



Frequently Asked Questions about UTZ CERTIFIED

1 What is UTZ CERTIFIED?

UTZ CERTIFIED (Utz means "good" in a Maya language) is one of the largest coffee certification programs worldwide. Our mission is to set the world standard for socially and environmentally responsible coffee production and sourcing. With UTZ CERTIFIED, you can answer two important questions: where does my coffee come from? And how was it produced?

2 How do you know where your coffee comes from?

UTZ CERTIFIED coffee is traceable from producer to roaster. UTZ CERTIFIED uses two elements to create traceability:

- **The UTZ CERTIFIED web-based traceability system**

When an UTZ certified coffee producer sells his coffee to a registered UTZ CERTIFIED buyer, the coffee is announced in the UTZ CERTIFIED web-based system. UTZ CERTIFIED assigns a unique tracking number to this lot of coffee. This *unique UTZ CERTIFIED number* travels with the coffee through the whole coffee chain. At the end of the coffee chain, the roaster uses the unique tracking number to know where his coffee was grown. Some brands even use this unique tracking system to make the coffee traceable for their consumers.

- **Chain of Custody requirements**

To enhance the guarantee that coffee with an UTZ CERTIFIED logo indeed comes from an UTZ certified producer, the UTZ CERTIFIED program contains *Chain of Custody requirements*. This is a set of chain-wide administrative and technical requirements for traceability. These requirements include criteria for separation of UTZ CERTIFIED coffee and non-UTZ CERTIFIED coffee, and keeping records of direct suppliers and buyers.

3 How do you know how your coffee was produced?

UTZ CERTIFIED coffee has been grown according to the criteria of the UTZ CERTIFIED Code of Conduct. Coffee producers are UTZ CERTIFIED when independents certifiers – trained and accredited by UTZ CERTIFIED - determine that the farmers are in compliance with the requirements of the UTZ CERTIFIED Code. This inspection is repeated annually.

The UTZ CERTIFIED Code of Conduct is an internationally recognized set of criteria for economic, social and environmental responsible coffee production. It





is based on the international ILO standards and the EurepGap* protocol for good agricultural practices for fruit and vegetables. It includes elements such as

- Responsible and registered use of fertilizers and pesticides
- Protection of labor rights
- Worker health and safety
- Access to healthcare and education for workers and their families
- Protection of natural flora and fauna
- Record keeping for traceability

*The UTZ CERTIFIED *Good Inside* Code of Conduct version 2006 has met the equivalent requirements to the EUREPGAP Control Points and Compliance Criteria (version 1) Coffee standard.

UTZ CERTIFIED *Good Inside* is currently updating this Code of Conduct and its certification procedures in order to apply for benchmarking against the new GLOBALGAP (version 3) General Regulations and the GLOBALGAP (version 3) Control Points and Compliance Criteria.

4 Why does UTZ CERTIFIED exist?

Good coffee no longer just means good taste, quality and price; today's consumers also demand it to be made with care for people and the environment. And they expect their roasters to be able to assure them of responsible production, for instance appropriate and modest use of fertilizers and pesticides, coffee farmers' children sent to school rather than put to work, farm workers given decent housing, healthcare and training, and coffee growers empowered to be professionals, with access to market information and relationships with their buyers.

The UTZ certification system allows growers to show that they operate responsibly – according to strict social and environmental standards. UTZ CERTIFIED provides roasters with the assurance of responsible coffee production and provides opportunities to credibly demonstrate this to their consumers.

5 Why do coffee growers join UTZ CERTIFIED?

With an UTZ certification coffee growers of all sizes and origins can demonstrate good agricultural practices, efficient farming and responsible production of their coffee. The UTZ CERTIFIED program helps growers to be more professional and competitive in producing and selling their coffees, it gives access to an international network of support programs of buyers and development organizations, and technical assistance and coaching from UTZ CERTIFIED trained agronomists and UTZ CERTIFIED field representatives. In addition, UTZ





CERTIFIED gives growers access to new markets because roasters and brands around the world are increasingly demanding UTZ certified coffee.

6 Why do coffee roasters and brands join UTZ CERTIFIED?

UTZ CERTIFIED provides the assurance of responsible production that coffee drinkers expect from their brand. UTZ CERTIFIED is the first program that enables all coffee brands to incorporate and credibly demonstrate socially and environmentally responsible business practices in their entire product range. In addition, the UTZ traceability system gives roasters and brands the unique opportunity share the story behind their coffee blends with their customers.

Why is UTZ CERTIFIED "responsible"?

UTZ CERTIFIED sets the standard for socially and environmentally responsible coffee production. UTZ CERTIFIED is about shared responsibility for a sustainable coffee sector:

- UTZ CERTIFIED coffee growers take responsibility for good practices in coffee production in complying with the UTZ CERTIFIED Code of Conduct.
- Coffee roasters and brands incorporate responsible business practices by buying UTZ CERTIFIED coffee. By doing so, roasters and brands recognize the responsible, professional coffee producers.

7 How is the price for UTZ CERTIFIED coffee determined?

Coffee with an UTZ certification has extra value; it has been produced according to the standard for responsible coffee production. An UTZ certification empowers coffee growers to negotiate a better price for their product. Buyers recognize this extra value by paying coffee growers a price premium for UTZ certified coffee.

The price for UTZ CERTIFIED coffee is determined in the negotiation process between buyer and seller. UTZ CERTIFIED does not interfere in these price-negotiations.

8 Is UTZ CERTIFIED independent?

Yes, UTZ CERTIFIED is an independent multi-stakeholder initiative:

- UTZ CERTIFIED has an independent board with representatives from coffee growers, coffee traders and roasters, and NGOs.





- The UTZ CERTIFIED Code of Conduct has been evaluated and recognized by all stakeholders involved in the UTZ CERTIFIED program.
- UTZ CERTIFIED's expenses are covered by the administrative fee paid by UTZ CERTIFIED registered buyers (1,2 USD ct. per lb. of green coffee), and by subsidies of the European Union and NGOs (Solidaridad, Hivos and DOEN).
- UTZ CERTIFIED's accounts are yearly audited by PriceWaterhouseCoopers and published in the annual report.

I am a consumer. How can I support UTZ CERTIFIED?

As a consumer you can support UTZ CERTIFIED by:

- Supporting businesses that are involved with UTZ CERTIFIED. See the list of registered buyers on-line to find out where you can buy UTZ CERTIFIED coffee.
- Drinking responsibly at work! Encourage your employer to purchase UTZ CERTIFIED coffee.
- Learning more about UTZ CERTIFIED through the website and newsletter. Share this with family, friends and business contacts and encourage them to sign up for our digital newsletter.
- Signaling to your brand that you want to continue drinking your coffee of this brand, but that you expect your brand to assure that social and environmental quality is taken care of.

9 What is the difference between Fairtrade and UTZ CERTIFIED?

Coffee roasters and consumers increasingly want to know where their coffee comes from and how it was produced. Certification is a useful tool to assure the origin of coffee. Fairtrade and UTZ CERTIFIED are two leading programs, but they have different aims and principles. UTZ CERTIFIED and Fairtrade are complementary in the coffee market and jointly work towards more sustainability in coffee.

UTZ CERTIFIED sets the world mainstream standard for socially and environmentally responsible coffee production. It provides the assurance of responsible coffee production that consumers expect from their brand. UTZ CERTIFIED is open to producers of all sizes and origins and helps coffee growers to be more professional and competitive in production and selling. UTZ enables coffee brands to incorporate and credibly demonstrate responsibility *in their entire product range*.





TIP: joint publication Fairtrade and UTZ CERTIFIED

Fairtrade and UTZ CERTIFIED have jointly published an overview of both programs to provide insight to our work, explain our different approaches and help consumers to make the choice that best matches their needs. This document is available on www.utzcertified.org under 'downloads'.

Fairtrade is an organization with a developmental mission: it contributes to the development of disadvantaged small scale coffee producers. UTZ CERTIFIED recognizes the important role that Fairtrade has in creating consumer awareness about the issues in the coffee industry. Visit www.fairtrade.net for more information.

10 What is UTZ CERTIFIED's position regarding the 4C process?

We recognize the 4C as an initiative with a similar mainstream mission: to implement a world wide decency standard for responsible coffee production. However, the 4C aims to *eliminate worst practices*, while the UTZ CERTIFIED model uses a value cycle to *reward good practices*. We welcome the 4C efforts to make the coffee sector more sustainable. Visit <http://www.sustainable-coffee.net> for more information about the 4C.

