



Towards a More Sustainable Coffee and Tea Industry

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SCOPE OF THE REPORT

Scope

Key findings

SUSTAINABILITY THROUGH THE LIFE CYCLE

Sustainability needs to be addressed at all levels of the supply chain

Ethical challenges at origin and sustainability are intricately linked

Labels are becoming less universal and more in-house

Packaging attributes, not packaging types, are what matter

Packaging must be thought of in terms of its end

The to-go cup dilemma

Cups are only the visible portion of a wider foodservice discussion

Waste needs to be viewed as an opportunity

Many consumers still need convincing on paying more for sustainability

The “why” of sustainability is about more than just consumers

Conclusions: More sustainable directions for coffee and tea

HOT DRINKS SUSTAINABILITY INDEX

Introducing the Hot Drinks Sustainability Index

The complete index

Gaps between demand and availability are large in many countries

The largest demand gaps exist in Asia and Latin America

Case study: Three claims dominate in Canadian hot drinks

Sustainable claims are associated with higher prices globally

CHALLENGES SPECIFIC TO COFFEE

Investment now is needed to ensure stability of supply chains

Substitute products may be necessary to cover production gaps

The complements to coffee can be major sources of carbon emissions

Can pods ever solve their packaging dilemma?

Viewing waste as an opportunity: Coffee

CHALLENGES SPECIFIC TO TEA

Defending tea quality will need to be a priority

Mitigation efforts will be more complex for tea

Better bags provide sustainability benefits and stronger health position

Viewing waste as an opportunity: tea

CONCLUSIONS

Conclusions: The importance of sustainability for coffee and tea

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