

ILLY

A PASSION FOR QUALITY  
A PROMISE OF SUSTAINABILITY



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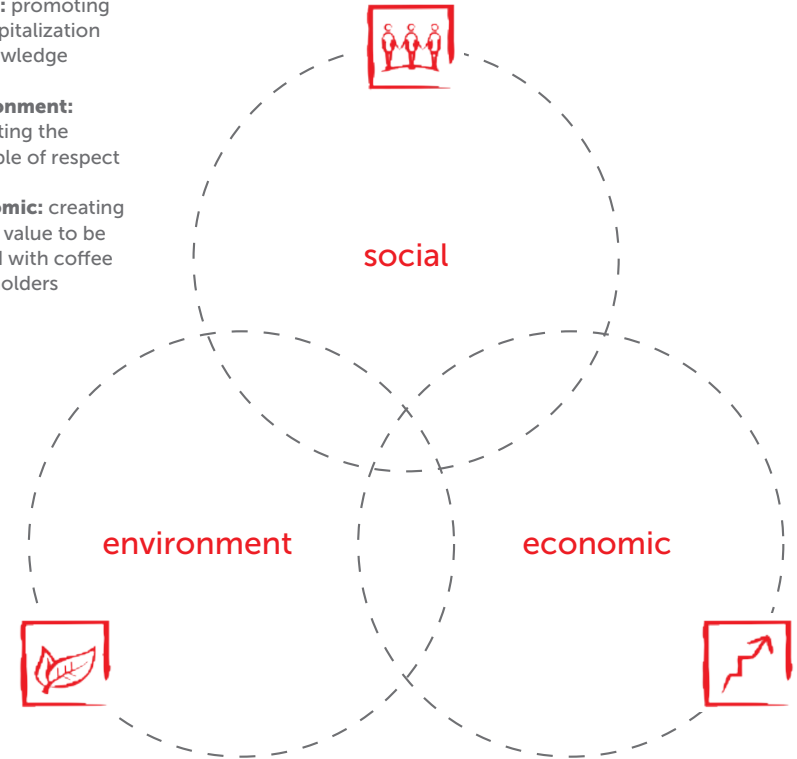


# LEADING THE WORLD IN SUSTAINABLY-GROWN COFFEE

**Social:** promoting the capitalization of knowledge

**Environment:** exploiting the principle of respect

**Economic:** creating added value to be shared with coffee stakeholders



We know sustainability is important to you, and it's just as important to us too. Over the past 20 years, illy has developed an innovative approach to growing and producing coffee that respects the Earth and the people who farm it.

Ethics and sustainability are at the heart of the company, and are the values that influence everything we do. We believe we have a duty to ensure quality and create value for everyone involved in the entire production chain.



# A COMMITMENT TO OUR GROWERS THAT RESULTS IN EXCEPTIONAL COFFEE



WE PAY GROWERS ABOUT 30% MORE



WE HAVE NO MIDDLEMEN



ACCESS TO THE TOP 25% OF THE BEST COFFEE IN THE WORLD

Many hands help make our singular, signature blend of coffee – so we make sure we give back to everyone involved.

For over 25 years illy has pioneered the direct trade model. This approach selects, trains and rewards growers directly. On average, we pay growers 30% over the market price for the top quality Arabica beans we

select. Furthermore, there are no middlemen, which ensures healthy profits for farmers and their families.

Thanks to this model, we're able to have direct access to the top 25% of the best coffee in the world, while our growers enjoy support and training and receive the highest possible wages for all their good work.







## CARING FOR THE ENVIRONMENT. HELPING OTHERS TO DO THE SAME

We always support environmentally conscious practices. In the year 2000, illy founded the Università del Caffè, a place where we share the knowledge we've gained about coffee cultivation, processing and commerce.

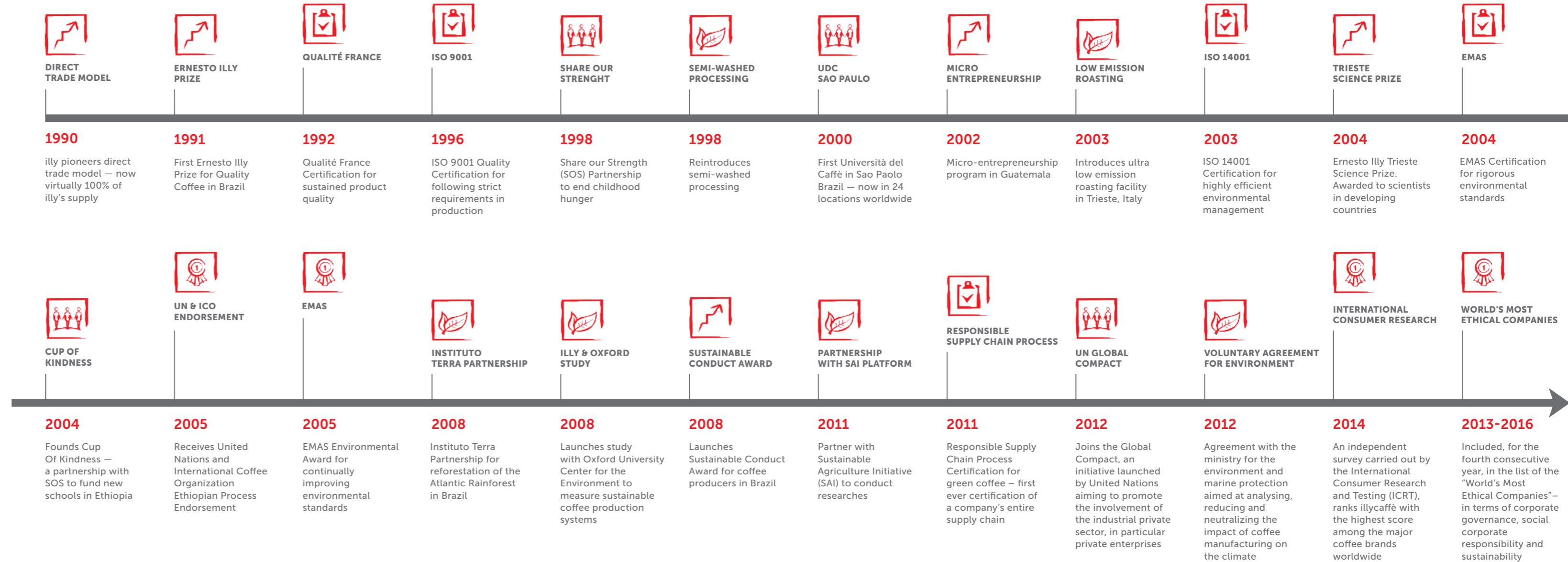
illy supports numerous other initiatives, including Instituto Terra, a program for the reforestation of the Atlantic Rainforest in Brazil run by Sebastiao Salgado, and Positive Planet, the movement created by Jacques Attali to develop a positive economy, with a program for encouraging the best agronomical practices among small farmers.

Our respect for the environment can clearly be seen in our own

production plant too: in 2003 we opened a low emission roasting coffee plant and the same year we achieved ISO 14001 certification, which certifies our system of environmental management.

In 2004 we voluntarily decided to adhere to the EMAS scheme for eco-management and auditing. In 2011 one of northern Italy's largest photovoltaic systems was installed for our logistic centre, and now 100% of the power used in our production factory also comes from renewable sources, furthermore we recover the heat produced during coffee roasting to heat the factory and offices.

THE PRINCIPLE THAT INSPIRES ILLYCAFFÈ IS THE CONSTANT SEARCH FOR PERFECTION. THIS IS A DRIVING FORCE FOR THE COMPANY, AND IS EXPRESSED THROUGH TWO DIFFERENT FUNDAMENTAL VALUES: OUR PASSION FOR EXCELLENCE, WHICH WE SEE AS A LOVE OF BEAUTY AND THE AESTHETICS OF OUR PRODUCTS; AND THE CREATION OF LONG-TERM VALUE, IN A VISION THAT INCLUDES SUSTAINABILITY, TRANSPARENCY, RESPECT FOR THE ENVIRONMENT AND THE IMPROVEMENT OF SOCIAL INCLUSION AND GROWTH.



Certifications & Awards		Commitments & Concrete Actions		
Certifications	Awards	Social	Environment	Economic

# TURNING COFFEE INTO AN OPPORTUNITY FOR A BETTER LIFE

More than two decades ago illy created the Ernesto Illy Quality Award for Espresso Coffee – a cash prize given to growers of the highest quality coffees, grown according to illy's guidelines for sustainability and quality. This award has been credited with inspiring a national movement, elevating the reputation of Brazilian coffee and helping the country's farmers attain a higher sustainable income.

Our commitment to our farmers doesn't end there: we're always looking for way to create real

opportunities for the people in these communities. Over the years, we've built schools, donated resources and brought basic infrastructure to coffee-growing villages around the world – from India to Brazil, Ethiopia to Guatemala.

In Ethiopia, we have also developed a low cost coffee processing method that can be easily used by farmers in all economic conditions around the world.

This innovative method has been endorsed by the United Nations.



DRIVING QUALITY



CHANGING REPUTATIONS



## PREMIO ERNESTO ILLY DE QUALIDADE DO CAFÉ PARA ESPRESSO

In Brazil, for example, illycaffè founded the Prêmio Brasil de Qualidade do Café para Espresso, a prize to help identify the best producers and incentivise quality. The prize has since become the Prêmio Ernesto Illy de Qualidade do Café para Espresso, and continues to support quality coffee.

## COMPLETE COLLABORATION BETWEEN THE COMPANY AND THE BEST COFFEE PRODUCERS

The prize money the competition brings has helped the rural environmental development of entire regions of Brazil, such as the area around Piraju in the state of San Paolo, the high plains of Cerrado and the Zona da Mata in the state of Minas Gerais. From the moment illycaffè launched the prize in 1991, more than 10,000 producers have participated, and the prizes awarded over the years total about two million dollars.

## BRAZILIAN COFFEE IS NOW CONSIDERED TO BE ONE OF THE BEST IN THE WORLD

At the start of the 1990s, Brazilian coffee production had no problems with quantity, but the quality was not very high. The prize helped to turn this around, even helping regions that were wrongly considered unsuitable for coffee production, such as Cerrado, to make their mark. Nowadays, Brazilian beans are considered to be among the best in the world by the international market.



# ANSWERING THE CALL FOR SUSTAINABILITY

## ENSURING EXCEPTIONAL COFFEE FOR YOU

We are the first company in the world to earn the Responsible Supply Chain Process certification from DNV GL (Det Norske Veritas), attesting to our sustainable practices.

Not only making conscious consumers happy, but helping recognize our partners, too. For this reason, the Ethisphere Institute has named us one of the world's most ethical companies three years in a row.

## QUALITY AND CONSCIOUSNESS FROM BEAN TO CUP, FOR EVERYONE

In 2014 illycaffè produced the documentary "A Small Section of the World", which describes how a cup of coffee changed the lives of many women in Costa Rica and allowed them to fulfil their potential.

So while you're enjoying the distinctive taste of illy, you're also helping create a brighter future for communities around the world.

To find out more, visit [illy.com](http://illy.com) and [valuereport.illy.com](http://valuereport.illy.com).





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