



Maryland
Green Registry
MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

Chesapeake Bay Roasting Company



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Coffee Roaster
Member since April 2012

Management and Leadership



Environmental Policy Statement

At CBRC, we strive to create the Chesapeake Bay-region's finest, sustainably roasted organic, fair trade coffee. Our growth supports initiatives that help improve the livability of the communities in which we work, live and play by helping improve the health of the Chesapeake Bay.

Visit www.cbrccoffee.com to learn about our evolving efforts at giving back and environmental activities. The 2020 CBRC Sustainability report can be viewed at <https://www.cbrccoffee.com/our-bay>.

As stated in our 2020 Sustainability Report, CBRC will:

- Support actions that lead toward environmental conservation, reuse, and recycling.*
- Develop a phased, strategic plan to reduce our dependence on plastics and other environmentally harmful materials and move towards additional sustainable packaging options as they become more accessible.*
- Seek ways to be involved in our supply chains, to engage with producers and importers, and bring ethically sourced coffees to the local community.*
- Promote education on environmental, social justice issues, and their connections.*
- Create sustainable partnerships with community-based organizations.*

- *Measure our progress against our commitments, look critically at where we are missing the mark, refocus, and celebrate when we get it right.*

Environmental Team

As a small company, our team met to agree upon our 2020 changes and goals. We are comprised of :

- *General Manager*
- *Operations Manager*
- *Sales Director*
- *Roast Master*
- *Team member chosen from production, customer service, or fulfillment.*

In 2021, starting in April, we will meet as a team and define the priorities for focus as a company to be achieved. Team meetings will occur every three months.

Annual Environmental Goals

View our [2021 Sustainability goals](#).

- *In 2021, our labels for our cans will be printed from a local printer, thereby eliminating the delivery of these labels from California 5 times a year.*
- *In 2021, we committed to using compostable bags for all of our CBRC branded products that are sold as food service bags.*
- *In 2021, our production system will use a "Par level" basis of production to eliminate transfer of packaging loss of 11 feet of plastic per transition. This will result in approximately 1- 40 lb roll of film being kept from direct waste as a result of transitions in production sizes.*
- *By 2024, we intend to have our portion pack coffees packaged in compostable/bio friendly bags (these do not yet exist in the market but are under development for the use in coffee). This will eliminate approximately 600 lbs of plastic waste from going into a landfill.*

Environmentally Preferable Purchasing

Our largest purchasing power is in the green coffee beans we buy and which are sourced from around the globe. 70-80% of our coffees are classified as Fair Trade and Organic. To buy coffees with this certification CBRC is required to pay premiums for the beans and adhere to strict production controls, especially for the products that carry the USDA organic label. This includes using cleaning

products that are safe for the environment and controlling the separation of conventional and organic coffees throughout the whole production process.

Organic and Fair Trade premiums

In 2020, CBRC paid an estimated \$64,000 in Fair Trade and Organic premiums, of which \$36,129 can be classified as Organic. This was less than in previous years, due to the Covid19 pandemic downturn in sales, but more by percentage (82%) than in past years. What this means is that CBRC not only paid the standard market price for our coffee beans, but that we also paid an additional amount to guarantee that the beans were sourced from Organically certified fields, within environments that promote organic farming, and which are shipped and warehoused in certified manners, up to the entry in our warehouse and through to the consumer. The premiums paid are used by the cooperatives and plantations to ensure organic practices and products are used, promote organic use within the society, train community farmers in organic use practices, and certify those practices here in the USA.

Bird Friendly Coffees

In 2017, we started purchasing Smithsonian Certified Bird Friendly coffees from Guatemala and then the next year from Honduras. Since the first purchase of 760 lbs of green coffee, we have been able to increase the amount to a 2020 amount of 15,512 pounds and a commitment of 18,000 lbs (for 2020/21 season). These coffees are certified by the Smithsonian Migratory Bird Center and comply with our commitment to Fair Trade and Organic purchasing. By purchasing these coffees we are also committing to pay higher pricing to encourage the organic production of shade grown coffees on forested lands that are suitable for the hosting of migratory bird species that originate in the mid-Atlantic region.

An added benefit in buying a committed amount of Bird Friendly coffee is that this allows for us to modify how the coffees is packed in the country of origin before being placed in the container. This means that we can request that our suppliers NOT use the customary added plastic bags (known as Grainpro) in the shipment (the inner bag helps coffee stay fresh longer but also adds 0.3 lbs of more plastic into the waste stream per 150 pounds of coffee shipped). Normally we are not able to dictate that the Grainpro bags not be used. However, the Bird Friendly bags that are stamped with the CBRC seal at origin ensures that less plastic is used in the shipment of at least two of our coffees.

By committing to the 18,000 lbs of coffee for the 2021 buying season, and by requiring that these bags not include plastic, we have been able to avert the use of plastic in these bags. Our challenge is to use this coffee in a timely manner to maintain freshness. For the coffees we receive that are in the plastic

Grainpro bags, we do everything we can to ensure that they are kept intact to be able to be repurposed prior to going to the landfill.

Purchasing Decisions:

We buy everything we can from sustainable and local producers. For example, our cans are manufactured in Maryland by the Independent Can company and we are presently in the process of sourcing local printing options for our labels, instead of sourcing and shipping from California.



Environmentally Preferable Products and Services

In addition to ensuring that our coffee is fair trade and organic as described above, our goal in packaging is to transition to progressively more sustainable solutions as they are available. Our retail can is made of 100% recyclable steel and in 2021 we will be moving our 2.2 lb bag to compostable materials completely (the manufacturing of those bags is a 14-week process).

Our larger food service and bulk packaging is made of compostable materials by the Tricor Braun company. In 2020, we began the shift to ensuring all of our food service bulk bags are made of compostable products and will complete the transition in 2021, including with stickers that are made from post consumer content. For future goals, our intent is to transition our portion packages to sustainable materials, although this also requires further development in the packaging industry.



Environmental Restoration or Community Environmental Projects

CBRC will pilot a new volunteer effort in 2021 to support our Community. To that end we recognize that our community is as diverse as the 15 people who work for the Chesapeake Bay Roasting Company. We are committed, therefore, to support each staff member in using one paid full day to volunteer for a community organization of their choice. These groups might be from a variety of focus points (environment, animal, education, social, food security, etc.) but will all have one thing in common... they are part of our Chesapeake Bay Watershed community and part of who we are.

We will measure the amount of time our company has supported these efforts in 2021. The goal is that 15 days of staff labor will be allocated.

CBRC also developed the H2O initiative with the goal of ensuring that a minimum of 2% of our total annual sales are used in the support of clean water, watershed preservation and environmental health. Because we believe that

organic and bird friendly growing practices affect water quality in coffee producing communities our green bean purchasing that supports certified organic production and shade grown coffees are also now considered part of our H2O commitment. These values meant that a total of 3.78% of our total sales in 2020 were devoted to this commitment. In 2021 we will be taking more steps in the direction of attaining 4.5% of total sales to support those acts through the support of projects that include: rainforest protection, oyster replanting, water capture at origin, organic production methods and more through both coffee purchases and local give back initiatives.

In 2015, CBRC Coffee launched a commitment to the Oyster Recovery Partnership (ORP), the region's leading non-profit organization that restores oysters to the Bay. Our goal has been to support this crucial local organization through the sales of designated retail can products. \$0.10 from every "Reef" labeled product is donated to ORP. In 2020 the amount provided to ORP through can sale give back, sales of pod packs and locally collected donations was \$1,854. Since 2019 we have broadened the meaning of our H2O program to not only support local Chesapeake Bay related activities but also recognize the global environmental impact of the coffee production and supply chain. Through a relationship buying model of green bean purchases we promote sustainability through our purchasing agreements with our green bean suppliers in origin countries. This has meant that in the last two years we have supported efforts by adding purchase premiums on our raw material funds for the following purposes:

- \$0.10 per pound supplied to Don Pepano in 2019 company for the provision of tubes to transport water to a local community in Nicaragua. (\$900)*
- \$0.10 per pound added to the cost of our Nobody's Perfect beans in 2020 from Nicaragua for the protection of a local rain forest being supported by the Gold Mtn coffee company. (\$912)*
- 2% give back on sales of the Tidal Treasure and Hellbender coffees to the Maryland Zoo for preservation, education, and research of the Maryland native Hellbender salamander species (one of the largest salamanders in the world). This is part of our H2O initiative promoting watershed wellness for local species.*
- In 2021 we will be purchasing more coffees from Mighty Peace Coffee a coffee importer supporting women's producer groups in the Eastern Democratic Republic of the Congo. \$0.20 per pound of green coffee purchased will support the supply of off-grid energy installations which will provide clean water and clean energy to the rural and peri-urban communities whose health and wellness are vital to the local economy. Women will manage these installations, thus further contributing to gender equity and women empowerment.*

- *Burlap is a significant material in the coffee industry. Certain bags are good for gardening purposes and others for artistic or handicraft purposes. Part of our H2O commitment is to allow customers to receive bags in exchange for a donation of at least \$1.00 per bag which we provide to the Oyster Recovery Partnership.*

Waste

Solid Waste Reduction and Reuse

- *Refurbished 20 coffee machines for customer use that would have gone to the landfill without significant effort.*
- *Since 2020, through purchasing guaranteed quantities of Bird Friendly coffees in Honduras and Guatemala, we cut down on the use of over 500 plastic grain pro bags. (about 170 lbs of plastic) These bags are used for maintaining freshness, but we have been able to achieve a turn around on the Bird Friendly coffees to allow for us to still roast within an acceptable time frame.*

Recycling

Packaging received, pallets provided to local recipients, quantities of plastic and steel from old brewers sent as bulk to AA recycling (2 tons, plus added recycling amounts in WM Dumpsters marked as recycling). Burlap bags are made available to community members for use in their gardens or other projects, thereby avoiding adding more materials for decomposition and methane production in local landfills.

Composting

Since 2015 CBRC has donated all of our compostable materials to the Anne Arundel Master Gardener program. When possible, a member of the Master Gardener program picks up approximately 75 pounds of coffee grounds and roasted chaff. While this dropped off to some degree in 2020, the composting project has begun again in the spring of 2021 and CBRC continues to support efforts to use our coffee compostable materials to improve our watershed lands.

Hazardous Waste/Toxic Use Reduction

All production cleaning is done with products that are permitted by the USDA Organic system of control. This includes Peracetic Acid, De natured Alcohol and any cleaning product that enters our production space.

Transportation

Employee Commute/Customer Travel

In 2020 we reduced the number of in office hours by implementing a work from home schedule for 5 staff members, saving an average of 16 commutes per week, or roughly 250-300 miles not being driven. Teleconferencing has replaced 2/3 of our staff wide in person meetings.

Efficient Business Travel

- *Implemented vehicle speed and driving oversight technology in our driving force to reduce accidents and ensure safe practices while driving.*
- *Streamlined our delivery routes to minimize on the travel that our drivers take each day. In 2020, our delivery schedule was fully based on zone delivery to areas around the DC Metro area, thereby eliminating multiple trips.*
- *Purchased coffees in larger lots and warehoused them locally in Baltimore or in our Crofton warehouse to reduce the need to transport more frequently over larger distances.*
- *Reduced our number of allied product vendors to allow for single source of syrups, sauces, and smoothie products, thereby decreasing the frequency of shipping to our warehouse.*

Profile Updated April 2021



Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at green.maryland.gov

