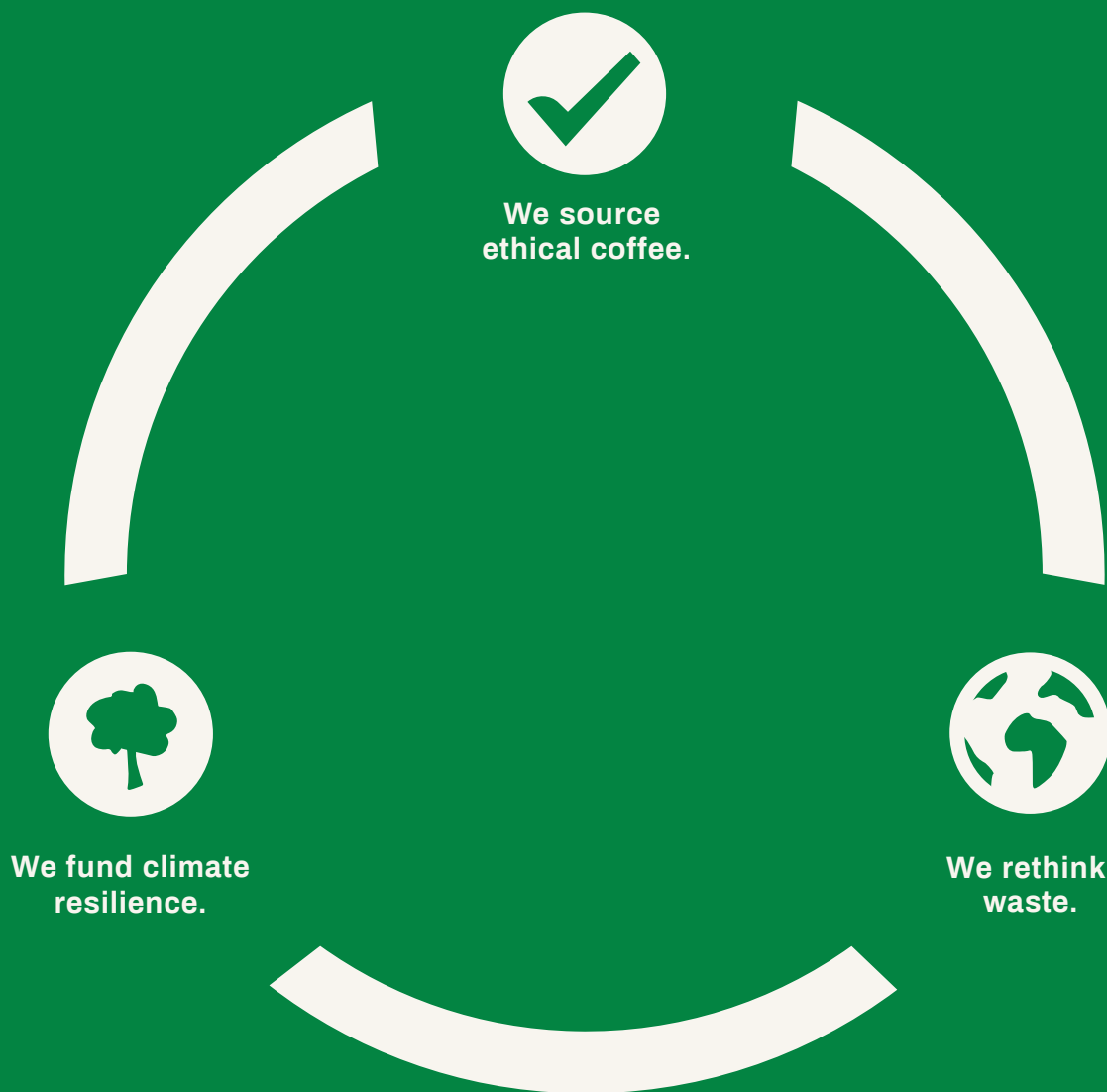


kua

2020 Impact & Sourcing Model



kuacoffee.co
20 - 40 Meagher St,
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Gadigal Country, Aus.



World positive coffee.

The handprint of a world-positive company is bigger than its footprint. It generates a net-positive impact on people and the planet and seeks to improve this impact in a transparent manner, year on year.

Kua is a Sydney-based social enterprise that sells world positive coffee.

This is how we do it.

We source ethical coffee.



PROBLEM



Typically, less than 10% of coffee's economic value remains within the country of origin.

Uganda's Mount Elgon has one of the world's highest concentrations of coffee growers, supporting 90 thousand families across 50 thousand hectares of land.

For two decades, the Mount Elgon coffee industry presented a perceived opportunity for economic development. However, an accompanying mantra of 'quantity over quality' saw prices plummet; trapping farmers with unsustainable enterprises.

Now, volatile markets and climate change are converging to plunge communities back under the poverty line.

OPPORTUNITY



Rising to 4321m above sea level and just 1° north of the equator, Mount Elgon's volcanic slopes boast prime conditions for specialty single-origin coffees.

When middle-men and opaque pricing structures are swapped for multi-year partnerships with local producer groups, farmers gain economic assurance and can invest in their plot.

This catalyses a positive buying cycle: better coffee justifies higher prices. Higher prices unlock further investments. Further investments yield better coffee.

IMPACT



Kua buys from small-holder farming families at 15% above UTZ-certified prices.

For its farmers, Kua facilitates a bypass of commodity prices to secure growers a predictable income. The 2020 signature offering is a 70/30 blend of washed and honey-processed coffees, purchased through Kyagalanyi and Zukuka Bora producer groups.

Unlike traditional mechanisms, this model incorporates:

- an upfront cash payment for hand-picked coffee lots
- integrated quarterly farming workshops
- a 'hungry-season' bonus, disbursed during off-season

We rethink waste.



PROBLEM



Every year, Australians brew six billion cups of coffee.

Single-use cups, bags and pods characterise this morning ritual, but the coffee itself is often overlooked.

Annually, more than 100 thousand tonnes of spent coffee grounds (SCG) end up in landfill, releasing carbon emissions equivalent to 40 thousand extra cars on Australia's roads.

OPPORTUNITY



Product stewardship. Corporate social responsibility. Climate-smart consumerism. These sustainability buzzwords are materialising through closed-loop business models that rethink waste as a resource.

Welcome to the circular economy.

SCG are rich in natural oils, antioxidants and nitrogen, components of value to energy, health and food industries.

The coffee industry should be at the forefront of this important transition.

IMPACT



Kua delivers (and collects) coffee from consumers in reusable drums, eliminating waste.

Every drum saves 720 single-use bags from landfill and enables 100% of Kua's SCG to be collected for local repurposing. In 2019, 2T of 'waste' was reused by IndigiGrow to fertilise Australian Bush Foods and by Raise the Bar to craft natural exfoliating body scrubs.

In 2020, Randwick Community Centre is using SCG in composting workshops and to feed their urban food garden.

We fund climate resilience.



PROBLEM



To combat low prices, Mount Elgon farming communities have encroached further into the National Park, cultivating new slopes and clearing one-fifth of the native tree cover. The early impacts of climate change - manifesting through erratic cycles of rain and drought - now cause devastating landslides, threatening grower livelihoods.

The Mount Elgon coffee community has one of the world's highest climate risks.

OPPORTUNITY



Climate resilience is a process through which communities and their local ecosystem adopt new strategies to survive (and ideally, thrive) in the face of climate change.

Resilience initiatives are most effective when deployed through local organisations and when building on traditional knowledge systems.

ECOTRUST is a Ugandan environmental conservation trust. They train 'community mobilisers' (local leaders) to work with growers to draw up bespoke 25-year land-use plans. This program introduces farmers to principles of sustainable agroforestry, empowering them to redesign their coffee plots to help stabilise and regenerate Mount Elgon's slopes.

IMPACT



Kua uses all profits to mobilise coffee growers on the journey to climate resilience.

In 2020, funds will support 75 farming families to establish and maintain water and soil conservation practices across 500 000 square meters of over-cultivated land.

To stabilise slopes through heavy rains, every hectare accommodates four water basins, connected through 400m of grassed water-ways. For regeneration, every hectare is intercropped with 80 native trees, sequestering 58T carbon emissions. These environmental services generate an additional and diversified \$150 of income for every participant.

For any questions please email:

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Happy days.

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