

PRESS RELEASE



Julius Meinl Strengthens Commitment for Smallholder Coffee Farming Families by Joining the initiative for coffee&climate

Hamburg, February 29, 2024 – The renowned Austrian coffee roaster, Julius Meinl, has officially joined the initiative for coffee&climate (c&c), marking a significant milestone in the alliance's ongoing efforts to address the challenges of smallholder coffee farming families posed by climate change. With a more than decade-long track record, c&c stands as one of the established networks in the coffee sustainability landscape, fostering collaboration among private and public partners to tackle the profound impact of climate change on coffee production.

As a key player in the private sector, Julius Meinl's entry in c&c adds substantial value to the alliance. Founded in 1862, Julius Meinl is one of the oldest coffee roasters in the world and an iconic Vienna coffee house brand. Dedication to quality has been a family trademark for five generations. With 160 years of experience in sourcing, blending and roasting, Julius Meinl coffees and teas help create meaningful moments for customers and consumers across the globe, and are sold in over 50,000 hotels, coffee houses and restaurants in 70 countries, plus a growing number of retail outlets. The company recognizes the urgency of addressing climate change within the coffee sector. Julius Meinl's commitment therefore aligns with c&c's overall goal: effective responses to climate change, increasing resilience, and, ultimately, better livelihoods of smallholder coffee farming families.

Christina Meinl, a fifth-generation family member, expressed her dedication to this cause, stating, "As a family business, we have always run our company in a responsible way, and it is up to us to take an active role in creating and joining sustainable initiatives that will positively impact the entire coffee industry. We have always strived to deliver the finest coffee blends to coffee enthusiasts worldwide,

and joining the initiative for coffee&climate reinforces our dedication to ethical sourcing and sustainable practices.”

Marcel Loeffler, CEO of the Julius Meinl Group, outlines the commitment of Julius Meinl: “We aim at spreading Vienna’s coffeehouse culture worldwide while ensuring a more sustainable and fairer future from farmers to consumers. This encompasses GHG reduction programmes and circular economy initiatives and cumulates in dedicated activities with farmers and local communities in the origin. The Generations Program in Colombia and Uganda, aimed at promoting best practices and ensuring sustainable livelihoods, testifies the commitment. The ultimate goal is to ensure farmers can pass on their knowledge and coffee cultivations in a meaningful way to their next generations.”

Stefan Ruge, c&c Program Manager, emphasizes the significance of the partnership with Julius Meinl, stating: "Welcoming Julius Meinl as a new member provides an opportunity to extend our pro-active and collaborative efforts in addressing climate change challenges. c&c's primary commitment lies in supporting smallholder coffee farming families. Collaborating closely with both, these families and esteemed scientific knowledge partners, we strive to develop robust, climate-resilient production systems. The overarching goal is to ensure not only the sustainability of coffee cultivation but also to enhance food security and foster income diversification within these communities. With the dedicated support of Julius Meinl, we look forward to fortifying and expanding these impactful initiatives across our program regions.”

In the face of climate change, the coffee sector confronts a significant threat, making close collaboration imperative for achieving climate-resilient coffee-based livelihoods and fostering healthy coffee landscapes. Julius Meinl, as part of c&c, will play a crucial role in this collaborative effort.

Current c&c members and partners:

- Delta Cafés
- Franck
- J.M. Smucker
- Joh. Johansson Kaffe
- Julius Meinl
- Lavazza Group
- Löffbergs
- Neumann Kaffee Gruppe
- Paulig Coffee
- Tchibo
- Tim Hortons
- Walter Matter
- Sida as public partner
- Hanns R. Neumann Stiftung as implementing partner

Please find photos for this press release [here](#).

About Julius Meinl

Founded in 1862, Julius Meinl is one of the oldest coffee roasters in the world and an iconic Vienna coffee house brand. Dedication to quality has been a family trademark for five generations. With more than 160 years of experience in sourcing, blending and roasting, Meinl is a preferred coffee supplier for Vienna's leading coffee houses.

About the initiative for coffee&climate

The initiative for coffee&climate (c&c) is a pre-competitive partnership of private and public actors. Together they strive to support smallholder coffee farming families and their communities to effectively respond to climate change, increase their resilience, and improve their livelihoods.

Since its founding in 2010, c&c has been working in seven regions worldwide: Following a five-step participatory and inclusive approach, smallholder families get access to practical tools and knowledge, allowing them to adapt their farms to climate change, minimize carbon emissions, and enhance the carbon storage potential in coffee landscapes. More than 132,000 coffee farming households have been trained on climate-smart techniques to date.

More about the initiative for coffee&climate:

<http://www.coffeeandclimate.org/>

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