



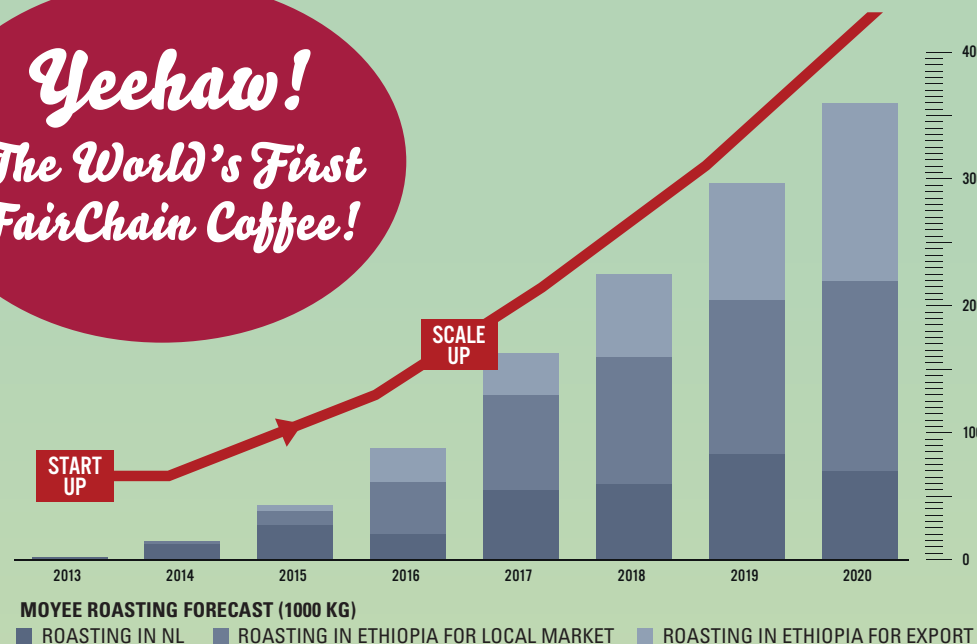
Yeehaw!
The World's First
FairChain Coffee!

LIFE IS UNFAIR

IMPACT UPDATE 2017 (SPOILER ALERT!)

We believe in radical transparency. Which is why each year we publish a quick-hit Impact Report around our brand. What's working? What's not? What significant steps have we taken? Where have we failed to live up to our promise? The way we see it, radical transparency is all part of the game.

Here's a sneak peak of some of our most significant impact stats from 2016. We tried to make it easy and even entertaining to read, so sit back, pour yourself a cup of FairChain's finest, and have a look. For the die-hards amongst you we've included a QR code (top right) that will link you to the entire 'Life is Unfair' Impact Report 2016. Enjoy!



SCAN THE QR CODE AND LINK DIRECTLY TO OUR FULL IMPACT REPORT 2016



THE STATUS OF OUR THREE AMBITIOUS MOONSHOTS:

JOBS CREATED IN ETHIOPIA *In roasting facility*

FAIRCHAIN EXPORT
in kg (52% of total coffee sales)

BRAND AWARENESS
cups of FairChain coffee consumed



ECONOMIC

% OF EMPLOYEES ABOVE MARKET CONFORM

WEALTH INDEX FARMERS
Score on global standard of living

PREMIUM PAID
Total amount (€) of FairChain premium



SOCIAL

CARBON FOOTPRINT *KG of CO₂ for 1kg coffee*

SOIL FERTILITY
State of our farmers' soil

BIODIVERSITY LEVEL
GLOBIO score of our farmers



ENVIRONMENTAL

Huh, Ireland?

Yes, Ireland!
Find out more on
www.moyeecoffee.ie

YOU



IMPACT

ADDIS ABABA • OUR FAIRCHAIN ROASTING HQ



A few years back we set up a serious Western-quality roaster in the Ethiopian capital of Addis Ababa. With our German Probat roaster, we can roast up to 300kg an hour of Ethiopian Arabica both for local and global consumption. Here we are educating and inspiring a new generation of passionate young men and women to become FairChain coffee entrepreneurs.



KAFFA REGION • OUR FAIRCHAIN PLAYGROUND

The Kaffa Region is our coffee-growing playground. This is where arabica was born, the origin of all the world's great coffee. With our Call The Farmer program, we've entered into long-term relationships with hundreds of smallholder farmers, connecting them with hundreds of smallholder farmers, and connect them with experts to increase their yields. Naturally, we pay them all a very fair price for their beans. Check it out at callthefarmer.moyeecoffee.com.



of farmers: 2016: 100 2017: 300 2020: 1.500

of jobs created: 2016: 29 2017: 44 2020: 80

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