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# SOURCING CASE STUDY: ALLEGRO COFFEE

As a leading coffee roaster, Allegro Coffee has long been committed to sourcing sustainable coffee and cultivating lasting relationships with farms and farmers who demonstrate a similar appreciation for sustainably producing coffee.

## *Sourcing Commitment*

Allegro commits to sourcing from farms that protect the ecosystem and maintain biodiversity, are free of forced labor and child labor, pay at least a minimum wage and have waste water treatment systems.

**TARGET DATE: 2018**

## *Partners in Sustainable Sourcing*

Allegro partners with its importers and exporters, such as ECOM, Falcon and Coffee Source.

## *Business Case*

Allegro's commitment to sustainable sourcing began since its launch. Allegro states that they decided to have a stronger emphasis on documentation, traceability and transparency when Whole Foods requested more details about their supply chain activities.

## *Strategy*

Allegro maintains a sustainability strategy of identifying and working with specific communities by investing in their capacity to adopt sustainable practices.

## *Progress*

Allegro shares that they are halfway in meeting their sustainability commitments. In Latin America, Allegro has 100% traceability of their supply chain, which is about 50% of their total supply. Allegro is now working on extending their sustainable sourcing strategies to global markets, specifically in Africa, in order to mimic their success in Latin America.

## *Monitoring & Evaluation*

Allegro monitors progress by providing a self assessment questionnaire with key indicators to its suppliers. Allegro then serves as an auditor by checking their suppliers self-reporting. Allegro's investments in farms are monitored every three months through Skype meetings, photos, and progress reports.

## *Key lessons*

- Keep it simple and focus on the values that are important to your company.
- Focus on your specific supply chain by identifying who is in it and who making an impact on them.
- Establish full transparency in the supply chain. To do so, it helps to break down the amounts of how much each actor is making.

### *Advice to Others*

Allegro emphasizes on the social aspect of sustainability. Maintaining the quality of coffee is important, but to Allegro the quality of life of all the workers on the farms are important as well. The company shares that strategies to achieve sustainable sourcing will be different based on company characteristics and size. In Allegro's case, as a smaller company, they learned to focus on their specific supply chain rather than trying to solve all the coffee problems in the industry.



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**“Coffee is more than just roasting beans. It’s the craft and the community. We value both and will always take our sourcing methods seriously, doing what’s right every step of the way.”**

**–Allegro Coffee**

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