

Amsterdam  
30-1-2024



**JDE Peet's response to report "Bitter brew: Modern slavery in the coffee industry", SOMO and Conectas, 10 January 2024**

**Our commitment to sourcing responsibly**

*At JDE Peet's we take human rights and compliance very seriously. We condemn all forms of exploitation. Even though we neither own nor control any coffee farms, nor buy directly from any of them, we recognize and embrace the responsibility that we, and indeed the coffee industry as a whole, bears to ensure responsibly sourced coffee. This is a journey and as highlighted by the examples in this report, there's more work to be done.*

*Through our [Common Grounds programme](#) we're working towards ensuring that 100% of our sourced volumes are covered by our responsible sourcing programme in 2025. Our approach is farmer inclusive, engaging with farmers to understand the challenges they face and actively addressing them to drive progress. Since 2015, we've reached more than 590.000 farmers via 63 farmer projects in 18 countries, including Brazil. One of these projects, in cooperation with the Global Coffee Platform, is specifically targeted at improving the living and working conditions of coffee farmers and workers in Brazil's Minas Gerais and Espírito Santo regions.*

*In addition to our Common Grounds programme JDE Peet's complies with labour regulations in all markets, and we are committed to strictly enforce our [Supplier Code of Conduct](#), which is an extension of the company's own Code of Conduct, forming the basis of our commitment to responsibly and sustainably source products. In 2023 we also launched our new [Human Rights Due Diligence](#) programme, which outlines the standard operating procedures by which JDE Peet's will proactively identify, mitigate, reduce, and monitor its human rights risks and impacts.*

**PCN process**

*JDE Peet's always endeavours to fulfil its legal and ethical duties including compliance with Brazilian labour regulations and all internationally recognised standards on human rights, such as the OECD Guidelines for Multinational Enterprises. We therefore also accepted the 'good offices procedure' in 2022, subject to approval of the work plan by the parties, as can be verified [here](#) on the website of the Brazilian Ministry of Economic Affairs. The claim in the report that we did not is therefore false.*

*We have been in contact with the PCN and have shared with them, as well as the Claimants, that we not only continue to endeavour defending human rights but that we also endeavour to operate in compliance with both Brazilian – and all relevant international recognized standards on human rights.*