



## **Cameron's Coffee Social Responsibility Policy**

### **Cameron's Coffee Mission**

Here at Cameron's Coffee, our mission is to make every day brighter. Every day, for everyone, everywhere. It may sound cliché, but we're committed to it! We carry out that mission in three principle ways:

- 1. Caring about our coffee** – We roast and package only the very best coffee: 100% specialty-grade Arabica beans, chosen from the top 10% beans in the world. We carefully roast our coffee to be always smooth, never bitter, so you get that smooth, full-flavor coffee with every sip. At Cameron's, we handcraft the perfect coffee for you to enjoy in the comfort and convenience of your own home. Coffee that will make every day just a little bit brighter.
- 2. Caring about our farmers** – It's key to start at the source! The coffee in your favorite blend starts as a bean on coffee farms from around the world, often from very small family farms. We make a point to get to know and invest in the farmers, the crews of workers, and their families who work hard to care for and deliver the best coffee crops possible. This is their livelihood as well as ours, so beyond building and maintaining long-term relationships with our farmers, we work to try and help even the smallest farmers so they can afford things necessary to sustain their farms and ensure their family's future is brighter.
- 3. Caring about our environment** – We want you to enjoy your coffee for its quality and its convenience, while also knowing that we are doing everything we can to be good stewards of our environment. From how we procure our coffee beans, to how we roast and package our coffee, to how we select and use our materials and resources, and finally, how we manage and reduce waste, we make conscious decisions that are all designed to make a brighter and more sustainable future for our planet.

### **Cameron's Coffee Social Responsibility Policy**

Social responsibility is so important to all of us at Cameron's Coffee. It's central to everything we do to fulfill our mission to make every day brighter for you, our farmers, and the earth itself. Our social responsibility policy is to make a positive change in our industry and the world by investing to improve the livelihood of small farmers and lead innovative efforts to reduce waste.

- 1. Improving the livelihoods of small farmers** – As we travel the world for the best beans, we make a point to get to know the farmers, the crews of workers, and their families. This is their livelihood as well as ours. We make sure that we're purchasing from farms that take care of their people, maintain clean facilities, and have good medical and cooking facilities for their community. We even stay with some of these families as house guests, and we've been privileged to see their children grow up over the years. These are the connections and the standards that we value and pass along to you.



We are also investing in helping our farmers develop healthier and more sustainable farms for themselves and their families. To help us, we are partnering with Coffee Kids, a nonprofit operating independently from Hanns R. Neumann Stiftung, to help make a brighter future for young coffee farmers. In partnership with Coffee Kids, we provide “entrepreneurship training, mentoring, and seed capital to help young farmers see themselves as entrepreneurs, develop the skills to launch their own businesses, and connect to the global coffee industry.” – Coffee Kids

2. **Caring about our environment** – We aim to be good stewards of our environment. We champion big things and small things being done to protect the planet. One big thing we care about is the climate. We seek ways to more broadly promote prudent actions that reduce greenhouse gas emissions and promote a more sustainable and livable planet. On the smaller side, in the decisions and choices we make, we try to do the right thing as it relates to minimizing our footprint and make the world a little brighter. We’re proud of our green efforts in our facility, packaging and waste stream.

- **Greener Facility:**

- Reduced Heat and Volume of Emissions:

- During roasting, our custom drums recirculate heat, which is not only gentler on the coffee beans, but gentler on the environment. Most of our competitors will release heat ranging from 700-1,200° F, while we only release heat at 200° F here at Cameron’s. Heat recirculation reduces energy and helps produce cleaner emissions. Win-win! More about [How We Roast](#)

- Reduced Natural Gas Usage:

- Using a fancy piece of equipment called a thermal oxidizer reduces our natural gas consumption to 1/10<sup>th</sup> what it would otherwise be.

- Reduced Water Consumption:

- We use large precision roller grinders to grind our beans, and these need to be constantly cooled. A lot of roasteries use water to cool the grinders, and then dump it all. But we recirculate the liquid over and over creating no waste, while still cooling and protecting the precious coffee beans.

- Reduced Air Flow:

- All of our doors leading in and out of our roasting facility have air seals to reduce air flow, keeping the beans protected and fresh.

- **Packaging:**

- Recycled Materials:

- Most of our Cameron’s branded EcoPods packaging is made with 100% recycled paperboard and contains 30% post-consumer waste. We encourage consumers to recycle the box as it results in re-recycling, which is pretty neat!

- Compostable Pods:



- We believe in better taste and less waste, so that's why we introduced the Cameron's branded EcoPods, a better single serve option. Better taste because they're filled with 100% specialty grade that's brewed through a real coffee filter (not a plastic cup), less waste because they're made with plant-based compostable lids, rings and filters, resulting in a 100% compostable pod\*.

\*Compostable in industrial facilities. Check locally, as these do not exist in many communities. No current certification for backyard composting.

- Our Cameron's branded EcoPods are made with plant-based materials, like corn, beets, and wood, and are certified for industrial compost facilities, which means they will break down into organic matter with the proper application of moisture, heat and oxygen.
  - **But what is Industrial Composting?** Industrial composting is a fancy term for a large-scale, centralized composting facility. These facilities are able to transform significant amounts of products, for instance our 100% Compostable Pods, into organic materials. By composting, you are freeing up space in landfills where they would instead be buried or burned.
  - At Cameron's, we support the growth of industrial and municipal composting facilities, because they don't exist everywhere. For more information on composting, read our [blog!](#)
  - **What about at home composting?** To date, there is no certification for at home composting. However, we're confident our Cameron's branded EcoPods will break down into organic matter (if done properly) because we've done our own testing. We're proud to share that our Cameron's branded EcoPods have composted in our own backyards! For more information on how to compost at home visit these knowledgeable websites: [here](#), [here](#), and [here](#)!

- **Waste Stream:**

- Burlap (Jute) Bags: We hate unnecessary waste. So, we've partnered with a local company that picks up our empty burlap coffee bags, and uses the material to repurpose them into very cool consumer goods, like gardening or weekend bags! During our bi-annual sale, we also give it away (for free!) to our fans to use at home for their own craft projects and gardens, it's always a hit.
- Chaff Project: First things first, what is chaff you might ask? Chaff is a waste product from the coffee bean that happens during the roasting process. It's the green pieces of skin that gets removed before we package up your always smooth, never bitter coffee! We partnered with another local company that picks up our chaff and brings it to Shakopee Mdewakanton Sioux Community



(SMSC) Organics Recycling Facility. Once there, it becomes recycled organics, we love contributing to an awesome program that's right down the street from us!

**3. Metrics**— As we've said, and will continue to shout from the rooftops, social responsibility is an important part of how we conduct business here at Cameron's Coffee. To ensure we're doing our very best at making every day brighter, we've got to hold ourselves accountable. That's why we're sharing where we are today and the progress we hope to make in the coming years to continue to make positive changes in our industry and the world.

- **Less Waste in Packaging:**

- Recycled Paperboard:

- We're proud to say that over 80% of our Cameron's branded EcoPods packaging is made up 100% recycled paperboard. We're striving to get to 100% and are constantly working towards purchasing materials that are 100% recycled when we can.

- No Plastic Pods:

- 100% of our pods for single serve brewers made from renewable plant based materials for the ability to compost in industrial facilities.

- **Less Waste Discarded:**

- Water: 100% of our water is re-recycled during the cooling process in grinding.
- Chaff: All of our coffee chaff, 1,600 lbs. weekly, is sent to a the local SMSC Organics Recycling Facility to be used as compost instead of it going to a landfill
- Burlap (Jute) Bags: 100% of our green coffee bags, 5 pallets or over 400 lbs. weekly, are sent free of charge to a partner to be re-used or to our loyal bi-annual warehouse fans instead of throwing them away