

ETHICAL SOURCING & SUSTAINABILITY

倫理的な調達と持続可能性



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Coffee Specialist/Team Manager

Category Division
Coffee Department
Coffee Leadership Team
Starbucks Coffee Japan, Ltd.

Since 2000

Our Starbucks Mission

To inspire and nurture the human spirit -
One person, one cup and one neighborhood at a time.

Our Values

With our partners, our coffee and our customers at our core,
We live these values:

- Creating a culture of warmth and belonging, where everyone is welcome.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.

We are performance driven, through the lens of humanity.



Howard Schultz





Starbucks Coffee Buying



Tasting over 250,000 cups a year

Starbucks Coffee CSR History



Starbucks Partners
with Conservation
International

Starbucks Formalizes C.A.F.E.
Practices in partnership with
Conservation International

Starbucks becomes the
World's largest buyer of Fair
Trade Certified™ Coffee

Starbucks purchases First
Coffee Farm-
Hacienda Alsacia in
Costa Rica

1998

2004

2009

2013

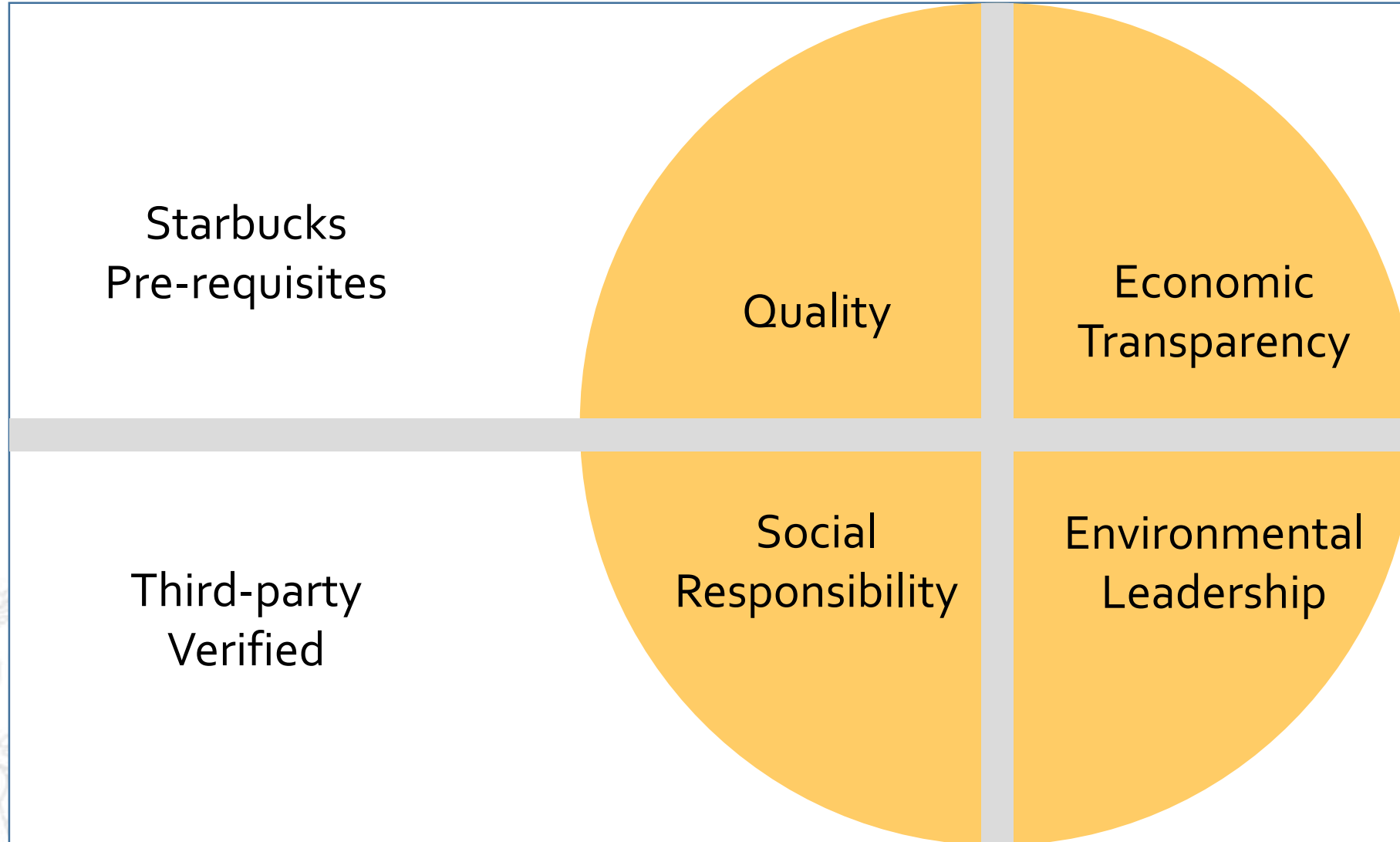
2015

First Farmer Support
Center opens in San
Jose, Costa Rica

2nd Farmer Support Center
opens in Rwanda

Starbucks reaches 99%
Ethically Sourced Coffee

C.A.F.E. Practices(Coffee And Farmer Equity)



C.A.F.E. Practices(Coffee And Farmer Equity)

-Environmental Leadership

Criteria	Indicators		C/NC/NA
CG-CB ₃ : Conservation Areas	CG-CB _{3.1}	<u>ZERO TOLERANCE</u> : No conversion of natural forest to agricultural production since 2004.	
	CG-CB _{3.2}	Farm has made an assessment of areas of high conservation value (areas with significant intact forest, primary forest canopy cover, rare flora and fauna communities, important habitat elements, critical watershed values, importance to local communities' traditional cultural identity).	
	CG-CB _{3.3}	<u>EXTRA POINT</u> : Farm has had an assessment completed by ecologists and/or biologists for areas of high conservation value.	
	CG-CB _{3.4}	Areas of high conservation value are clearly defined, protected, and managed to maintain their high conservation values.	

C.A.F.E. Practices(Coffee And Farmer Equity) -Environmental Leadership



C.A.F.E. Practices(Coffee And Farmer Equity)

-Environmental Leadership, Coffee Cherry



C.A.F.E. Practices(Coffee And Farmer Equity)

-Environmental Leadership, Water



C.A.F.E. Practices Score Information

Application Overview



TOTAL SCORE
CONGRATULATIONS! YOUR
FINAL SCORE INCLUDES 7.1
EXTRA POINTS.

124,130 kgs

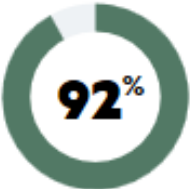
APPROVED GREEN COFFEE VOLUME

For small and medium farms, green coffee volume is calculated by dividing the total sampled volume by the ratio of sampled farms. For large farms, the sum of the sampled volumes are added to the sum of the estimated volumes of unsampled farms

1 APPLICATION HARVEST CLASSIFICATION:
IN HARVEST

	IN HARVEST	OFF HARVEST
1 FARMS	1	0
1 WET MILLS	1	0
1 DRY MILLS	1	0
1 WET/DRY MILLS	0	0

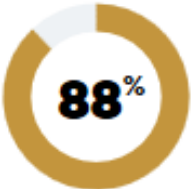
Scores



EXTRA POINTS

+4.25

SOCIAL
RESPONSIBILITY



+13.0

COFFEE GROWING



+1.0

COFFEE
PROCESSING



0.0

ECONOMIC
ACCOUNTABILITY

A JOURNEY TO 100% ETHICAL SOURCING

2004

14%

- Official launch of C.A.F.E. Practices.
- Costa Rica Farmer Support Center opens.

2009

81%

- Rwanda Farmer Support Center opens.
- Piloted forest conservation incentive programs with CI.
- Doubled our purchases of Fairtrade certified coffee.
- \$14 million in farmer loans.

2013

95%

- Global Agronomy Center in Costa Rica opens.

1998

0%

- Began working with Conservation International (CI) in Chiapas.
- Early stages of C.A.F.E. Practices.

2008

77%

- 100% ethically sourced goal.
- \$20 million farmer loans goal.

2012

93%

- Colombia Farmer Support Center opens.
- Yunnan, China, Farmer Support Center opens.
- \$15.9 million in farmer loans.
- Began a three-year education project with Save the Children in Guatemala.

2016

99+%





<https://www.youtube.com/watch?v=I3x545Vj8ws>

Preparing for the future- Climate Change

Hacienda Alsacia Farm



Nursery



Deliver to Partners & Customers- Origin Trip



コロンビア

ケニア

エチオピア

スマトラ



Latin America
ラテンアメリカ

Africa
アフリカ

Asia / Pacific
アジア / 太平洋

Deliver to Japanese Customers

Every Month 20th



COMMITTED TO 100%
ETHICAL SOURCING

in partnership with

CONSERVATION
INTERNATIONAL 

starbucks.com/responsibility



Celebrate on Sep. 9







Coffee

Cafe

Company
& Job

Service
& Login



コーヒー本来の味わいを存分に楽しめるコー
ヒープレス。作り方のコツをご紹介します。

Coffee >

季節のコーヒー

コーヒー豆

コーヒー器具

スターバックス オリガミ
®

スターバックス ヴィア®

スターバックス リザーブ
®

スーパー・コンビニ・
百貨店

コーヒーへのこだわり

How to STARBUCKS

コーヒーセミナー

Online Store

タンブラー&グッズ

地域限定タンブラー&グ
ッズ

アレンジコーヒーレシピ

自宅でコーヒーを楽しむ

オフィスでコーヒーを
楽しむ

倫理的な調達

よくあるご質問・お問い合
わせ

Ethical Sourcing 倫理的な調達

自由選で
チケット
プレゼント

**ETHICAL
COFFEE
QUIZ**

99%
ETHICALLY
CONNECTING
DAY

エシカルコーヒークイズ

Vol.4 *more about Climate Change & Community Support*
2017.7.20(THU)~2017.9.30(SAT)

のコーヒーは私たちに幸せな気分をもたらしてくれます。そのコーヒー豆を育ててくれるのが世界中のコーヒー生産者です。スターバックスはこれまで40年以上の年月にわたってコーヒー生産者との持続的な関係を築いてきました。社会・経済・品質などのあらゆる面で責任を持って育てられ、倫理的に取引されたコーヒー豆を買い付けること、またコーヒー生産地の人々の暮らしやより良いコーヒー豆の栽培を支援することは、持続的に高品質のコーヒー豆を皆さまに届けることにつながります。そして、気候変動の影響を軽減し、コーヒー生産者のより良い未来を育むことにつながっています。

C.A.F.E. プラクティス



コーヒー生産地への支援



店舗での取り組み



ETHICAL COFFEE QUIZ



コーヒーの未来をつくる ハシ
エンダ アルサシア農園



倫理的な調達100%へ



C.A.F.E. プラクティスについ
て



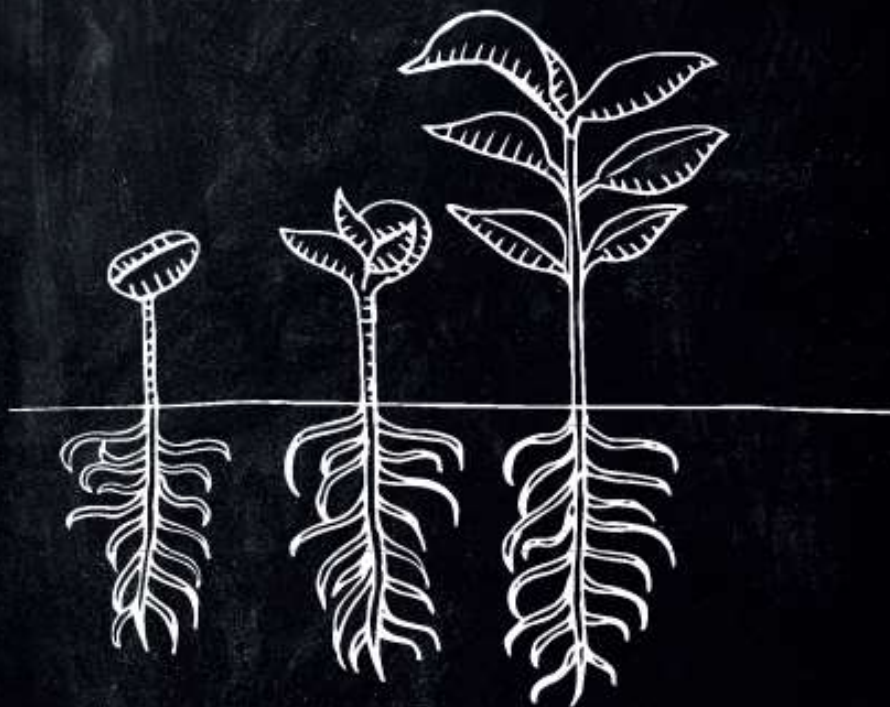
ETHICAL COFFEE QUIZ

Vol.1

more about

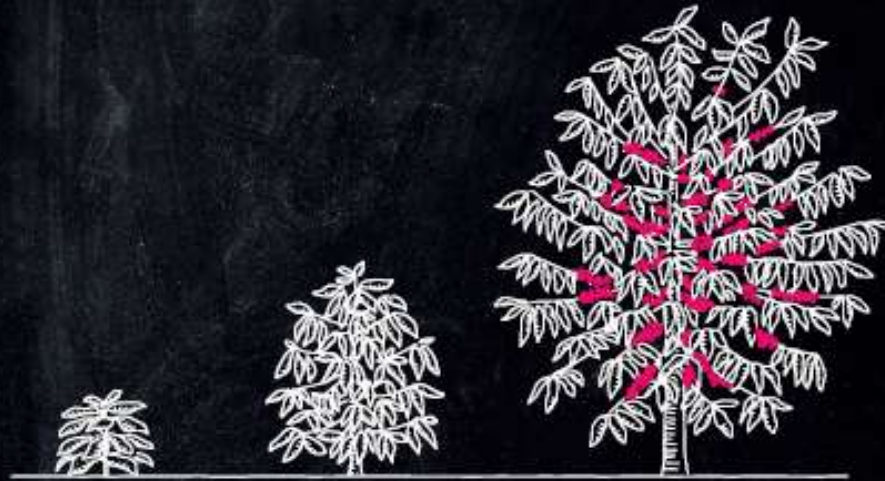
Our Coffee

How long does it take to get
Production ripe coffee
cherries?



1. Half year
2. 1-2 years
3. 3-5 years

3. 3-5 years



6 MONTHS

2 YEARS

5 YEARS

ETHICAL COFFEE QUIZ
Vol.1
more about *Our Coffee*





ETHICAL COFFEE QUIZ

Vol.4

more about

Climate Change & Community Support



How much forests do we lose every year on earth ? (2015)



- ① 100 ha
- ② 1,000 ha
- ③ 14,000,000 ha



14,000,000 ha
of forest is LOST every year



Every
20th



Every
9/9



Stores

Roasting
Plant



Happy
Coffee
Cycle

Growing
Countries
(FSC※)



※Farmer Support Center



Starbucks
Coffee
Trading
Company



Seattle
Support
Center



Thank you

