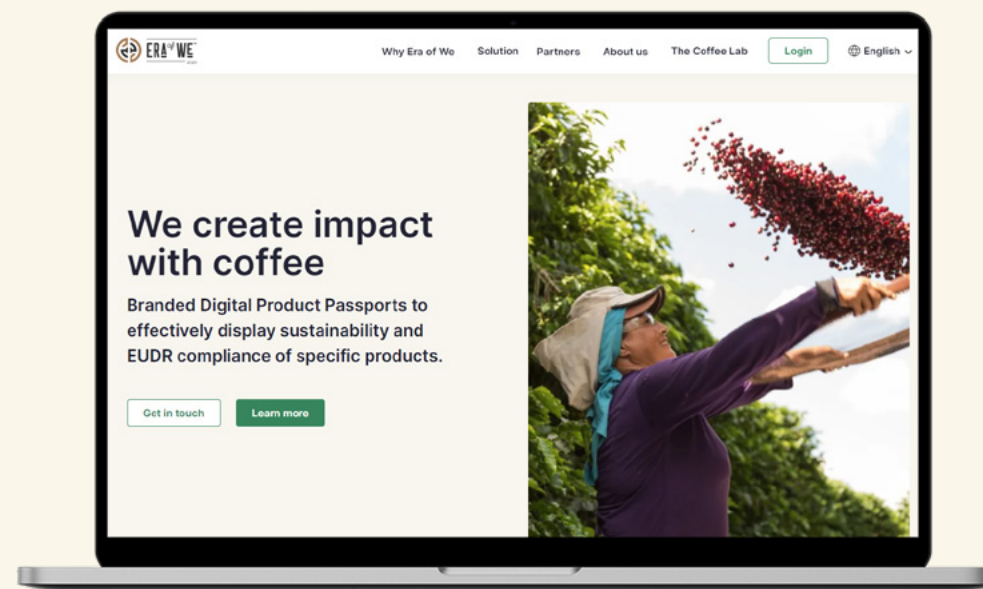
**Udregningen er baseret på 100% Rainforest Alliance-certificerede kaffebønner.*

Era of We

Denne digitale platform er og bliver et vigtigt værktøj for os i forberedelsen af et kaffemarked i forandring. Platformen er i konstant udvikling, og vi ønsker at være transparente omkring vores sourcing og skabe direkte forbindelse mellem farmer og forbruger med forventningen om, at det kan være med til at demokratisere kaffeindustrien og give kaffefarmerne en stemme. Målet er en bevægelse drevet af et fællesskab med passion for kaffens oprindelse og kvalitet for at sikre, at fremtidens kaffeproduktion er bæredygtig, profitabel og langsigtet.

Forbindelsen skaber vi gennem QR-koder på vores kaffeposer, som leder forbrugerne direkte ind på Era of We, hvor de kan læse om, hvordan de med købet af denne specifikke kaffe bidrager til vores arbejde med at forbedre vilkårene for mennesker og miljø. Forbrugeren kan her fordybe sig i ansvarlig kaffedyrkning og se hvordan de selv bidrager med et ansvarligt forbrug.

Era of We er verdens første end-to-end-platform, der indsamler al information fra farmer til forbruger.





Governance

Har vi kaffe i år 2050?



Det hele starter med kaffefarmerne, og det er også her, udfordringerne er størst. Farmerne kæmper med klimaforandringer og med at sikre kaffedyrkingen for de kommende generationer. Det er her, vi kan gøre den største forskel, både for kaffefarmernes rettigheder og for udviklingen af landbrugsmetoder. Nære og langsigtede relationer er nøglen til fair vilkår for vores kaffefarmere.

Kaffebranchen er særligt udfordret af klimaforandringer og vilkårene for de kommende generationer af kaffefarmere. Hvor skal kaffen dyrkes, og hvem skal gøre det?

Selvom man på verdensplan er blevet enige om at undgå temperaturstigninger på over 2,0° C, er de politiske skridt endnu ikke tilstrækkelige. Temperaturstigninger på 1,5° C er uundgåelige, og klimaforandringer har allerede betydning for mange kaffefarmere. Globale temperaturstigninger tvinger farmerne til at rykke produktionen til højere beliggende områder, hvorved dyrkningsarealet formindskes. Man forventer at områderne, der i øjeblikket er egnet til kaffeproduktion, vil være halveret i år 2050 som følge af klimaforandringerne. Ændringerne påvirker også farmernes dyrkningspraksis. 60% af den globale kaffeproduktion dyrkes af 12,5 millioner småfarmere, der hver har mindre end 1 ha. For dem er det blevet sværere at leve af at dyrke kaffe. Lave og uforudsigelige priser på verdensmarkedet gør, at farmerne ofte må operere med store tab. Mange småfarmere lever i fattigdom og kæmper for at dække helt basale behov. Det betyder også, at de ikke har råd til at have sæsonarbejdere, og i

stedet må deres børn droppe ud af skolen for at hjælpe til på plantagen.

For at imødekomme det økonomiske pres har mange kaffeproducenter over tid omlagt deres produktion til monokulturer under fuld soleksponering. Det strider imod kaffens naturlige dyrkningsmiljø, der er i skove under skygge af større træer. På kort sigt oplever farmerne større afkast ved denne dyrkningspraksis, men i det lange løb skader det kaffeplanterne, og farmerne må ty til kunstgødning for at holde planterne i live. 85,5% af udledningen af drivhusgas i kaffens værdikæde sker på farmene, primært på grund af brugen af kunstgødning samt håndteringen af affalds- og spildevand.

Vores industri har tydeligvis nogle udfordringer, men vi vil gøre, hvad vi kan for at minimere dem. Styrkelse af kaffefarmernes evner til at tilpasse sig klimaet er en helt essentiel forudsætning for at sikre, at farmerne i fremtiden vil blive ved med at have kaffeplanter på deres marker.

Vi bliver konstant bekræftet i, at vores klare mål om, at SKABE EN VERDEN HVOR MENNESKER OG KAFFE KAN GRO, er det helt rigtige for, at vi fortsat kan bidrage til en mere bæredygtig kaffebranche.

Investering i GrowGrounds

Vi vil styrke arbejdet med bæredygtighed og klimapåvirkning i hele vores forsyningskæde, og derfor vil vi bidrage til en global omlægning af kaffeproduktionen, både af hensyn til klimaet og miljøet og af hensyn til kaffefarmerne. Investeringen i GrowGrounds handler om at sikre selve grundlaget for både Peter Larsen Kaffe og andre kaffeproducenters fremtid.

Med tre erfarne profiler i spidsen og Peter Larsen Kaffe og svenske Löfbergs i ryggen vil selskabet GrowGrounds ændre en global kaffeindustri med store klima- og miljømæssige udfordringer. I samarbejde med kaffefarmerne i hele verden er målet at eliminere kaffens CO₂-belastning og genskabe ødelagt natur. Ændrede dyrkningsmetoder, etablering af skovsystemer, mindre brug af kunstgødning og pesticider, adgang til finansiering samt nye digitale redskaber skal samtidig sikre indtjening og bedre levevilkår for kaffefarmerne.

GrowGrounds mission

At genoprette ødelagte kaffeforsyningskæder ved at fremme natur og levevilkår med konkrete og virkningsfulde klimaforanstaltninger

GrowGrounds vurderer, at hvis vi virkelig skal gøre en forskel og ultimativt redde kaffens fremtid, skal vi helt ud på kaffefarmene, hvor eksempelvis 80 pct. af den samlede CO₂-udledning fra kaffeproduktionen sker. Her skal vi skabe radikale forandringer. Peter Larsen Kaffes egen produktion på risterierne i Danmark og Sverige, der allerede er næsten klimaneutral, udgør til sammenligning under 1 % af kaffens samlede CO₂-udledning.

Vil skabe globale forandringer

Indsatsen herhjemme batter ikke ret meget i det store billede. I dag dyrkes langt det meste kaffe i såkaldte monokulturer, som dels ikke er godt for jorden, dels kræver store mængder kunstgødning og pesticider. GrowGrounds samarbejder med kaffefarmerne i hele verden om at omlægge deres produktion til skovlandbrug, så både jorden, kaffeplanterne og naturen i almindelighed får bedre betingelser. Det vil, udover forventninger om en CO₂-positiv kaffeproduktion, fordi de mange træer, der skal plantes, også optager CO₂, betyde mere økologisk dyrkning, større biodiversitet og nye indtægtskilder for kaffefarmerne i form af flere afgrøder.

Etableringen af GrowGrounds er et væsentligt skridt for Peter Larsen Kaffe og Löfbergs i deres cirkulære omstilling og i bestræbelserne på at reducere deres klimapåvirkning med 30 pct. inden 2030. Målsætningen er blandt andet at fjerne 5 mio. tons CO₂ fra atmosfæren, svarende til ca. 10 pct. af Danmarks samlede årlige udledning, blandt andet ved at plante 15 mio. træer. En omstilling, som samtidig skal sikre væsentligt højere indtægter hos ca. 300.000 kaffefarmerne.

GrowGrounds er stiftet af Peter Larsen Kaffes tidl. udviklings- og kommunikationschef, Lars Aaen Thøgersen sammen med Poul David Videbæk, der er tidligere direktør for COOP i Afrika, og Christina Singh, der er tidligere international projektleder hos Löfbergs.



GrowGrounds mission

At genoprette ødelagte kaffeforsyningskæder ved at fremme natur og levevilkår med konkrete og virkningsfulde klimaforanstaltninger.



Ansvarlig kaffedyrkning

Code of Conduct

Vores forretningskodeks eller 'Code of Conduct' er de retningslinjer, vi som virksomhed stiller op for medarbejdere og til leverandører vedrørende etiske, sociale og miljømæssige forhold. Vores Code of Conduct er et fintmasket dokument, udviklet og finpudset gennem mange årtier. Det er baseret på Global Compacts 10 principper, ILO's kernekonventioner og vores egne retningslinjer for etik og miljø.

Etisk Handel

Vi stiller store krav til vores samarbejdspartnere, men vi tilbyder samtidig et partnerskab, hvor vi aktivt tager del i at sikre løbende forbedringer hos vores producenter, og vi har nøje definerede retningslinjer og processer, som træder i kraft ved eventuelle brud på retningslinjerne. Derudover er vi medlem af Etisk Handel Danmark, hvor virksomheder og organisationer arbejder for at fremme ansvarlig handel. Etisk handel er en forudsætning for bæredygtig udvikling. Handel bidrager til udvikling, mens uetisk handel, som inkluderer børnearbejde, miljødelæggelser, uanstændige arbejdsforhold og lønninger under eksistensminimum, modvirker bæredygtig udvikling i samfundet. I Etisk Handel Danmark er vi sammen om at fremme ansvarlig handel ved at respektere menneske- og arbejdstagerrettigheder, miljø og klima samt bidrage til en global bæredygtig udvikling ved at styrke medlemmernes indsats inden for etisk handel.

Mærkevareleverandørerne

Som medlem af Mærkevareleverandørerne (MLDK) arbejder vi i et kommercielt interessefællesskab for leverandører til dansk detail og Away From Home, for at synliggøre værdien af mærkevarer. Administrerende direktør i Peter Larsen Kaffe, Claus Bertelsen, og tidligere kommunikations- og udviklingschef, Lars Aaen Thøgersen, tager aktivt del i henholdsvis MLDK's bestyrelse og CSR & Public Affairs Committee. Her sætter vi fokus på et bæredygtigt, innovativt og effektivt marked og fair samhandelsvilkår til gavn for de danske forbrugere.

SBTi

Science-based targets giver virksomheder en klart defineret vej til at reducere drivhusgasemissioner (Greenhouse gas/GHG) og hjælper med at forhindre de værste konsekvenser af klimaændringer samt fremtidssikre virksomhedsvækst.

Science Based Targets-initiativet er hurtigt blevet højeste standard for virksomheder, der sætter ambitiøse og bindende mål for reduktioner af deres udledninger af drivhusgasser. SBTi er et samarbejde mellem CDP, FN's Global Compact, World Resources Institute og Verdensnaturfonden, WWF, som definerer og udbreder best practice ift. reduktioner af drivhusgasudledninger med baggrund i klimaforskningen.

SBTi er et udtryk for den enkelte virksomheds mål, med individuelle udgangspunkter og dermed ikke anvendelig som benchmark.

Vores mål jf. SBTi er at reducere scope 1- og 2-udledninger med 50% i 2030 (baseret på 2018-værdier).

Hos Peter Larsen Kaffe har vi dog besluttet os for at stille endnu større krav til reduktionen af drivhusgasemissioner. I 2030 vil vi være net-zero på scope 1 og 2 samt reducere scope 3 med 30%.

Fremtiden for SBTi i Danmark ser også lys ud, da der ikke er tegn på, at den kraftige vækst i danske virksomheder, som tilslutter sig SBTi, er ved at aftage. Derimod står en lang række

af virksomhederne klar med klimamål, som de afventer at få godkendt. En tidlig tilslutning til SBTi kan give konkurrencemæssige fordele, idet de større virksomheder i højere og højere grad stiller krav til underleverandører.

Madspild – I fællesskab kan vi skabe bedre balance mellem mennesker og jorden ressourcer

SAMLET OM KAFFEN ønsker vi at udnytte kaffens fulde potentiale. Arbejdet med at mindske mad- og resourcespild er blevet en mere integreret del af vores adfærd overalt i det danske og internationale samfund. En lang række initiativer, både fra politisk og kommercielt hold, er skudt frem, og rundt i de danske hjem er der en stadig stigende opmærksomhed på emnet.

Hos Peter Larsen Kaffe underskrev direktør Claus Bertelsen i år 2020 en aftale med Danmark mod Madspild, hvor vi forpligter os til at reducere vores madspild med 50% inden år 2030.

Vores produktion er i størst muligt omfang tilpasset kundernes ordrestørrelser. Det betyder, at vi kun har en meget lille mængde kaffe, som ikke kommer ud til vores kunder. I samarbejde med Fødevarerbanken, en nonprofit-organisation der bekæmper madspild og madfattigdom i Danmark, blev den overskydende kaffe og te doneret til socialt udsatte, hvilket svarer til 151.571 kopper kaffe og 24.800 kopper te.



Scope 1 + 2
2030: Net-zero

Scope 3
2030: 30 % reduktion





Peter Larsen
Kaffe[®]

**SAMLET
NO
KAFFEN**

Sustainability Report

2022/2023*



KAFFEROSTERIET
LÖFBERGS
ETABLERAT 1906

Peter Larsen
Kaffe[®]

KOBBS
ETABLERAT 1809

*Applies to the prolonged financial year from 1/7/2022 to 31/12/2023.

The year in short

A NEW FRAMEWORK FOR SUSTAINABLE DEVELOPMENT

A new framework for the efforts of sustainable business development make our focus topics and our direction ahead clearer. Read more on page 14–15.

INVESTMENTS FOR TRACEABILITY AND TRANSPARENCY

We invest in data-driven systems to meet greater demands on traceability and transparency, and to be able to follow and customise our efforts. Read more on page 28.

MORE TOOLS FOR RESPONSIBLE SOURCING

Certifications and verifications facilitate fair conditions and development possibilities for more coffee farmers. Read more on page 28–29.

DEVELOPMENT PROJECTS THAT PREPARE SMALL-SCALE COFFEE FARMERS

Our development projects contribute to better development and living conditions for small-scale coffee farmers. We have now supported more than 115,000 farmers in the framework of International Coffee Partners. Read more on page 27.

A CONTINUED FOCUS ON OUR VALUES

Our values help us reach our goals in an increasingly fast-moving world. This year, we have clarified what our values imply in our daily activities. Read more on page 22–23.

AN INCREASED SHARE OF RECYCLABLE PACKAGING

Packaging material in mono-material polyethylene can be used in more packaging lines after comprehensive tests. This means that a lot of our packaging can be recycled. Read more on page 38–40.

REDUCE THE CLIMATE IMPACT IN THE ENTIRE VALUE CHAIN

By cooperating with the logistics company Scanlog, we secure 100% fossil-free sea transports, an important step to reach our goal of 30% lower climate emissions in Scope 3. Read more on page 35–37.

A QR CODE FOR INSPIRATION AND TRANSPARENCY

Doing the right thing should be easy. A QR code on the coffee packaging shows the coffee's way back from cup to bean. One of several efforts to inspire more to a more sustainable consumption. Read more on page 46.

ROADMAP FOR A SUSTAINABLE FOOD CHAIN

As one of fifteen food companies, we are behind the initiative "The Swedish roadmap for a sustainable food supply chain". An ambitious roadmap with clear objectives within climate, biodiversity, resource efficiency, and human rights. Read more on page 49.

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Foreword

The world of Löfbergs revolves round coffee. The great taste of course, but also the genuine interest and the knowledge that we have built since 1906. But that is not worth anything if we do not take care of each other and our planet. Which is why sustainability is and always has been important to us. It is a part of our DNA and is included in everything we do and in every decision we make. It enables us to be the first choice for customers and consumers.

This sustainability report includes the period from July 2022 to December 2023, a time when it has happened a lot for us and the world around us. Organisationally, we have clarified the sustainability function and that it is central to our business and product development. Löfbergs has been first with new sustainable solutions many times, and we will continue to be. Which is why our sustainability work is an important part of our management and governance.

Sustainability is something that we win business with, and, in combination with other efforts, it contributes to our success. The growth on our core markets is good, not least in Sweden, where we have reclaimed the position as market leader.

We are making efforts to keep growing, for example through heavy investments to strengthen our brands.

We continue to take new steps in the field of sustainability, which feels more important than ever. Increased traceability and transparency are two keywords when we now combine more and new methods to create better conditions for the environment and even more coffee farmers. Our transition to fossil-free sea transports is another positive measure. In a time where different forces around the world question the pace of the sustainability work and point at others to do something, it is crucial that there are those who want, who dare to act, and who take steps forward. For us, it is about taking responsibility, showing leadership, and living our vision.

At the time of writing, it has been two years since Russia invaded Ukraine, and in connection with that, we immediately stopped all sales to Russia and Belarus. Wars and conflicts have broken out in other areas since then, which have affected us and our supply chain in different ways.

The financial situation, with inflation and a significant increase in costs, also creates an insecurity. For us and the world around us. Many customers and consumers are having a hard time, and even if our expenses soar, we have taken responsibility by adding extra focus on internal efficiency to alleviate the consequences and be able to continue to offer affordable products.

Climate change is the greatest challenge of our time and affects the coffee industry to a great extent, most of all in the producing countries. Higher temperatures and extreme weather phenomena make it more challenging than ever to farm coffee. This places high demands on many people, us included. We address this challenge in many different ways, for example with the development projects that improve the opportunities and the living conditions for small-scale coffee farmers. These projects are carried out together with others within the framework of International Coffee Partners.

New legislation in the field of sustainability is something else that affects us and many others ahead. The EU Deforestation Regulation (EUDR)

and the Corporate Sustainability Reporting Directive (CSRD) are two examples. We welcome the new rules and regulations, but also realise that they involve a number of challenges. The laws are unclear in some cases, and the forward planning is short. We would have wanted the politicians to have a better dialogue with the trade and industry. Otherwise, the risk is that the companies need to use an unnecessary amount of resources on understanding, administrating, and reporting, which results in a shrinkage of the playing field for innovation and development. That does not benefit anyone.

Finally, we want to thank all of our colleagues at Löfbergs for the good work you do. It is because of you that we can realise our purpose to create a world where both people and coffee can grow. It is about the power of doing things together.

Kathrine Löfberg, Chair of the Board and coffee roaster in the fourth generation

Anders Fredriksson, CEO



LÖFBERGS

2022/2023*



OPERATING PROFIT

151
million SEK

TURNOVER
4,047
million SEK



11.9 million cups of
COFFEE a day



44,830 tons
COFFEE



177 ton
TE



-3% CO₂e/ton coffee
Climate emissions in all scopes
(Change 2018–2023)



78.3 million SEK
in Fairtrade premiums and extra
payments for organic farming



75%
Renewable packaging material



about **45,000**
coffee farmers



The Löfberg family
in its **third** and
fourth generation.

BRANDS



CO-WORKERS



309

MARKETS &
HEAD OFFICE



Sweden, Norway, Denmark, Finland, Estonia,
Latvia, Lithuania, UK, and Ireland.

Applies to the prolonged financial year of July 2022 to December 2023.

About Löfbergs

It all began back in 1906. Today, we are one of the Nordic region's biggest family-owned coffee businesses with a production that corresponds to 12 million cups of tasty coffee – a day. The passion for great tasting coffee, personal meetings as well as doing good for people and the environment has been a part of the company since its inception.

Löfbergs was founded by the brothers Anders, John, and Josef Löfberg more than a hundred years ago. We are still family-owned, now in the third and fourth generation. Our ambition is to be a successful and value-creating company for at least a hundred more years. We are a value-driven company with a long-term perspective on our business operations. Our strength on a highly competitive market is our long history, in combination with our desire to continuously evolve and remain at the cutting edge. And that we love to invite others to go even further together.



The Löfberg family's fourth generation: Martin, Helene, Therese, Mikael, Kathrine, and Niklas.

“ We have been a family business for more than a hundred years, and will continue to be for at least a hundred more. We want to keep on developing the company to contribute to a positive social development and create good moments for coming generations, says **Kathrine Löfberg, coffee roaster in the fourth generation.** ”

“ As a family business, we think about generations, not quarters. It is not about what is best for now, but what is best in a longer perspective. For us as well as for the world around us, says **Mikael Löfberg, coffee roaster in the fourth generation.** ”

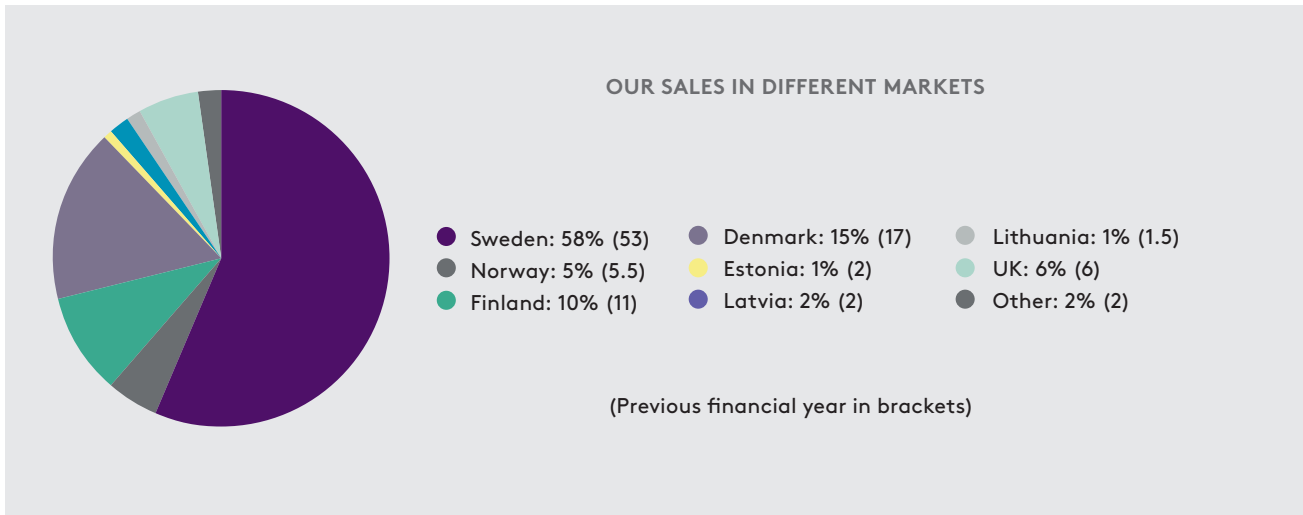
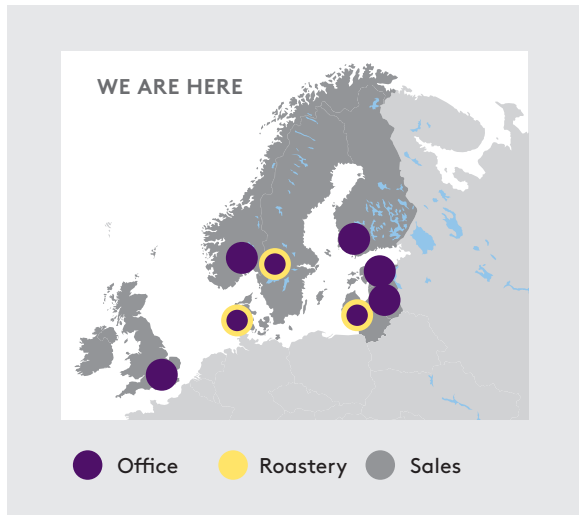
OUR PURPOSE AND VISION

Our purpose is to create a world where people and coffee can grow. Great tasting and sustainable coffee is how to achieve this goal. As a company, we have always done what we believe in and lead the way towards a better future. And we will continue to do so.

OUR BUSINESS

Our driving-force, and the foundation of our business, is to contribute together with others to a world where coffee and people can grow. Coffee in every form is the core of our business, and with curiosity, we are constantly developing new products and experiences that can add some extra flavour for us and the world around us.

We operate in some ten core markets in northern Europe and sell coffee in two channels – straight to the consumer in retail stores and different digital trade channels as well as through partners within hotels, restaurants, and cafés.



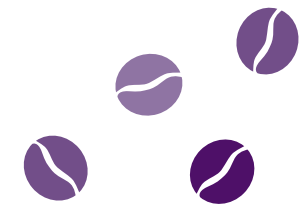
WE ARE HERE

Löfbergs has its base and head office in Karlstad, Sweden. Most of our coffee is roasted here. We also have offices and roasteries in Denmark and Latvia, and offices in Norway, Finland, UK, Estonia, and Lithuania. Sweden is our largest market and represents about half of our turnover. The countries in the Nordic region represent about 85% together.

OUR SALES

Straight to end consumer from the physical and digital coffee shelf

Retail is our largest customer segment. This segment is dominated by several large retail customers that we regularly negotiate with. We are also present in the retail customers' digital channels and in e-commerce channels. We can see an increased demand on products there that are not available in other sales channels. In 2023, we reclaimed the position as market leader in Sweden.



Serving through hotels, restaurants, and cafés

The demand for the served cup has grown for several years. The business also include related services and trainings connected to coffee. We are the market leader in Sweden. In other countries, we have a strong presence in different parts of the Out of Home market.

Our own coffee bars and digital channels

Meeting end-consumers face to face is important to us, and we do it in different ways. Löfbergs Roastery and Coffee Bar in Karlstad, Sweden is a coffee mecca and a popular site to visit. With mobile and temporary coffee bars and as a partner at festivals and larger events, we are present in all our markets. We see an increased demand for different kinds of events in cooperation with our customers.

For several years, we have been offering sales to end consumers through our own web shops in all Nordic markets. In these web shops, we have the possibility to build brand awareness and show the width of our assortment. The extent is still small, but increasing. In the calendar year of 2023, the sales in Denmark increased with 24%, and in Sweden with 223%.

OUR BRANDS

We offer cold and hot beverages for end consumers under three brands. We sell coffee under the brand Löfbergs in all our markets. In Denmark we also sell coffee under the brand Peter Larsen Kaffe. Our tea is sold under the brand Kobbs.



Our vision and roadmap

Our work is goal-oriented from a strategic map and established priorities. For the last two years, we have carried out comprehensive brand and strategy work, which has resulted in a clarified business vision, a level of ambition, and focus areas. Our overall ambition, that Löffbergs should contribute to a world where people and coffee can grow, is now a central part of the business management of the whole group.

We have a long-term view of our development, and our current business vision aims for 2035. But the time horizon stretches further than that; the idea is that a continuously strong and successful company will be handed over to the fifth generation of the Löffberg family around the year of 2050. At the same time, we continue to focus on being profitable and to reach short-term goals for proceeds and growth. First in mind when it comes to taste, coffee know-how, and sustainability in the world of coffee.



GUIDING VALUES

We are, and have always been, a value-guided family business. Our corporate values are our compass that guide us in our actions towards each other and how we perceive the world around us. They unite all of us who work within Löffbergs and function as guidelines in our daily business. They also create a security that makes us take a stand and pursue issues that are important to us.

Our values are deliberately drafted to support the behaviours we believe are needed to continue to develop and reach our targets. The values are integrated and guide our development efforts for co-workers and managers in appraisals, salary discussions, recruitment processes, departmental meetings, decisions, and tough conversations. We measure how the organisation perceives that we live our values with weekly pulse surveys.

We are Together

We create and learn together. Together we make things happen. Together we are stronger, and together is more fun.

We are Inclusive

We meet all people and ideas with an open mind, no matter their background or beliefs. Being inclusive helps us see new perspectives that make us smarter.

We are Accountable

We are all accountable for everything we take active or passive part in. We look at ourselves and the choices we make, understanding their effect on the world around us. Our perspective is infinite; we are here to stay.

We are Enterprisers

We dare to undertake new ventures, test new ideas, and love doing good profitable business. By never standing still, challenging the status quo, and staying true to our purpose, we grow.

Our sustainable journey

The passion for great tasting coffee, personal meetings as well as doing good for people and the environment has been a part of the company since its inception in 1906. Here are some of our milestones along the way.

1906

Löfbergs is founded by the brothers Anders, John, and Josef Löfberg. Imports and sells coffee that takes people and the planet into consideration.

90's

Environmental policy is drawn up.

First roastery in Europe to remove aluminium from coffee packaging.

Imports the first container of organic coffee to Sweden.

Installs geothermal heating in Karlstad, Sweden.

00's

Co-founds International Coffee Partners, which improves the development possibilities for small-scale coffee farmers.

Launches coffee that is both organic and Fairtrade.

Starts using wind power electricity and replaces oil with district heating in Karlstad, Sweden.

Develops a sustainability receipt that makes it easy for customers to see the concrete sustainability effects they contribute to by choosing coffee from Löfbergs.

10's

Joins the climate and business network the Haga Initiative.

Co-founds coffee&climate, which helps small-scale coffee farmers deal with climate change.

Starts using bio gas in Viborg, Denmark, achieving 100% renewable energy.

The Löfberg Family Foundation is formed, with the purpose of promoting sustainable development in producing countries.

Launches Next Generation Coffee – an initiative that supports young coffee farmers in Colombia, Kenya, and Tanzania through education and direct trade.

Starts to phase out the fossil plastic in packaging and replaces it with plant-based alternatives.

Opens Sweden's first high-bay warehouse to achieve Environmental Building Silver certification.

20's

Launches Circular Coffee Community to contribute to a 100% circular production and consumption of coffee.

The first coffee roaster in the world to join Era of We – the world's first digital platform that increases the transparency and traceability for all actors in the value chain.

Opens a new state-of-the-art roastery for whole beans in Karlstad, Sweden. The roastery achieves an Environmental Building Silver certification.

Transitions to fossil-free maritime transports, which reduces the emissions in this area with 100%.

Founds GrowGrounds, a company with the purpose to eliminate the negative climate effects of coffee and to create better living conditions for the coffee farmers.

2030

Has close to zero climate emissions in its own operations.

Has reduced the emissions in the value chain with 30%.

Has recyclable packaging from renewable and/or recycled materials.



Our framework for sustainable development

In 2023, we have outlined an updated and common framework for our work with sustainable development. It describes what issues we need to focus on and our visualisations for the short and the long term, within the scope of our vision and purpose.

It is about how we, together with our stakeholders, will address the challenges to secure the coffee of the future: from the prerequisites for farming and farmers to efficient and innovative production and the demand for coffee with sustainable value added.

The sustainability framework includes our entire value chain, from bean to cup, and reflects significant sustainability matters given the impact of the operations, both risks and opportunities.

OUR CONTRIBUTIONS TO AGENDA 2030 AND THE GLOBAL GOALS

Löfbergs supports Agenda 2030 and the global goals for sustainable development, in their entirety. They give our sustainability work guidance and frames, not least in terms of the level of ambition for our own comprehensive goals. We have identified

and analysed how the goals and the intermediate goals affect Löfbergs’s business and value chain, and where our responsibility and our possibility to contribute are especially great. A large part of the goals are relevant for our work in some way.

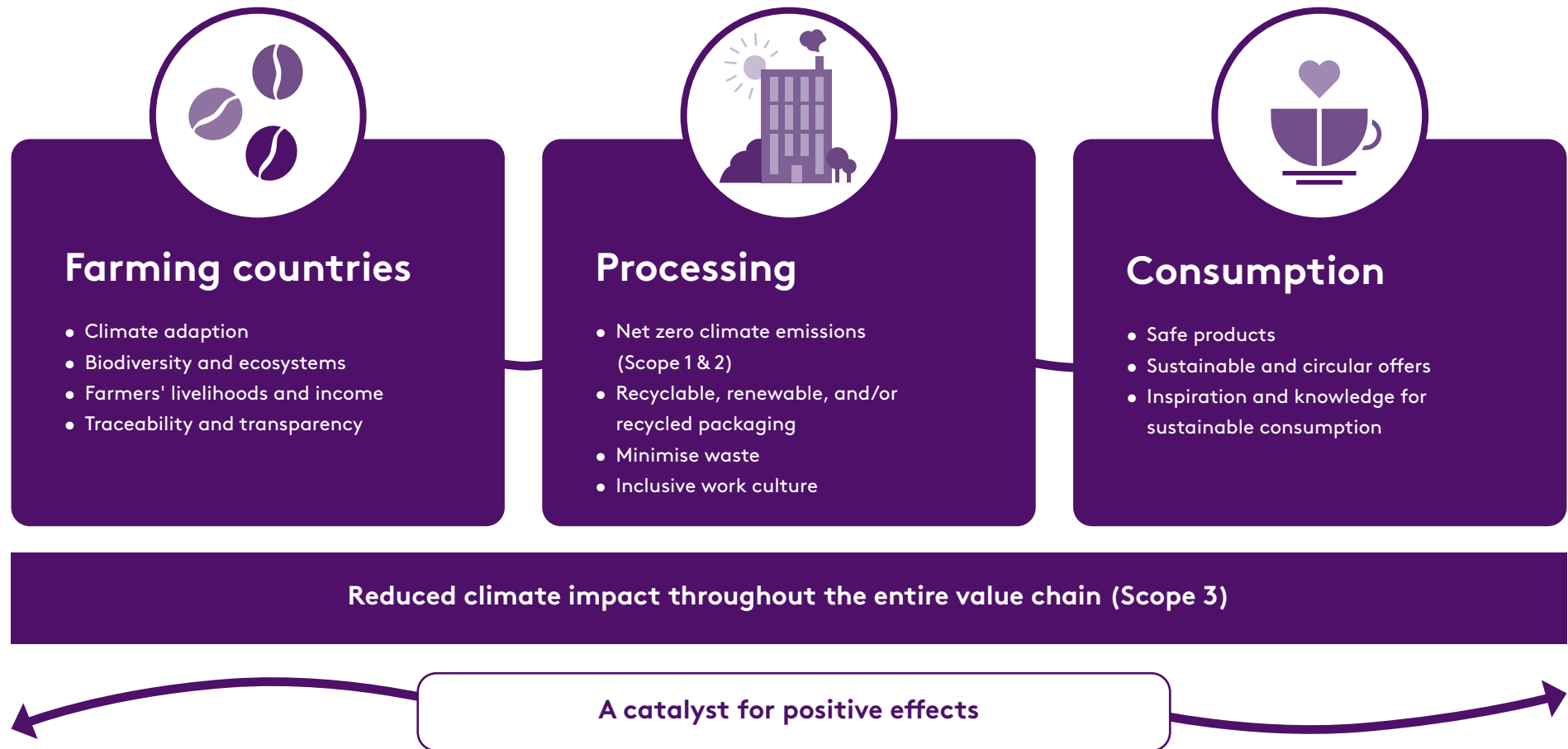
In the value chain as a whole, it is mainly about the goals 12, 13, and 15 for reduced climate and environmental impact, resource efficiency, and

circularity. Many social goals are also very relevant, such as goals 1 and 8 concerning reducing poverty and decent work, goal 5 concerning gender equality, and goal 11 regarding sustainable cities and communities.

Last but not least, in line with the global sustainability goal 17, we believe in the power of doing things together.



Together for a world where people and coffee can grow



Challenges for the coffee of the future

Being able to produce great coffee in 2050 is not a given. The coffee industry is facing great challenges, environmentally and socially. Where the coffee plants can grow in the future and who will be farming the coffee are issues that we already need to work with.

THE PREREQUISITES FOR FARMING

The climate change has a great impact on farming coffee. The land areas that are suitable for farming coffee today are expected to be halved by 2050. When the coffee plantations need to be moved higher up in the mountains, the risk for deforestation and competition for the land increases. More extreme weather events threaten the harvest levels, and the coffee is also affected by increased occurrence of pest and spread of diseases. As a part of the agricultural sector, the farming of coffee represents an important part of climate-related emissions. Reducing the negative climate impact as well as investing in climate-adapted and more sustainable farming methods are crucial for the coffee of tomorrow.

NEXT GENERATION COFFEE FARMERS

Many coffee farmers struggle to find security with reasonable wages and profitability. Coffee is often farmed in countries with high risks regarding human rights and working conditions. Many farms are run at a loss and cannot invest in more resistant and sustainable farming methods. Coffee is a commodity on a flexible market with uncertain and volatile prices. Many small-scale farmers need to sell their coffee straight away to support themselves.

The coffee sector is an ageing industry, where many in the next generation choose other livelihoods. About 45,000 farmers farm the coffee that Löfbergs purchase today. Who are they tomorrow? Promoting a more sustainable business model and make more sustainable farming methods possible are crucial for the entire industry. We also need to secure traceability, working conditions, and human rights throughout the whole value chain – for every bean.

The coffee's way – from bean to cup

The coffee's way from bean to cup is both long and complex. The illustration describes the different stages of our value chain and the important sustainability issues we work with. It is about how our business affects people and the environment, in a positive and a negative way, and about business-related risks and opportunities.



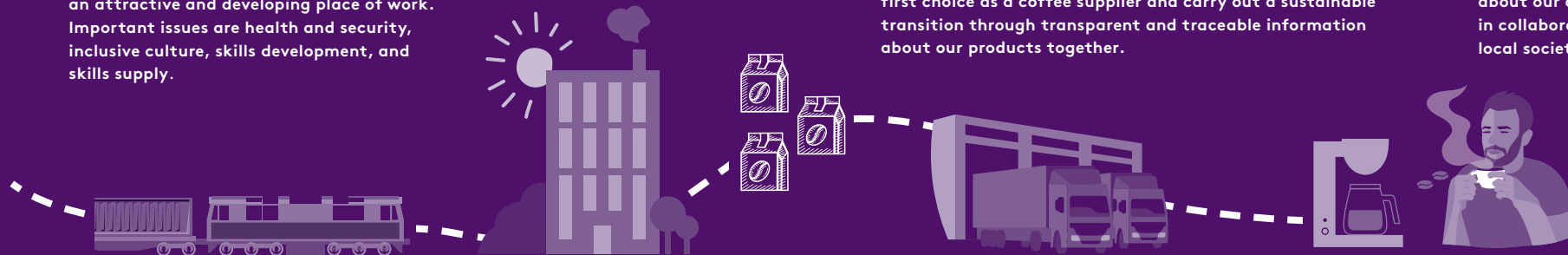
AT THE FARMING STAGE it is about securing the supply of sustainably farmed coffee today and tomorrow. Important issues are the use of land and water, climate, ecosystems and biodiversity, changed farming prerequisites as well as the living conditions and the livelihoods of the farmers.

AT THE TRANSPORT STAGE it is about optimising the logistics flow and transitioning to renewable fuels.

FOR OUR CO-WORKERS it is about being an attractive and developing place of work. Important issues are health and security, inclusive culture, skills development, and skills supply.

IN THE DIALOGUE WITH OUR CUSTOMERS it is about being first choice as a coffee supplier and carry out a sustainable transition through transparent and traceable information about our products together.

LOCALLY WHERE WE OPERATE it is about our active role in the local trade and industry and as an employer as well as about our commitment in collaborations for local societal development.



IN OUR PRODUCTION it is about using raw materials and other resources efficiently but also about securing the good quality. Important issues are energy usage and climate impact, packaging and choice of materials, innovation, and circular flows.

AT THE CONSUMPTION STAGE it is about offering great tasting and sustainable coffee as well as inspiring more people to more sustainable consumption.

Collaborations and initiatives

We are engaged in networks and initiatives to influence the social development and to share knowledge and experience regarding sustainability with others. We invest in different kinds of collaborations with customers, with the purpose to contribute in the producing countries and our home markets.

INTERNATIONALLY

International Coffee Partners

Together with six other privately-owned European coffee companies, we run the non-profit organisation International Coffee Partners (ICP) since 2001. The goal is to create better living conditions for small-scale coffee farmers.

coffee&climate

Together with the members of International Coffee Partners, other coffee companies, Sida, and local non-profit organisations, we run coffee&climate that helps small-scale farmers to manage climate change.

European Coffee Federation

An industry organisation of the European coffee trade and industry with the purpose to promote the common interests of the industry.

Circular Coffee Community

A non-profit network established in 2020 by Löfbergs with the purpose to carry out a circular transformation in the world of coffee. The community offers a platform for networking, innovation partnerships, and commercial collaboration.

10x20x30

An initiative launched by Champions 12.3 to bring ten of the world's largest food retailers and suppliers together. Each company collaborates with 20 of their prioritised suppliers to halve the share of food loss and waste by 2030.

GrowGrounds

An initiative and company founded by Löfbergs with the purpose to eliminate the negative CO₂ impact of coffee and to restore nature. Changed farming methods, access to funding, and new digital tools will secure income and better living conditions for the coffee farmers.

SWEDEN

Hagainitiativet

A network of companies that works to reduce emissions from the business sector through ambitious common goals and a clear effect strategy. The network has 11 members, including Löfbergs, Axfood, Coca Cola, the agricultural cooperative Lantmännen, and McDonald's.

The Swedish Food Federation

The Swedish Food Federation represents the food industry in Sweden and is a member of the Confederation of Swedish Enterprise and FoodDrinkEurope. The Federation's Sustainability Manifesto consists of five commitments in the sustainability field that the members can adopt.

WWF's Sustainable Supply Chain for Food

A network with 15 leading Swedish food companies that together with WWF actively take responsibility to convert and contribute to a more sustainable supply chain for food. In 2023, the network developed "The Swedish roadmap for a sustainable food supply chain" with concrete goals within climate, biodiversity, resource efficiency, animal welfare, and human rights.

CSR Sweden

A company network focusing on companies' social responsibility and societal engagement.

Fossil Free Sweden

A platform for dialogue and cooperation between companies, municipalities, and other players that want to make Sweden free from fossil fuels.

The 100% Club

With the 100% Club, Atea wants to challenge organisations to look over their life cycle management of IT products to increase the share of reused and recycled units.

The Sustainability Network of Värmland

A regional network where sustainability managers in the trade and industry of Värmland put in knowledge and new perspectives regarding challenges and opportunities within sustainability.

Matmissionen (The Food Mission)

A collaboration with Stockholm Stadsmission's social food stores that benefit people and the environment. The stores contribute to reduced food waste and give those in need an opportunity to buy food to low prices. The store also offer job training.

DENMARK**Danish Coffee Alliance**

An alliance of coffee companies that work together with commitments regarding biodiversity, climate, and improved living conditions for coffee farmers.

Food & Bio Cluster Denmark

A network with focus on knowledge, development, and sustainability for stakeholders of the supply chain for food in Denmark.

DIEH – Danish Ethical Trading Initiative

A Danish NGO that promotes ethic trade through cooperation with business, public sector, and interest groups.

One Third Denmark Mod Madspild

A network with a joint commitment to halve food waste by 2030. (SDG 12, 3) As one of the 15 initiators in Danish retail and food production, we aim to create a significant effect.

Knus Kræft

An initiative carried out by Peter Larsen Kaffe, the Le Mans legend Tom Kristensen, and KidsAid. Knus Kræft focuses on creating great experiences for kids with cancer and other serious diseases.

Fødevarebanken

A Danish organisation that works with reducing food waste and handing out food to vulnerable communities.

FN17 Business

A business network based on the 17 sustainable development goals of the UN. Works to create business development and innovation for small and medium-sized companies and start-ups.

Brand Manufacturers Association

A commercial association of suppliers to the Danish retail business and Out of Home.

Confederation of Danish Industry (DI)

A private business and employers' organisation representing approximately 19,000 companies in Denmark.



Societal engagements locally

Löfbergs contribute to the societal development in the communities where we operate, through our role in the local trade and industry and as an employer as well as through active commitment in collaborations and sponsorships in activities of a society. We also take a stand and pursue issues that are important to us.

A VOICE IN SOCIETY

We play an important role in the local community where we operate. Mostly in Karlstad, Sweden, which is strongly associated with our brand and our history, but also in our other places of business. But we also want to influence the context we operate in, both locally and in the industry in general, by using our voice in society in a way that contributes to change. Our clear values create a security and make us take a stand and pursue matters that are important to us. We also know that our societal engagements are important to our co-workers and that they contribute to their pride and ambassadorship.

VALUE-CREATING COLLABORATION

We believe in the power of doing things together, and we sponsor many non-profit associations and initiatives that promote health, environment, and inclusion. This is something that we work with in different ways in all our markets, for example in Karlstad and Värmland where everything began in 1906.

GOOD LOCAL RELATIONSHIPS

We depend on cooperation and good relationships with local partners, authorities, neighbours, and the general public to carry out and develop our business. Transport and production may imply a risk of disturbances like noise or other local environmental impact. During the period that this report includes, we have not had any deviations or complaints to address.

In 2023, we let 50 associations from Värmland share SEK 500,000 as a targeted support. A way for us to support all voluntary forces that make people and Värmland grow. The associations are sports clubs, culture associations, and social actors that work with young and old, girls and boys in all municipalities of Värmland.



– We are a young association that is rapidly growing. The sponsoring helps us with our important task of creating a residence out of the ordinary for all people who live in Kronoparken,” says **Akam Abdullahi, Kronoparken United.**

– This will contribute to a better environment for leisure time for people with functional diversity in Western Värmland. The contribution helps us keep down costs and thresholds to make sure that even more people have a meaningful leisure time and an active lifestyle,” says **Magnus Lindström, HMF Falken.**

– Women’s and girls’ football is a tough industry today, where every penny is needed for us to survive. Which is why the contribution from Löfbergs is incredibly important to us. Thank you for taking the fight for women’s and girls’ football in the forests of Värmland,” says **Evelina Nilsson, Mallbacken IF.**

– This means a lot for our association and makes it possible for us to develop our activities with more events, where people get together, talk, and have coffee with each other,” says **Anders Bengtsson, Stöpafor Byagille.**

– We know from experience that a plate of food can make a life-long change for a person, and with this contribution, we can keep handing out food to people who otherwise would go hungry,” says **Tage Pettersson, Hela människan Ria Karlstad.**

– It is a great honour to get a share of Löfbergs’s generous investment in local associations! This money is important to our continuous work to lower the thresholds into hockey for kids and youth,” says **Roger Axelsson, Nor Ik Hockey.**

– Martial arts for all’ is the motto of Hammarö Fight Club, and the contribution from Löfbergs will be used for equipment for our youngest members, who are five years old, and for our investment in members that are 65 and over,” says **Henric Jonsson, Hammarö Fight Club.**

– This contribution will help us come closer to our goal of starting a museum train on the old NKIJ tracks of Hagfors,” says **Bengt Fura, Hagfors Railway Museum.**

– Now, we can visit more schools in Värmland to talk about LGBTQ+ information and understanding. The rest of the money will be used to offer culture for all of Värmland by arranging more dragshows!” says **Charlie Andersson, Regnbågs Cafe Kristinehamn.**



Our co-workers

More than 300 people call Löfbergs their place of work. The qualifications and the commitment of the co-workers are our most important assets. We want to be an attractive place of work, where every co-worker thrives and can keep on developing together with us.

HEALTH, SECURITY, AND WELL-BEING

It is very important for us to offer a safe and healthy work environment. Our most prevalent occupational risks are stress-related illness, accidents within our production, and our salespeople spending many hours on the roads. We have a zero-vision for accidents and work preventively by regularly conducting risk assessments. All producing units work actively with this. Routines, trainings, and system support for reporting incidents, accidents, and risk observations are important parts of this work. This year, 13 work-related accidents occurred in our Swedish operations, where two resulted in shorter absence and one in a bit longer absence.

To follow up the well-being of our co-workers and prevent stress-related diseases, we carry out weekly pulse surveys since January 2021. We see a great

commitment with a high percentage of answers (about 78%) and many comments when our co-workers answer six questions connected to the work environment. The weekly pulse surveys give us a picture of the present situation of the co-workers in the categories leadership, job satisfaction, work situation, personal development, commitment, ambassadorship, diversity, equality and inclusion, self-leadership, and our values. The co-workers have an opportunity to write anonymous comments. The pulse surveys have given us insights on corporate and department level that we have acted on.

“Winningtemp is a management tool that helps me secure that my team and I are on the right track. Honest and transparent answers create prerequisites for a good dialogue about topics that may be hard to measure or discuss,” says **Lars Nørskov, Head of Out of Home at Peter Larsen Kaffe.**



CORE VALUES – TOGETHER, INCLUSIVE, ACCOUNTABLE, ENTERPRISERS

Our corporate values unite everyone who works at Löfbergs. They are the foundation for our daily work and a compass that creates security. The values are included in the daily business by being a part of performance appraisals, trainings, and as a basis for salary policy.

The work with our core values is not a new thing, but a long-term effort where we learn and develop all the time. This year, we have illustrated actions behind every word – how we act towards each other and how we look at the world around us. This work will be presented and brought to life in the coming years, where every manager carry out and adjust different efforts based on the needs of the local group.

LEADERSHIP AND SKILLS DEVELOPMENT

Good corporate culture and leadership are crucial for us being a competitive and attractive company in the long-term. Leadership also gives us the prerequisites to be an inclusive work place, where our co-workers thrive.

We are continuously working with management development and skills development for all our co-workers, and with our process for impartial and skills-based recruitment of new co-workers.

Every year, we carry out a leadership programme, where twelve participants get training in four modules. Every module has a different theme. Some examples are: get to know yourself as an individual, understand how a team works, how we manage Löffbergs, and the business. We also have a special focus on how to develop secure leaders from a wide definition. A leader does not have to be a manager with staff management.

To keep strengthening our knowledge about diversity and becoming better at including different perspectives, we have developed a digital training, "Inclusion – important to us", about inclusion in

general and Löffbergs particularly. This training is also a part of our introduction programme for all new employees together with a series of mandatory courses, like our Code of Conduct, history, culture, core values, food safety, IT security, and the whistle-blower function.

We also continue to develop our recruitment process for our qualified colleagues of tomorrow. With our new recruitment platform, we can strengthen and secure a competence-based and impartial selection in a better way. No personal information about the applicant is visible at the first stage for example.

Our staff turnover during 2023 was 8%.

// I am very grateful that I had the opportunity to be a part of Löffbergs’s leadership programme. I have learned a lot. I got new insights that I can use in my daily work and that make me develop as a leader," says **Helene Nygaard Larsen, Executive Assistant at Peter Larsen Kaffe.**

OUR EMPLOYEES 2023

	Number of employees	Men	Women
Total Löffbergs Group			
Total	309	60%	40%
Leading positions	58	63%	37%
Sweden			
Total	174	58%	42%
Leading positions	30	60%	40%
Denmark			
Total	65	62%	38%
Leading positions	9	78%	22%
Estonia, Latvia, Lithuania			
Total	37	50%	50%
Leading positions	9	67%	33%
UK			
Total	20	70%	30%
Leading positions	5	80%	20%
Norway			
Total	7	71%	29%
Leading positions	2	100%	0%
Finland			
Total	6	83%	17%
Leading positions	3	100%	0%

Almost all employees (95%) are permanent employees and full time. The rest, 4%, are temporary agent workers and mainly work in our production in Sweden as well as in our businesses in Denmark and UK. The table refers to permanent employees, per 31/12/2023.



On our travels, we can see for ourselves that it is possible to turn the development around and transition to more sustainable farming methods. Martín Löfberg is visiting Emilio Gonzales and his brothers in Heliconia, Colombia.

Farming countries

Our ambition and driving-force is to be a catalyst for a sustainable world where people and coffee can grow. In the calendar year of 2023, we purchased approximately 34,000 tons of green coffee from more than 45,000 farmers in about 20 countries. Our impact and opportunity to contribute to a positive change is greatest at the coffee farming stage. That is why we are focusing our efforts in the farming countries in the following areas: climate adaptation, biodiversity and ecosystems, the living conditions and livelihoods of the farmers, as well as traceability and transparency.

OUR DIRECTION:

- All supplier relationships are based on our Code of Conduct and our sustainability demands
- Long-term relationships with farmers and cooperatives
- A broad toolbox that promotes sustainable farming methods
- Traceability in focus – digital technology for increased transparency in the supply chain



Farming countries

- Climate adaptation
- Biodiversity and ecosystems
- Farmers' livelihoods and income
- Traceability and transparency

CHALLENGES, CLIMATE IMPACT, AND BUSINESS-RELATED RISKS

Adapting to climate change and securing the next generation of coffee farmers are two great challenges in the coffee industry. More sustainable farming of coffee is about carrying through a transition that gives better living conditions and prerequisites for livelihood, but also climate-adjusted farming methods that strengthen the nature and the ecosystems.

Important environmental issues for the coffee farming of today are deforestation, climate-related emissions, pollution of land and water when using inputs like chemical fertilisers and manure as well as usage and abstraction of water in areas with water shortage. These activities lead directly and indirectly to loss of biodiversity and a negative impact on nature worth preserving, ecosystems, and the state of species.

Important issues that directly affect the farmers and their families are shortcomings in working conditions, more alternative livelihoods, and increased urbanisation and migration.

This means a decreased interest and access to labour for continuous coffee farming, which in turn is an indirect business risk.

Other nature-related business risks are changed and deteriorating prerequisites for farming, which among other things are a result of climate change. This leads to direct and indirect consequences due to a reduced supply of green coffee, poorer prerequisites for differentiation in terms of taste and quality, changed prerequisites, and varied access to sustainably farmed coffee, and limited flexibility in the purchasing stage.

// During my travels, I see for myself how climate change affects and presents new demands on the coffee farmers. But I also see that the work that is being done, for example to develop new sustainable farming methods, makes a difference. In the end, it is about us being able to drink great tasting coffee in the future too," says **Martin Löfberg, coffee roaster in the fourth generation.**

OUR FOCUS IN THE PRODUCING COUNTRIES WHERE THE IMPACT IS THE GREATEST

We have worked to be a positive force that contributes to securing the future of coffee ever since the beginning in 1906. As the impact, risks, and opportunities are greatest in the producing countries, this is where our focus is. Working with a long-term focus with close and long-lasting relationships with the farmers as well as demanding and purchasing sustainably farmed coffee are important parts of our work. Since 2001, we have initiated and participated in international long-term development projects, collaborations, and initiatives, which in different ways contribute to better living conditions for small-scale coffee farmers and help them handle climate change for example. See more example of initiatives on page 27.



INTERNATIONAL COFFEE PARTNERS

International Coffee Partners (ICP) is a non-profit organisation, where we together with six other family-owned coffee companies carry out development projects that improve the development possibilities and living conditions for smallscale coffee farmers. Löfbergs co-founded the organisation in 2001. Today, 115,000 small-scale coffee farmers in 13 countries have participated in projects for more sustainable coffee farming.

ICP has a holistic attitude, where five areas are in focus: sustainable agricultural methods, entrepreneurship, strong farmer organisations, climate change, and young people. Promoting equality is an integrated perspective throughout all of the work and the organisation of ICP.

ICP is administered by the foundation Hanns R. Neumann Stiftung. The total budget is approximately EUR 1 million per year, of which Löfbergs's contribution is around 15%.



COFFEE&CLIMATE

coffee&climate (c&c) is a non-profit initiative, where coffee companies, public players, and local organisations cooperate to help small-scale coffee farmers face climate change and improve their supply conditions. The initiative was founded and is run within the framework of International Coffee Partners.

c&c focuses on innovation and to spread knowledge, and has developed a digital platform where educational material, climate maps, and other methods and tools are available for the farmers. Since the start in 2010, c&c has helped more than 130,000 coffee farmers and their families, for example in Indonesia, Ethiopia, Tanzania, Honduras, and Guatemala. Kathrine Löfberg was elected Chair of the Board of c&c in 2022.

“The climate change is one of the greatest challenges of the coffee industry and something that we address in c&c, which we co-founded. In this initiative, we work together with farmers as well as other companies and organisations to increase knowledge and spread methods and tools that can be used by coffee farmers around the world,” says **Kathrine Löfberg, Chair of the Board of c&c.**



THE LÖFBERG FAMILY FOUNDATION

In 2014, the family strengthened its commitment by establishing a private foundation that benefits a sustainable development in coffee producing countries. The Löfberg Family Foundation is funded by the Löfberg family and administered by a board consisting of the siblings Kathrine Löfberg, Martin Löfberg, and Therese Gustafsson. The foundation supports development projects, research, and education with focus on creating better prerequisites for the next generation of coffee farmers.

“This is a way for us as owners to do even more. The coffee roaster Löfbergs continues to take responsibility for people and the environment in the same way as before,” says **Therese Gustafsson, Chair of the Board of The Löfberg Family Foundation.**

TRACEABILITY AND TRANSPARENCY – DATA-DRIVEN INVESTMENTS FOR FUTURE PROOF BUSINESS

This year, we have continued to focus on investments and preparations in new data-driven systems and processes that are necessary to meet the increased requirements in terms of traceability and transparency. Our aim is to follow the development of the coffee farmers in real time and customise our efforts to get a greater impact from our sustainability work. The systems guarantee that all information concerning the coffee, for example where and how it has been farmed, is available online. It makes it possible to trace sustainability efforts and projects as well as how they contribute to a positive development for people and the environment.

A BROADER TOOLBOX FOR SOURCING

For a long time, Löffbergs has urged on to increase the supply and demand for certified coffee, but the rate of development has not been as fast as we would like it to be. There simply is not one solution suitable for all coffee farmers. As we are taking the next step in our sustainability efforts,

we are combining more methods to create better conditions for the environment and for even more farmers. Ultimately, it is about us being able to enjoy great tasting coffee in the future too

Certifications are still a very important tool for us, and we will continue to purchase great amounts of coffee that is organic, Fairtrade, and Rainforest Alliance. The new thing is that we add other tools that create development possibilities for even more coffee farmers to make the positive sustainability effects even greater.

Through our established purchasing model and our presence in the producing countries, where we have long-standing and close relationships with suppliers that we visit regularly, we see for ourselves that there is a positive development. This, in combination with traceability tools, supplier verifications, and third party certifications, makes it possible for us to choose the solution with the best sustainability impact.

New legal requirements make greater demands on all parts of the value chain when it comes to social responsibility and environmental impact, but also on increased traceability and transparency. These challenges and legal requirements demand new ways of working, and with more alternatives, we can use adapted solutions suitable for more people and that make the total sustainability impact greater.

LÖFBERGS AND COOXUPÉ MAKE HISTORY

In 2023, Löfbergs purchased, as the first company in the world, sustainably verified coffee according to Gerações, a new sustainability standard that the Brazilian cooperative Cooxupé has developed.

Cooxupé is the world's largest cooperative with more than 19,000 coffee farmers, and the purpose with the new standard is to support more members to transition to more sustainable farming methods.

Gerações is tailor-made and adjusted for local conditions, which means that it creates development opportunities for even more. That results in even greater positive sustainability effects. The standard is regularly audited by the third party organisation SCS Global Services.

“It means a lot that Löfbergs is joining us on our journey. It shows that there is a demand, which creates good conditions for our members to implement and keep working with the new sustainability standard,” says **Paulo Gustavo Finocchio Martins, Foreign Market Manager at Cooxupé.**

“More ways of working and methods are needed to create better conditions for the environment and even more coffee farmers. That is the new sustainability standard from Cooxupé a great example of, and we are happy to be a part of supporting their transition,” says **Tony Broman, Head of Green Coffee Trading & Blending at Löfbergs.**



Our coffee – for a more fair, business-driven, and transparent value chain

The coffee we purchase is farmed by around 45,000 coffee farmers around the world. We work systematically to secure responsibility and traceability in the entire chain. Our aim is not only to guarantee fair conditions, but being a catalyst to create better opportunities for coffee farmers and their communities.

FULL TRACEABILITY TO THOUSANDS OF SMALL-SCALE COFFEE FARMERS

We purchase our coffee straight from the producing countries, with the aim to have as few intermediaries as possible. Our largest purchasing category is green coffee, mainly from South America 67% (Brazil, Peru, Colombia, Bolivia), but also from Central America 19% (Honduras, Nicaragua, Mexico, Guatemala, El Salvador), Asia 2% (Vietnam, India) and Africa 13% (Kenya, Uganda, Ethiopia, Tanzania, Rwanda, Congo). A large share comes from cooperatives with small-scale coffee farmers. The cooperatives can consist of thousands of members, but we still have full traceability in our systems.

WHERE WE BUY OUR COFFEE FROM

67%

South America
Brazil, Peru,
Colombia, Bolivia

19%

Central America
Honduras, Nicaragua, Mexico,
Guatemala, El Salvador

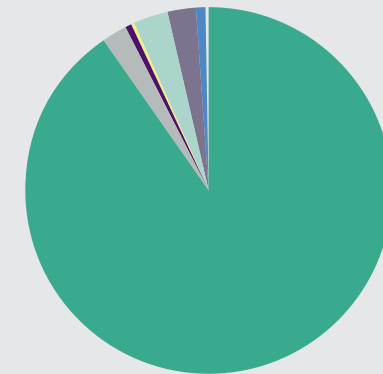
13%

Africa
Kenya, Uganda, Ethiopia,
Tanzania, Rwanda, Congo

2%

Asia
Vietnam, India

PURCHASING CATEGORIES – PURCHASE OF GOODS



The chart refers to the calendar year of 2023. (Previous financial year 2021/2022 in brackets).

OUR DUE DILIGENCE PROCESS

Like all companies, we have a responsibility to work preventively for human rights in the supply chain. Human rights is a risk area in the entire agricultural sector, and coffee is no exception.

In 2022, we developed a model to visualise, illustrate, and develop the process for our purchasing work. This work has continued this year, according to a model based on OECD Due Diligence Guidance for Responsible Business Conduct. Through this process, we guarantee that our purchasing model and our way of working are in line with coming legislation for due diligence of human rights and the environment at the supply stage. The process consists of six steps that are described on the next page.

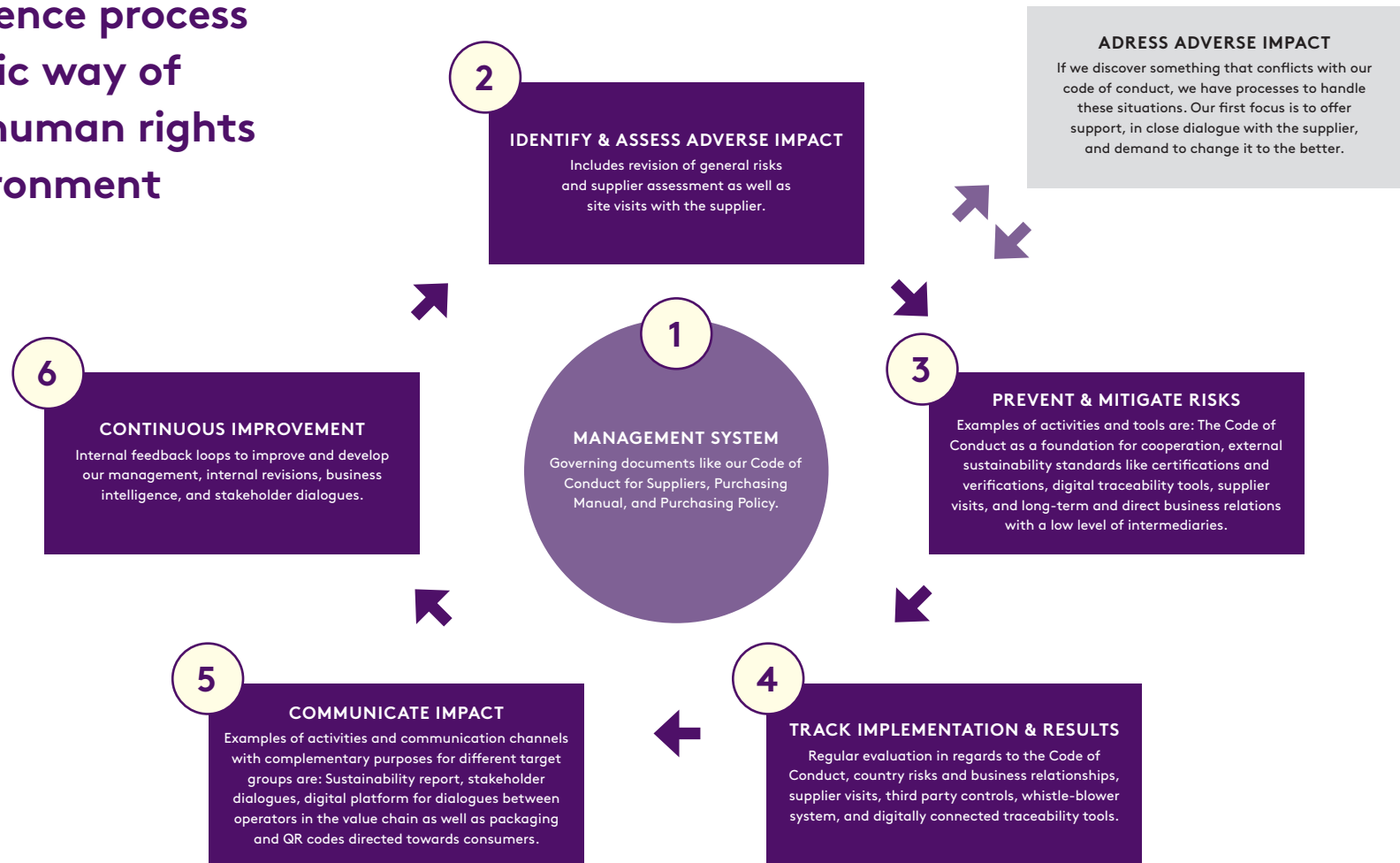
EU DEFORESTATION REGULATION (EUDR)

In June 2023, the EU Deforestation Regulation came into force, with requirements of enforcement from December 2024. The purpose with the legislation is to prevent trade with goods that contribute to deforestation and forest degradation around the world. The legislation requires companies that trade certain raw materials, for example coffee, to carry out comprehensive due diligence processes in their supply chain. For us, this means that we should be able to trace the coffee back to the farm, to make sure that it has not caused any deforestation after 2020, and that the production is carried out according to the relevant legislation for environment, social conditions, and human rights.

We should also be able to account for our process and confirm that the legislation is fulfilled to sell the coffee in EU or export it from EU's market.

At Löffbergs, we have worked with matters of deforestation and traceable quality-assured supply chains for a long time, and we welcome the legislation. We are now working together with customers and suppliers to set this up. But it places high demands in a complex value chain, and it is a challenge for everyone in the supply chain to implement all that is needed.

Our due diligence process – a systematic way of working for human rights and the environment





Processing

With craft, passion, and consideration, we roast coffee at our roasteries in Karlstad, Sweden; Viborg, Denmark; and Riga, Latvia. We are making efforts every day to take steps towards a fully circular and fossil-free business. It is about more than minimising the use of resources. Smarter production and product design enable the circulation of materials and minimising waste as well as more sustainable consumption patterns.

OUR DIRECTION:

- Roasting with fossil-free fuels
- Development of recyclable and renewable and/or recycled packaging materials
- Minimising, recycling, and making use of waste by mapping and cooperation
- Strengthened corporate culture through value-driven leadership and insights from weekly pulse surveys



Processing

- Net zero climate emissions (Scope 1 & 2)
- Recyclable, renewable, and/or recycled packaging
- Minimise waste
- Inclusive work culture

CLIMATE STRATEGY

Climate change and the loss of biodiversity are the greatest challenges we are facing. To secure the coffee of tomorrow, we have to work with the direct emissions in our business as well as with reduced emissions in the entire value chain.

CLIMATE GOALS AND MEASURES FOR REDUCED EMISSIONS IN THE ENTIRE VALUE CHAIN

Climate goals by 2030

- Net zero emissions in Scope 1 and Scope 2
- 30% reduced emissions in the entire value chain, Scope 3 (intensity goal, base year 2018)

EXPANDED CLIMATE REPORT IN LINE WITH SBTI AND FOSSIL-FREE FUEL FOR MARITIME TRANSPORTS

In 2023, the parent company AB Anders Löfberg joined the Science Based Target initiative (SBTi) with climate goals in line with the Paris Agreement. In connection to that, we expanded our climate report and our climate goals to include the whole group. The goal for Scope 1 and Scope 2 is net zero climate emissions by 2030. The base year is now 2018 after a transition to calendar year. The goal

HOW TO REACH OUR CLIMATE GOALS

Scope 1	Scope 2	Scope 3
Renewable gas in our roasteries. Renewable fuel and/or electrification of our company cars.	Energy from renewable source in our roasteries and offices.	Reduced climate emissions from farming coffee, for example by purchasing from confirmed sustainable coffee farms and implementing more climate-smart farming methods. Fossil-free transports upstream and downstream. Recyclable packaging from renewable and/or recycled sources.

for Scope 3 is 30% reduced climate emissions both upstream and downstream. This year’s climate report shows, unlike previous years, a slight increase of emissions of greenhouse gases from our roastery in Karlstad, Sweden. In 2021, we converted to fully renewable bio LPG, which we had to temporarily deviate from in 2023. The reason was significantly increased costs due to unexpected and hastily changing tax rules for bio gas and bio LPG, something that shed light upon the industry’s need for

long-term, stable means of control to be able to balance profitability and climate benefit. By the end of the year, 60% of the group’s company cars were electric hybrids or electric.

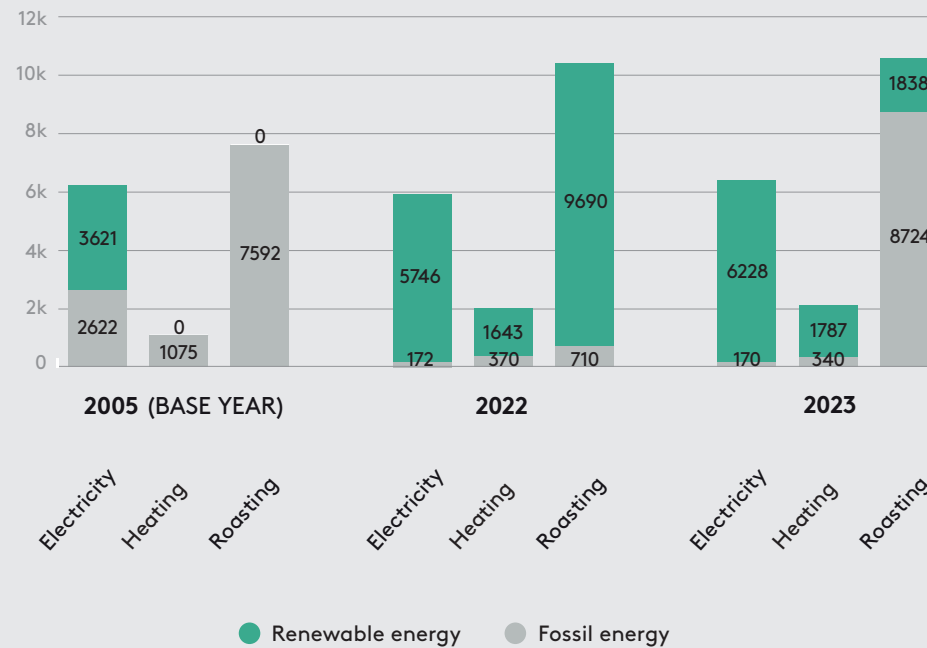
An important step to reduce the upstream emissions is our decision to transition to fossil-free fuel for all our maritime transports. The decision was made in 2023 and is implemented as from 1 January 2024. The fuel is bio gas and it is made from manure from Europe. This means that we are reducing the carbon emissions with 100% in this part of the value chain.

Other news is that we transitioned to electric transports between our facilities in Karlstad.



The truck we are using to transport coffee from our city roastery to our main warehouse in Karlstad was a hybrid at first, which reduced the carbon emissions radically. We are now taking the next step and transition to pure electricity, which means that we are reducing the fossil emissions with 100%," says **Vicktoria Länk, Logistics Manager at Löfbergs.**

USE OF ENERGY AT OUR FACILITIES (MWH)



In 2021, we transitioned to fully renewable bio LPG in our roasteries in Karlstad, which we had to temporarily deviate from in 2023. The reason was significantly increased costs due to unexpected and hastily changing tax rules for biogas and bio LPG. For the factory in Viborg, we purchase 100% biogas via the city gas system. It is still a challenge to find a good alternative to the fossil-based natural gas in Riga.

The bar chart refers to use of energy for each calendar year.

GREENHOUSE GAS EMISSIONS

EMISSIONS (TON CO ₂ e) ⁽¹⁾	2018	2022	2023	CHANGE 2018–2023
SCOPE 1 total	2,220	558	2,394	8%
Roasting	1,675	140	2,001	19%
Energy (own furnaces)	112	80	73	– 35%
Own cars	433	338	320	– 26%
Own transports	0	0	0	–
SCOPE 2 total ⁽²⁾	149	175	169	14%
Electricity	89	110	101	13%
District heating	60	65	68	14%
SCOPE 1 and 2 total	2,369	733	2,563	8%
SCOPE 3 total	147,190	131,105	150,060	2%
Business travel ⁽³⁾	494	133	113	– 77%
Production and distribution of energy and fuel for vehicles ⁽⁴⁾	482	406,5	533,2	11%
Purchased upstream transports ⁽⁵⁾	8,645	8,344	9,118	5%
Purchased downstream transports ⁽⁶⁾	1,496	645	642	– 57%
Packaging ⁽⁷⁾	2,765	2,016	2,330	– 16%
Farming of coffee ⁽⁸⁾	118,072	105,013	120,990	2%
Waste management	10,6	6,6	12,7	20%
Use of sold products ⁽⁹⁾	14,706	13,809	15,514	5%
Customers' own transports ⁽¹⁰⁾	518	732	806	56%
Total emissions (all scopes)	149,558	131,839	152,623	2%
Emissions (ton CO₂e) per ton of coffee produced (all scopes)	5.09	4.77	4.92	– 3%

Footnotes for the table

- Löfberg's climate report includes the entire group, unless otherwise specified. (Previous report included the Swedish operations and the production in Denmark.) The table refers to use of energy for each calendar year.
- Scope 2 is reported with a market-based method. If a location-based method had been applied, the emission for 2023 in Scope 2 would have been 549 tons CO₂e.
- Refers to flights, trains, taxis, private cars while on duty and hotels in the Swedish business. The emissions of the flights are adjusted for for increased biofuel incorporation through Fly Green Fund.
- Refers to fuels used in Scope 1 and 2.
- Refers to transportation of green coffee from farm to factory as well as transportation of packaging material and other goods.
- Distribution of products where the transportation service was purchased by Löfberg's.
- Extraction of raw material and production of packaging.
- Farming, including other processes around the farming of coffee.
- Preparation of coffee with the end user, including waste management at consumers.
- Transportations where the customer picks up the product from Löfberg's central warehouse.

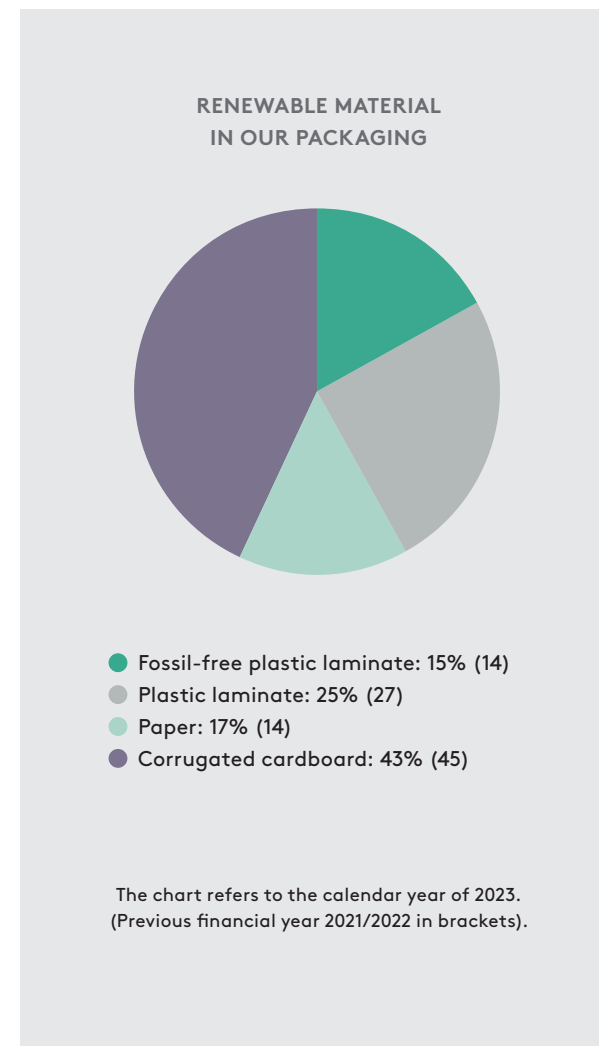
Our journey towards circular and renewable packaging

The right packaging is crucial to preserve the good aromas and the quality of coffee. Löfbergs has been in the forefront with innovative packaging solutions since the 1990's to meet to the company's own high demands, the expectations of the world around us as well as the current and coming legislation. Our packaging goal is to have the opportunity to offer recyclable packaging on all our markets by 2025. All our packaging will also come from renewable or recyclable raw material by 2030, and they will continue to be user-friendly and cost-efficient.

Our packaging consist of 75% renewable raw material, mainly paper, corrugated cardboard, and fossil-free plastic laminate. The rest consists of fossil-based plastic, which we gradually replace with recycled or renewable raw material.

Our packaging goal is in line with inter-trade agreements, for example The Swedish roadmap for a sustainable food supply chain. Important parts of this work are for example a transition to thinner plastic, new barrier material, and bio-based plastic material.

An increase of regulatory, customer-specific, product-related, and market-specific requirements are some examples of the surrounding world's expectations that our packaging should live up to. This is a work in progress, where some efforts mean more or less investments, resource allocation, limitations, and challenges relating to production.





Packaging goals, strategy, and roadmap

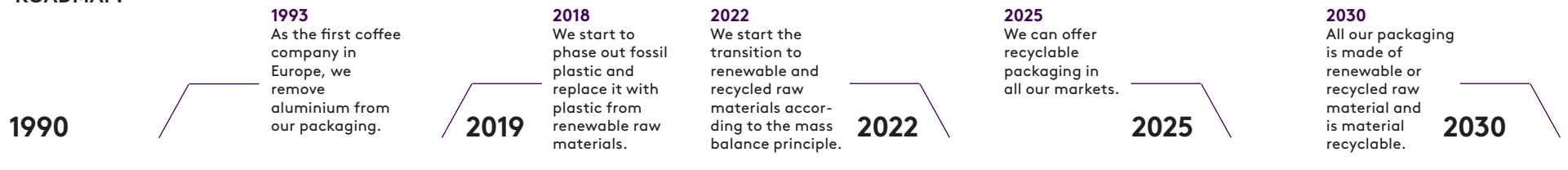
PACKAGING GOALS:

By the end of 2025, we will have the opportunity to offer packaging that is designed to be recycled in all our markets. By 2030, all our packaging will come from recycled or renewable raw material.

OUR STRATEGY:

- Reduce the amount of used material
- Phase out unnecessary layers of aluminium and metallisation
- Eliminate dangerous material
- Use renewable and/or recycled resources
- Use traceable and responsibly farmed renewable material
- Reduce the impact on the environment with preserved quality and shelf life
- Preserve the production efficiency
- Switch to material that can circulate and be recycled on a global market.

ROADMAP:



1990 Designed to down-gauge plastic

1993
As the first coffee company in Europe, we remove aluminium from our packaging.

2019

2018
We start to phase out fossil plastic and replace it with plastic from renewable raw materials.

2022
We start the transition to renewable and recycled raw materials according to the mass balance principle.

2022

2025
We can offer recyclable packaging in all our markets.

2025

2030
All our packaging is made of renewable or recycled raw material and is material recyclable.

2030

2015
Our iced coffee ICE is packaged in CartoCan®, a cardboard solution made entirely from renewable raw materials.

Source renewable or recycled plastic

Design for circular recyclability

OUR PACKAGING JOURNEY STARTED ALREADY IN THE 1990'S

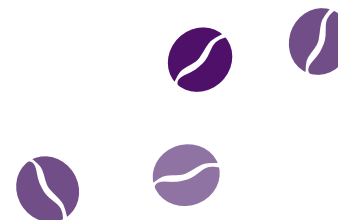
Our journey towards circular and fossil-free packaging started already in the 1990's, when we as the first coffee company in Europe removed the aluminium from our packaging. In 2018, we took the first step to replace fossil plastic with renewable raw material. Since 2022, the transition to recycled and renewable raw material is made gradually through a mass balance solution. Mass balance means that we purchase plastics from bio-based sources, but that it is not necessarily that plastics in our packaging. The mass balance solution that we have chosen to work with is a third-party certified one by International Sustainability and Carbon Certification (ISCC).

Circular packaging is about reducing the use of material as well as developing packaging that can be recycled. In 2023, we presented the first recyclable packaging in a mono-material structure of polyethylene, which is better adapted for recycling in the circular ecosystem.

FOCUS ON PHASING OUT PLASTIC AND AN INCREASE OF RECYCLABLE PACKAGING

This year, we have continued our work to increase the share of packaging that are better adapted for recycling. We have launched several kinds of bags, where the coffee packs now has a packaging in a mono-material structure, which is a material with the same kind of plastic. A packaging with more layers of different kinds of plastic cannot be recycled to new packaging. Mono-material is preferable. Our focus continues to be to transition from multi-layer plastic to mono-material, and to approve more packaging lines in our operation. A work that is about developing, testing, analysing, getting experiences, and, most important of all, making sure that our requirements on taste, quality, production, and sustainability are met.

“We work closely with suppliers and others to develop new smart packaging solutions. It is a work in progress that makes us take a step in the right direction all the time,**”** says **Madelene Breiling, Head of Operational Development at Löffbergs.**



Waste and by-products

We strive to be fully circular through adjusted design models, make use of all resources, and reduce the carbon emissions and the fossil-based resources in all our products and packaging. We want to use the full value of coffee and find new ways to transform waste into resources.

GOALS BY 2030:

- 50% less coffee waste in our own production (base year 2020/2021)
- Halve the amount of waste that is burnt up (base year 2022)

COMMITMENT FOR CIRCULAR FLOWS AND MINIMISING FOOD WASTE:

- Circular approach in everything we produce and do
- Reduce, reuse, recycle, and renew
- Find new and circular ways to use and commercialise all resources in the entire value chain.

CONTINUED FOCUS ON LESS FOOD WASTE

Our work to reduce waste is built on the insight that coffee that is not consumed is an unnecessary waste of the earth's resources. But sometimes perfectly fine coffee beans cannot be sold as intended, when a roasting did not go exactly as planned or if there is something wrong with the bar code on the packaging. We always aim to make the best possible of the waste that actually occurs. Sometimes, coffee beans can be used as raw material for new products and get a value. Another example is when a by-product from our production, which would become waste, becomes a resource with another operator. When focus for collaboration, dialogue, and business development is, to the utmost extent, to make use of and see everything in different flows as a resource, it becomes an important driving-force for the circular economy.

Only 0.28% of our produced coffee in Karlstad was discarded as waste. It corresponds to less than 3 kilos of waste per ton of coffee produced. Through continued focus and commitment from our whole operation, we have managed to take huge steps towards our goal to reduce waste in our own production with half (compared to the base year of 2020/2021: 0.49%).

Thanks to an amazing driving-force among our co-workers, we have a refined systematics to prevent waste from warehouse and production. Through a process that we call rework, we can in a systematic and digital working method re-dose coffee beans. It gives us the opportunity to fully control the coffee that leaves the flow, and with complete traceability reintroduce it into the flow again.

0.28% of our produced coffee in Karlstad was discarded as waste. It corresponds to less than **3 kilos of waste per ton of coffee produced.**

By focusing on packed finished products, we have managed to reduce costs and waste from the warehouse. Examples of efforts that have contributed to this reduction are clearer division of responsibility and costs as well as a particular tool for management of sales dates in the business system.

WASTE AND WASTE MANAGEMENT 2023

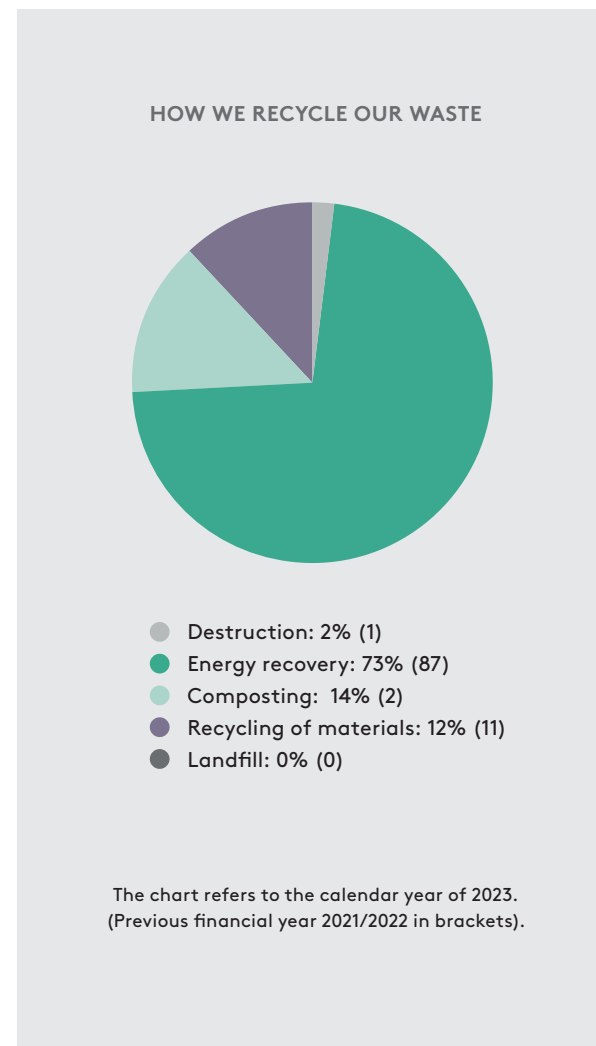
During the calendar year of 2023, we generated almost 600 tons of waste, consisting of packaging material that was recycled, by-products and discarded coffee, where a great share still is used for energy recovery, but the share that is composted increases.

// Coffee scraps being recycled gives us both financial and environmental benefits. When material that risked becoming waste is used for new products, they suddenly have a value and become an important driving-force in a circular economy," says **Annika Djurberg, Head of Private Label & Commercial Collaboration at Löfbergs.**

Successful collaboration where coffee soils give growing power

Finding alternative ways to make use of coffee beans, which for different reasons end up outside the ordinary flows of our roasteries and that cannot be used for the same purpose again, began in 2022 in cooperation with Econova. The first large-scale test with coffee soils was carried out. By composting the coffee scraps with residues from the forest, Econova gets a nutritious soil that can be used as garden soil for example.

The collaboration has continued and resulted in a significant increase, from 2% to 14%, of waste that is composted and becomes growing power instead of being burnt up and used as energy recovery.





Consumption

Our coffee is a safe and good choice – today, tomorrow, and in the future. We guarantee great taste with a positive impact, and we think it should be easy doing the right thing. We want to inspire and engage with everyone for more sustainable consumption.

OUR DIRECTION:

- We offer safe products with great taste and high quality
- We help our customers report their sustainability impact
- We raise awareness and inspire customers to a more sustainable consumption
- We use digitalisation for increased transparency and to involve and engage consumers



Consumption

- Safe products
- Sustainable and circular offers
- Inspiration and knowledge for sustainable consumption

OUR ASSORTMENT

We have coffee for all situations and taste preferences, and we offer both hot and cold beverages. Fine-grind coffee and whole beans, coarse-grind coffee and instant coffee, as well as cold ready-made coffee drinks. We also sell tea, accessories, and services. We never compromise with quality or the great taste. And we believe that coffee that is made with care for both people and planet tastes the very best.



PRODUCT SAFETY AND QUALITY – A NATURAL PART OF OUR CULTURE

Löfbergs stands for quality and security over time. Every day, our co-workers make sure that our products meet the high requirements we set for ourselves, the legislation, and the expectations that our customers and consumers have on product safety, taste, and quality. Millions of people choose to drink our coffee every day, a trust that we are eager to keep.

We work systematically with quality assurance all the way from bean to cup, with well-established processes and routines, a clear division of responsibilities, and continuous work with skills development, follow-up, and constant improvements.

DIALOGUE WITH CUSTOMERS AND CONSUMERS

We reach out to millions of customers and consumers every day. They are the most important target group that we are in close contact with and that we meet in different channels. We also make regular surveys and measurements to follow and act on trends and expectations.

Our consumer contact is an important direct dialogue with our coffee drinkers. We receive feedback and answer questions on phone, e-mail, and social channels.

We are proud to have a low number of complaints from customers and consumers. The complaints that we do receive can for example be about leaking packaging. We mainly work with continuous improvement to prevent incidents and deviations.

SUSTAINABLE AND CIRCULAR OFFERS

We want to contribute to a positive development in the entire coffee industry and we take the lead for a more sustainable consumption. To make it possible and easier for more consumers to contribute in the right direction is important to us.

Our entire product range meets high demands on environmental and social responsibility, and we use different certifications, labels, and other sustainability tools to guarantee and show this. We also work actively to communicate and explain the sustainability values added to our products, and to continue to develop products and assortments in a more sustainable direction.

By using a simple, honest, and innovative way to tell how coffee products contribute positively to a sustainable development, we want to raise awareness and inspire more consumers to make good choices.



Doing the right thing is easy!

This year, we have been working with the concept “Doing the right thing is easy!”. Information on the packaging describes the work behind our great coffee and gives the consumer some advice on how to contribute to a more sustainable consumption. With a QR code on the packaging, we can offer more in-depth, transparent, and traceable information regarding our sustainable offer. It is also a contact point where we have the opportunity to interact with the consumers in an all new way.

The concept was launched in Sweden in February 2024 and will be developed with help from the insights of customers and consumers.



INSPIRATION AND KNOWLEDGE FOR SUSTAINABLE CONSUMPTION

For more people to enjoy coffee in a sustainable way, it is not enough to offer a safe and good choice and being a sustainable brand. We also need to work with inspiration, recipes, and knowledge on different flavours, products, and forms of preparation. Our strong presence in our markets is our most important information channel, and in combination with annual trackings, follow-ups on local campaigns, and studies, we get insights on the consumer’s needs, driving-forces, and trends on different markets.

Caffe Slatte

The Swedish campaign “Caffe Slatte” is another example, where we with a short video wanted to inspire customers in a simple and accessible way to consume sustainably by drinking all the coffee that you pour into your cup. Today, great amounts of coffee go down the drain, which is an unnecessary waste of the earth’s resources. Do you know that you need 64, often handpicked, coffee beans for one cup of coffee?

#caffe slatte

Be mindful of your brew! Use a thermos for the freshly brewed coffee to make sure it is hot and tasty for a longer time.

Here are five things you can do if you still have some coffee left:



Freeze the coffee in an ice tray and make iced coffee.



Make a coffee smoothie.



A coffee marinade for the BBQ.



Bake a juicy bread.



Give your plants some nutrition.

CERTIFICATIONS AND LABELS

We combine different methods and ways of working to create better conditions for the environment and coffee farmers. We have been working for a long time with credible independent labels and certifications, as one of several ways to offer and verify coffee with good sustainability performance. The labels we choose should be verified by a third party and result in clear value added regarding environmental and/or social responsibility.

During the calendar year of 2023, we purchased...

8,100 tons of coffee from organic farms.

3,600 tons of coffee from Fairtrade certified farms.

19,000 tons of coffee from Rainforest Alliance certified farms.

Our sustainability labels



Fairtrade is an independent product label with focus on human rights. The farmer is guaranteed a minimum price and the cooperative receives an extra premium. This paves the way for better working and living conditions.



Rainforest Alliance is an independent label that focuses on conserving biodiversity, sustainable farming methods, and the conditions and livelihoods of farmers.



The **EU organic production logo** is mandatory for all pre-packaged organic food products. Use of the label is voluntary for imported food products. It is only used on food products that are grown without the use of chemical pesticides or artificial fertilisers.



The **Swedish KRAV label** is only applied to food products grown without chemical pesticides or herbicides, artificial fertilisers or GMOs. Moreover, the products must only contain natural additives. The label also stands for humane animal welfare, social responsibility, and a sustainable climate.



Forest Stewardship Council (FSC) is an independent, international member organisation that works for a green, socially responsible, and financially viable use of the forests of the world.



The **Ø label** is a Danish organic label. The label may be placed on organic products produced and inspected by the Danish Veterinary and Food Administration and the EU.



Soil Association Certification is the largest label for organic products in the UK. The label is used for food products, animal welfare, textiles and beauty products.

SUSTAINABILITY RECEIPT

The calendar year of 2023

With our purchases of organic coffee, we have contributed to converting an area equivalent to **12,600 football pitches** into organic production without artificial fertilizers and pesticides.

Our purchases of green coffee from Fairtrade certified farms have contributed with about **SEK 43.3 million** in premiums for cooperatives including extra payments for organic farming to small-scale coffee farmers.

Our purchases of green coffee from Rainforest Alliance certified farms have contributed to the conversion of an area equivalent to **33,000 football fields** to organic production.

An ambitious roadmap for a sustainable food supply chain

Löfbergs is one of fifteen Swedish food companies in the initiative Sustainable Food Supply Chain. In 2023, the work has been taken to the next level with a common roadmap towards 2023, “The Swedish roadmap for a sustainable food supply chain”.

The roadmap includes goals in climate, biodiversity, resource efficiency, animal welfare, and human rights. It clarifies how companies, on their own and together, should work to “make the top grow” and “raise the bottom”. It means that the share of better and more sustainable food should increase at the same time as the less sustainable alternatives should be phased out.

The goals, which all members should concretise in their respective businesses, include:

- reducing the climate impact along the entire value chain in line with the 1.5-degree target of the Paris agreement
- no raw material should come from land that have been deforested or converted after 2020
- halving the food waste in their own operations
- having a systematically and quality-assured work for social responsibility, where risks in the value chain are identified, followed up, and addressed.





The board of Löfbergs. Top row from the left: Christian Sievert, Mikael Ljöberg, Lena Larsson, Niklas Ljöberg.
Bottom row from the left: Sandra Lyxell (employee representative), Kathrine Ljöberg (chair of the board), Rosie Kropp.

Organisation and management

This section provides additional information about Löffbergs’s business model as well as organisation and management of the sustainability work.

OUR BUSINESS

Löffbergs is a family-owned company with more than 300 coffee-loving co-workers, which operates in Northern Europe. Our driving-force is to contribute together with others to a world where coffee and people can grow. Coffee products in all forms and accompanying services continue to be the core of our business.

We operate in some ten core markets in northern Europe under the brands Löffbergs and Peter Larsen Kaffe, and with tea under the brand Kobbs. We also cooperate with several other well-known brands and develop coffee for them.

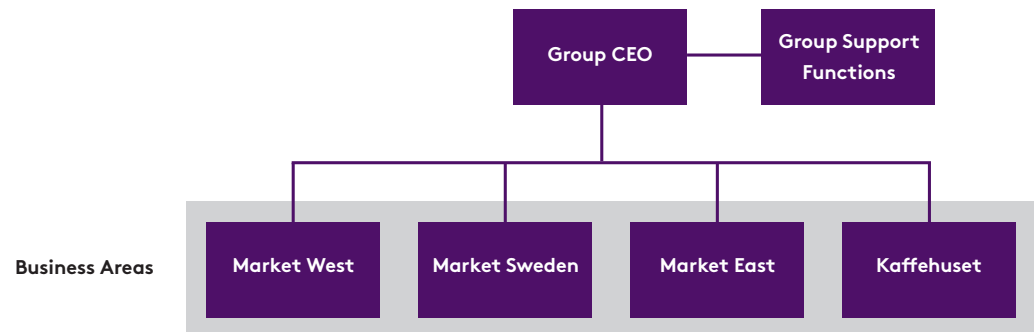
We sell our products in retail stores and via several customers’ digital channels, but also through cafés, hotels, and restaurants as well as places of work and vending companies. We are market leaders in Sweden, and have been for a long time. In Denmark, we are strong on convenience and constantly building our presence in other parts of the HoReCa market. In the UK, we are growing in retail, and

in Estonia, Latvia and Lithuania, we are strongest in retail. On the Norwegian market, we work with chains and vending companies. We keep growing in Finland and have great visibility of our brand in well-known locations, not least in Helsinki.

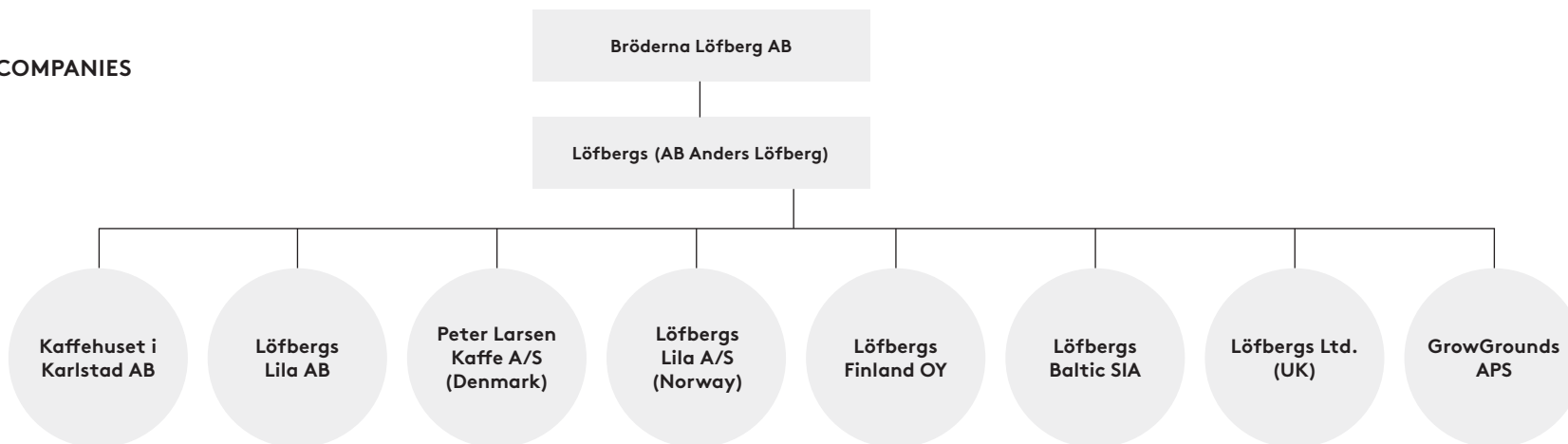
OUR ORGANISATION

Löffbergs’s organisation consists of four business areas, each with profit and loss responsibility, and central support functions. The fundamental principle is that everything that is based on the customer relationship will be decentralised, and that everything that has economies of scale will be centralised to a group level.

We have a central organisation for Finance, IT, Brand, Sustainability, HR, and Corporate Communications. The business areas consist of three geographically divided sales companies and a purchasing and production company. The operational business is managed by the group management team, which consists of eight executives – two women and six men. Anders Fredriksson is our CEO and group chief executive. The board of directors consists of six ordinary members, three owners and three external members, of whom three are women and three are men, as well as two employee representatives and two deputies. Kathrine Löffberg is Chair of the Board.



ACTIVE COMPANIES



SUSTAINABILITY GOVERNANCE

We are working fully integrated with sustainability issues in strategic and operational steering, and the daily activities. The group management is responsible for this work, and it is managed through initiatives and goals in our strategic plan for sustainability (see page 14). Our Head of Sustainability is the extension of group management and has several internal forums available, such as the cross-functional Sustainability Team, where various sustainability issues are decided. Other forums include the Environmental Team, the Packaging Forum and temporary project groups. Head of Sustainability is a central function that works close to the market companies and

coordinates the comprehensive sustainability work of the group.

OUR CODE OF CONDUCT

Our Code of Conduct is the top-level governing document for our sustainability work. It is based on UN Global Compact’s ten principles and covers human rights, working conditions, environmental issues and anti-corruption. It also includes Children’s Rights and Business Principles, UK Modern Slavery Act, and UK Bribery Act. The code applies to all co-workers and controls our relationships with customers, partners, and other interested parties. Löfbergs also has a code of conduct for suppliers that all suppliers undertake to follow.

All employees are trained in our Code of Conduct through an internally developed e-learning. The training is included in the package that all new co-workers are invited to. We are regularly inviting all co-workers in the group, and the training is always accessible in our digital course catalogue.

FUNCTION FOR DEVIATION REPORTING AND WHISTLE-BLOWING

Every co-worker has a responsibility to pay attention to and report events and behaviours that are suspected to violate policies and values. Reporting is preferably performed to immediate superior or HR. There is also a system for anonymous

whistle-blowing, where incoming errands are handled by an external party and then followed up by Head of Group HR, CFO, and CEO. This year, no reports have been made via the whistle-blowing function.

ISO CERTIFIED MANAGEMENT SYSTEMS

Clear management systems are important to achieve our goals. Our operations are largely covered by management systems for quality, environment, and food safety certified by a third party. We also use credible independent labels for our products. The table on the next page presents a compilation of all our management systems and certifications.

BUSINESS ETHICS THROUGHOUT THE SUPPLY CHAIN



As a large importer of green coffee, it is natural for us to be a responsible and ethical role model in the international supply chain that we are a part of. Our company Kaffehuset i Karlstad AB has achieved the EU authorisation AEO, Authorized Economic Operator, which aims to contribute to increased security in the world as well as an efficient and uniform customs control in the EU. The authorisation places significant demands on security of goods, transparent economic flows and management of customs documentation.

TAX – ONE OF OUR MOST IMPORTANT INVESTMENTS IN SOCIETY

Paying tax is a natural part of our investments in society. For us, it is about taking responsibility and paying for the public system and the important services, which are a precondition for our business and our society to work. In a transparent way, we balance ownership interests with societal interests and we think that aggressive tax planning is deeply detrimental for the global sustainability work. Our policy is always to pay tax in the country where the revenues are obtained, and we follow established principles for internal pricing.

REPORTING IN COMPLIANCE WITH THE NORWEGIAN TRANSPARENCY ACT

Löfbergs is subjected to the Norwegian Transparency Act (Åpenhetsloven), which aims to promote companies’ respect for human rights and rights of workers as well as guarantee that the general public has information on how companies handle negative impact. The transparency act makes demands on due diligence in accordance with the guidelines of OECD as well as reports of work and results. The report should be made public by 30 June every year. Löfbergs’s Norwegian company published its report in accordance with the requirements.

Direct economic value generated and distributed

Revenue.....	4,155,248
Operating expenses*	- 3,513,348
Salaries & remuneration to employees	- 368,006
Payments to providers of capital.....	- 41,438
Tax paid to the public sector	
Sweden	- 18,961
Denmark	- 3,750
Norway.....	- 1,420
Latvia	- 90
Finland	- 248
UK.....	0
Community investments.....	- 11,171
Economic value retained.....	208,007

(all figures are in SEK thousands)

* Refers to operating costs excluding personnel and depreciation

CATEGORY	CERTIFICATION	DESCRIPTION	SUSTAINABILITY GOVERNANCE				
			COFFEE FACTORY & SALES OFFICE, KARLSTAD, SWEDEN	COFFEE & TEA FACTORY, VIBORG, DENMARK	COFFEE ROASTERY, KEKAVA, LATVIA	SALES OFFICE, PETER LARSEN, DENMARK	SALES OFFICE, LONDON, UK
Quality/Food Safety	Certificate of Health	Issued by the Environment and Public health Committee of the Municipality of Karlstad, Sweden	X				
	E-marking	Fulfillment of EC Directives regarding requirements for correct net quantity	X	X			
	ISO 9001	Quality Management Standard	X		X		X
	U.S. FDA	Approval of the United States Food and Drug Administration	X				
	ISO 22000	Food Safety Management Standard	X	X	X		
	FSSC 22000	Food Safety Management Standard	X	X	X		
	Safe Contractor	Health and Safety Accreditation					X
Sustainability	Dansk Retursystem	Danish Recycling System				X	
	EU Organic	Organic Production	X	X	X	X	
	Fairtrade	Sustainable Supply Chain	X	X	X		
	NPA	Swedish Business Producer Responsibility	X				
	ISO 14001	Environment Management Standard	X				X
	KRAV	Organic Production	X				
	Rainforest Alliance	Sustainable Supply Chain	X	X	X		
	Soil Association	Organic Import, Production & Warehouse					X
	STEMFS 2014:2	Energy audit	X				
Security	Authorized Economic Operator (AEO-F)	Issued by the Swedish Custom, according to the European Commissions' AEO Guidelines*	X				

* The permit is issued to the legal company Kaffehuset i Karlstad AB.



About the report

This is our twelfth annual sustainability report, and it concerns the extended financial year from 1 July 2022 to 31 December 2023, unless otherwise specified. We report on our efforts to contribute to a sustainable development together with customers, consumers, suppliers, and others.

Löfbergs reports its sustainability work annually. Due to the transition from broken financial year to calendar year, the last report was published in November 2022 and referred to the period of 1 July 2021 to 30 June 2022. The report includes the whole company and all our brands. Basic data and statistics are gathered from our internal business systems and apply to our entire business unless otherwise specified. No external audit of the report has been performed. However, our business is regularly audited by external auditors through our participation in environmental, quality and food safety certification programs. As members of the Haga Initiative climate network, we also receive external support for quality assurance regarding climate data.

For many years, Löfbergs has used GRI Standards, Core level, as guidance and quality assurance

for structure and content, and to strengthen the credibility of the report. Due to the coming implementation of the new EU legislation CSRD/ESRS for sustainability reports and adjustments to this legislation, we have chosen to not report any GRI index this year.

MATERIALITY ANALYSIS

The content of the report reflects the issues that are significant for our business, seen to the entire value chain, our impact on people and the environment as well as related risks and opportunities. We identify these through internal and external dialogues, analyses, and surveys. We also use different frameworks for sustainability and sustainability reports to ensure that the report is relevant and captures what is most important. Some examples are Agenda 2030 and the global goals for sustainable development, and both the the current and coming legal requirements on sustainability reporting.

The knowledge of our sustainability challenges as well as the demands and expectations from the world around us develop and change all the time. The materiality analysis is therefore a living process.

During the autumn of 2023, we have carried out and compiled an updated double materiality assessment with basis in the requirements of CSRD/ESRS. The table below shows a summary of significant matters at the different stages of the value chain. We will continue to develop governance, efforts, and reporting concerning the matters, where it is not fully in place yet.



**SUMMARY OF RESULTS FROM THE MATERIALITY ANALYSIS,
SUSTAINABILITY MATTERS IN DIFFERENT PARTS OF THE VALUE CHAIN**

Operational impact	Operational risks/possibilities based on impact and dependence
FARMING	
Climate impact and climate adaptation Use of water Pollution/emissions to land and water Impact on ecosystems and biodiversity Working conditions and work environment Livelihoods	Deterioration of farming conditions Limited access to coffee of the right quality Long-term and responsible supplier relationships Coffee farmers of tomorrow, positive catalyst for conversion
TRANSPORTS	
Climate emissions Working conditions and work environment	
PRODUCTION, OWN BUSINESS	
Use of energy Climate emissions Material and chemicals in packaging Use of raw material in packaging material and other inputs By-products and waste	New legislation and instruments regarding climate, material etc. Make use of by-products or waste for new products Innovation
WORK PLACE, CO-WORKERS (OUR OWN OPERATIONS)	
Working conditions, health, and safety Equality and equal treatment Skills development	Attractive work place leads to competitiveness Diversity promotes innovation and business
SALES, CUSTOMERS	
Market-leading player, sustainable transition of the industry Strong brand with sustainable value added	Contribute to the customer's sustainability strategy, for example reducing climate impact (value added)
CONSUMPTION, CONSUMER	
Waste in form of packaging material and coffee grounds Awareness and more sustainable consumption Product information and product safety Good experiences	Climate change can make coffee a premium product, but also lead to demand-reduction Willingness to pay for sustainable value added Strong brand
SOCIETAL ENGAGEMENTS LOCALLY	
Contributions to social development locally Risk for local environmental impact	Keep and develop business conditions Strong brand locally

Our business affects the entire value chain in one way or another. The climate changes and the loss of biodiversity are serious threats against humanity, and they are closely linked. This, together with the next generation's possibilities of well-being and development, are two great challenges that we are facing together with others in the entire value chain.

The materiality analysis also indicated increasing significance of some matters, for example packaging material and the transition from fossil to plant-based as well as the circular economy without any waste. What was previously regarded as waste now is seen as the beginning of something new.

The increased and stronger legislation in the field of sustainability makes new and more comprehensive demands on transparency, traceability, quality assurance, available data, and risk management throughout the entire value chain. We welcome this, but we also see the challenge and the need of accelerating the development of digital collaborations and collection of information together with our stakeholders.

COMPILATION OF OUR MOST IMPORTANT STAKEHOLDER GROUPS

IN DIALOGUE WITH OUR STAKEHOLDERS

“Together for a world where coffee and people can grow” is our overall purpose. The dialogue and cooperation with many different stakeholders is a prerequisite to achieve what we want and to be a functioning and successful business. In the dialogue with our stakeholders, we keep ourselves updated regarding the demands and expectations on us from the world around us.

Our stakeholder dialogue takes place in many different channels, integrated in ordinary communication, daily activities as well as in different forums and networks.

DO YOU HAVE ANY QUESTIONS OR THOUGHTS?

Feel free to contact us.

Kajsa-Lisa Ljudén, Head of Sustainability
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Coffee farmers (current and coming generations)
Business critical suppliers (transport, packaging, infrastructure, financial services)
Co-workers (current and potential)
Owner family (current and coming generations)
Customers and consumers (of today and tomorrow)
Industrial actors (competitors, trade associations)
Decision-makers (authorities and politicians locally, nationally, EU)
Competent experts (academy, NGO, AI)
Opinion multipliers (media, influencers, NGOs, AI)
Local communities where we operate

Contact us!

Thank you for taking the time to read our sustainability report! Did you find something that you really liked, something you think we should improve, or do you have any other thoughts?

Please contact me:

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