

RITS Program
Roaster Satisfaction Assessment
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“We insist on transparency throughout the supply chain, and partner with suppliers who share our values of equitable and traceable sourcing.”¹

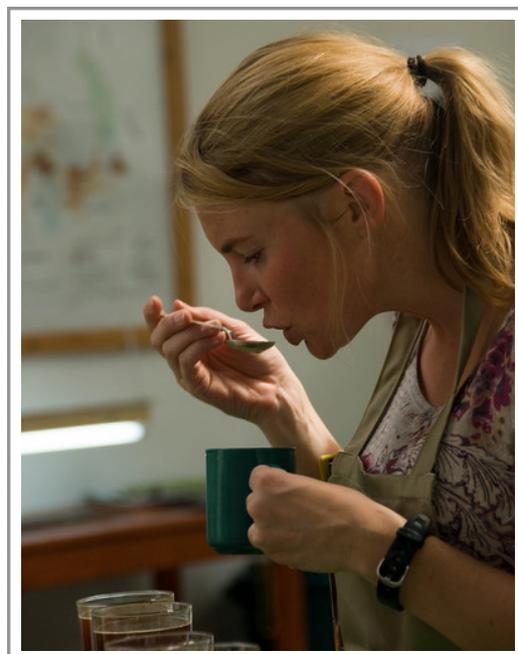
What are your overall impressions of RITS Producer's Roaster Page?

You guys have done great work with this system. Very impressive. I am honestly not sure we are ready for all this information! I mean our desire is to have traceability down to the farm level and RITS is going even farther than that, which is great. You are just so far ahead of your competitors.

It seems that we are becoming increasingly alerted to consumer/governmental concerns around supply chain transparency in terms of GMO's and slavery issues and at some point in the near future I feel that we are going to have to verify that our coffees (and teas and spices) are not sourced from suppliers with these potential issues (despite that fact that they are not really issues yet in our industry). So any system that allows us to trace our products down to daily lots from individual farmers is going to be a great tool even if the system isn't addressing exactly these two concerns.

How could this kind of information affect purchasing relationships and decisions?

Having this type of information available to us is definitely going to give a farm/co-op an advantage over others in terms of our consideration of them as a supplier. I think quality should and always will be consideration #1, but if we have an established relationship with a co-op or farm and they are providing this info., it is more likely that we will work with them in off-quality years instead of going to another supplier.



¹ Taken from the Allegro Coffee Company homepage, <http://www.allegrocoffee.com/about/media-kit/people>

How could this kind of information could be shared with consumers?

This is a tough one. I am sure at some point we will launch a scanner system in-store and having the technology and information already set down to farm level with your coffees would be great. If of course, at that time it is agreed upon for us to be able to tap into your system at some level. At this point, just having access to more of the general information and profiles on the farmers is useful for us when we promote coffees or write marketing and educational pieces.

What other info you might want to see in an ideal system (for instance we talked about farmer earnings and photos)?

Yeah, farmer profiles would be awesome (elevation, tree variety, soil, HA's, etc...). I think we also talked about the ability at some point to share our (ACC) cupping scores as well for comparison sake and access for the co-op.