



Case study  
Sector: Retail  
Country: International



Café Bom Dia is a family-owned company that has been growing coffee for four generations. The company is one of Brazil's largest producers of sustainable coffee, exporting to customers in South America, North America and Asia. As well as safeguarding the integrity of its operations, Café Bom Dia believes that its commitment to sustainable practices is central to the future of its business.

## Objectives

- To be recognised as a leader and influencer in environmental & sustainability matters within Brazil and the coffee roasting industry as a whole.
- To reduce the carbon footprint of its business operations and offset any unavoidable emissions using carbon credits.
- To increase staff engagement around the implementation of the company's Corporate Social Responsibility policy (CSR).

## Programme developed

- Commissioned The CarbonNeutral Company to conduct a greenhouse gas (GHG) assessment of Café Bom Dia's business operations.
- Converted its roasting furnaces to run on renewable energy sources, such as sustainably forested eucalyptus and post-production coffee trees, instead of fossil fuels.
- Converted fleet of company cars in Brazil to run on 25% biofuels.
- Introduced paper and plastic recycling programmes to reduce waste.
- Reduced unavoidable emissions through purchasing carbon offsets from The CarbonNeutral Company's Unity project portfolio verified to the Voluntary Carbon Standard (VCS).

## Communication

- Developed an educational programme aimed at growers to improve understanding of best practices relating to coffee quality, a healthy environment and strong communities.
- Produce an annual sustainability report to communicate clear and transparent reporting of all environmental, social and economic impacts at its headquarters and facilities.
- Partnered with National Geographic to promote sustainability issues, the net proceeds of which support vital exploration, conservation, research and education programmes.

## Results

- 16,650kg reduction in CO<sub>2</sub> emissions and 50% decrease in particulates in the first year of conversion from diesel furnaces to bio-furnaces.
- Reduced energy costs by 74% and usage of fossil fuels by 7.67 gallons per 1,000 pounds of roasted coffee.
- Reduced energy use at its roasting facility by 71% through equipment upgrades.
- Reduced water usage by 63% through introducing equipment retrofits.
- Reduced amount of waste sent to landfill by 87%.

*"As a company which is dependent on nature to help grow our raw material, we witness first-hand the negative impacts of climate change. We are fully committed to sustainable business practices, such as reducing our carbon footprint, as a means to preserve the health of our environment for future generations."*

**Glen Gay-Betton, SVP, Supply Chain & Finance Manager, Cafe Bom Dia**