



Sent on: Saturday, July 3, 2021 1:57:50 PM

To: misleadinggreenclaims@cma.gov.uk

Subject: Misleading Green Claims

To Whom it May Concern

**Further to the call for comments on your "Draft guidance on environmental claims on goods and services "**

3.3 The draft guidance, and UK consumer protection law itself, applies across all sectors of the economy and to all businesses selling goods and services. Are there any sectors which require special treatment either in the draft guidance or separately? If so, which sectors and why?

The coffee supply sector for the following reasons:

Very few people have any idea of what is actually happening across the coffee supply sector, coffee is one of the most actively traded commodities on the planet, over ninety percent of commercial coffee beans globally are shipped unprocessed, as unroasted, green beans. Those green beans are up to 20 percent heavier than roasted beans and the cargo ships criss-cross the globe with hundreds of thousands of tonnes of those beans in each load - to clarify these much heavier beans go back and forth across the same oceans.

The ships travel from, say, South America to one country in Europe, where nothing happens to the beans except the price of them goes up another notch, and then this can happen again and again, until the beans finally get shipped to the country where they're roasted. Finally, they get packaged, then shipped out again, on uncountable numbers of road journeys until a roaster has maximised his or her profits.

*The CBI website actually details the hundreds of thousands of tonnes subject to this process annually - [Link](#)*

The coffees labelled as sustainable or climate-friendly have gone through this exact same process. This applies to every supermarket, university and coffee retailer across the UK and globally where coffees are invariably sold as climate friendly or sustainable..

The reasons for this are clear:

Value isn't really generated in coffee production until the roasting stage - after roasting the profits are enormous - the industry is worth well in excess of \$100 billion. As the price goes up as these coffees are re-shipped and then re-transported across road networks on millions of unnecessary journeys as suppliers try to maximise profit, farmers themselves make little to nothing from their produce. The profit is invariably for the larger companies up the supply chain.

Most coffee farms globally are in poverty hit regions, and a lot of the farms use modern-day slavery – child labor – to stay in operation and keep their coffee beans at the low price the larger companies want to pay.

As I write this we (Not1Bean Ltd) are the only company in this vast sector championing what is an obvious and simple solution to a hugely damaging problem. Not one of the coffee certifying bodies take this reshipping or the millions of unnecessary road journeys into account, and as for calculating net-zero emissions, they've never been considered by any carbon advisory organisation.

Not1Bean's assurance to commercial buyers and consumers is that every coffee bean we sell has been roasted in the country where it was farmed. This ensures the farmers and local roasters reap the main profit, with the revenue staying in-country while mitigating climate change and other endemic social problems at the source.

Removing this vital income and then sending a fraction back, as the certifying bodies (Fair Trade etc) endorse, is the very opposite of a sustainable business model. Roasted beans are much lighter for shipment, reducing the carbon footprint significantly. After roasting in the country of production, the beans are shipped directly to the country of consumption, eliminating needless hundreds to thousands of miles of cargo travel along the way.

We roast once, then ship directly to the retailer or the wholesaler. Because we take out a huge part of the supply chain, there's no price impact for the end consumer. And in some instances, our coffee is often far cheaper than other brands.

Coffee is not growing as it used to on lower slopes given global warming

Farming communities do not have the resources to plant new crops and then wait three to four years for results. The truth is most of them can't even feed themselves or educate their children, meaning that climate change mitigation is way out of reach.

Supermarkets and consumers universally are misled into believing that coffees cannot be roasted at source, needing instead to be roasted locally for freshness. A visit to any supermarket in the UK will reveal that coffees are usually marked as fresh for 1 - 3 years. We have many photographs that demonstrate this. Students across the UK are sold these 'sustainable, environmentally' friendly coffees in vast quantities, even in universities they have chosen based on advertised environmental credentials. We have informed numerous university suppliers such as TUCO without reply.

As I write we have held meetings recently with John Penrose Member of Parliament and the United Kingdom Anti Corruption Champion at the Cabinet Office, and we await his response. I have forwarded a copy of this email to him.

I am available to discuss this further, online at your convenience.

Thank You

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