



**MATTHEW
ALGIE**
we know coffee

Sourcing Policy

We Know Coffee

Sourcing



Every bag of our coffee starts with high quality green beans. Our technical buying team is unrivalled in their expertise and relationships with farming communities.

1 Farming Communities

Our coffee comes from a variety of farms and co-operatives.

Our Fairtrade coffees come from co-operatives - a collection of small scale producers who have joined together. Some of our other coffees come from private farms. These farms cannot be Fairtrade certified as they do not operate as co-operatives, but we ensure they receive a fair price for their coffee and ensure good living standards for their workers.

2 Certifications

We believe in certifications. Working to international standards such as Fairtrade, Rainforest Alliance and organic guarantee that our coffee is being produced in a sustainable and environmentally friendly way.

By working with Fairtrade co-operatives we guarantee the price we pay always meets the cost of production. Farmers also get an additional premium to invest in community and farm projects.

Coffee is grown in important and fragile ecosystems. Rainforest Alliance Certification helps protect local environments, making farms more sustainable while protecting valuable rainforests and wildlife.

Organic production ensures that no nasty chemicals are used in the cultivation of coffee bushes.

3 Trading Relationships

Our relationships with our coffee farmers go far beyond an email or a telephone call to a wholesaler. Our skilled green coffee buying team visit our principal coffee farmers every couple of years developing direct relationships.

Over the years, we have worked directly with co-operatives and farms helping them achieve certifications that will help them run more sustainable businesses, while continually raising the bar on quality.

4 Cupping

Our skilled coffee cuppers taste each of our coffee shipments up to five times before it gets here, using international Q Grader cupping standards.

It's a lot of work, but cupping so often ensures we really do know our coffee. Our green bean buyers often taste our coffees with farmers at origin to agree our expectations. The coffees are tasted on dispatch from the farm, on delivery to our warehousing after its long journey, and then once roasted and ready for delivery to you.

5 New Crop Flavour

We hang our hats on freshness and it all starts with the best possible green beans.

We only buy new season harvests, ensuring that our coffee really is as fresh as possible.

