



## UTZ CERTIFIED CERTIFICATION

Weinfelden, May 2009

Ladies and Gentlemen,

We would like to take this opportunity to inform you that IMO is also offering UTZ CERTIFIED certification, the standard for responsible coffee production and sourcing.

### What is UTZ CERTIFIED?

UTZ CERTIFIED means "good coffee" in a Mayan language. UTZ CERTIFIED is a world wide initiative for responsible coffee production and sourcing. It is a certification program that ensures that coffee is grown decently, with respect for producers and the environment.

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

The Chain of Custody Requirements are a set of administrative and technical rules designed to provide a high level of confidence that UTZ CERTIFIED certified coffee originates from an UTZ CERTIFIED certified source.

### Code of Conduct

Who can be certified?

Producers (estates & smallholder groups), may seek certification as being compliant with the UTZ CERTIFIED Code of Conduct.

### Chain of Custody

Who can be certified?

Mills, exporters, importers, warehouses, traders, roasters, packers and brands may seek certification as being compliant with the UTZ CERTIFIED Chain of Custody Requirements.

### History

The founders chose the name "Utz Kapeh", which means "good coffee" in a Mayan language. In 2002 the head office was opened in The Netherlands. The program, now known as UTZ CERTIFIED, has become one of the leading coffee certification programs worldwide. It is based on good agricultural practice and the ILO Conventions (International Labour Organization).

### The standard

The code covers the critical areas from record keeping and pesticide management, through worker health and safety, environmental and social issues and an efficient farm management. Particular emphasis has been placed on developing meaningful, implementable guidelines that work for both large estates and smallholder groups. The Code of Conduct enables coffee producers to ensure that their product meets the requirements of the European retail market.

#### Recognition for the better grower:

UTZ CERTIFIED allows producers to demonstrate that they are working responsibly and efficiently. It enables them to distinguish from conventional coffee growers, and connects them to responsible coffee buyers world wide. With UTZ CERTIFIED, their business is ahead of the market.

Efficient farm management: UTZ CERTIFIED Code of Conduct is a set of production criteria for good farm management practises. It requires good record keeping and allows product to meet international production standards.

A transparent supply chain: UTZ CERTIFIED takes the anonymity out of the coffee market. The "Track&Trace" system allows coffee brands, retailers and their end-consumers to always trace back the coffee to where it was produced. It provides them with the assurance that their coffee comes from responsible producers.

### UTZ CERTIFIED Certification by IMO

IMO is approved by UTZ CERTIFIED for certifications according to the UTZ CERTIFIED Code of Conduct and Chain of Custody (see UTZ CERTIFIED homepage "List of approved certification bodies"). IMO provides certification for farms, producer groups, processors and importers.

## Your advantages with IMO – Count on our experience

- IMO is an expert in certification of coffee
- IMO is a specialist in smallholder group certification
- IMO offers a maximum of security
- IMO is acquainted with the latest developments
- IMO fees are very competitive due to our network of local inspectors

## High Quality & Acceptance in all Markets

Beside UTZ CERTIFIED IMO offers inspection and certification according to important existing standards and codes operational in the coffee sector such as Organic Standards, GLOBAL-GAP, Bird-friendly, Social & FairTrade, 4C

## Steps towards inspection/certification

### UTZ CERTIFIED procedures for producers:

If you are a coffee producer and interested in joining the UTZ CERTIFIED program, please read the below process description. The steps to get your certification are as follows:

Contact the UTZ CERTIFIED office in Amsterdam by phone, e-mail or fax. The responsible will explain the UTZ CERTIFIED program in detail and answer your questions. You will receive:

- A copy of the UTZ CERTIFIED Code of Conduct
- The Self-Assessment checklist
- The UTZ CERTIFIED Guide (program procedures)
- The Registration Form

You can also download these yourself directly from the website [www.utzcertified.org](http://www.utzcertified.org).

If you are interested in getting UTZ CERTIFIED, fill out the online Registration Form or if you do not have access to internet, fill out the paper-based form and return it to the UTZ CERTIFIED Amsterdam office.

Upon registration you will receive an email with an acceptance letter.

The Self-Assessment Form helps you compare your current situation to the criteria of the UTZ CERTIFIED Code of Conduct. It gives you

insight into the necessary efforts and resources that need to be invested to meet the Code of Conduct requirements and to get UTZ CERTIFIED.

When you are ready for Inspection, you may contact IMO and ask for a offer for inspection and certification. If the offer can be confirmed, you will receive the inspection contract and the inspection and we will arrange an inspection with a qualified inspector. In order to avoid delays in inspection and certification, preparation on base of the UTZ CERTIFIED Self-Assessment Form is very important.

If the inspection shows that you are in compliance with the UTZ CERTIFIED requirements, you will be awarded with an UTZ CERTIFIED certificate. Your company will be listed on the UTZ CERTIFIED Website and you will receive your UTZ CERTIFIED unique producer number.

### UTZ CERTIFIED procedures for buyers (mills, exporters, etc.):

Contact the UTZ CERTIFIED office in The Netherlands when you are interested in buying UTZ CERTIFIED certified coffee. You will be provided with all relevant information including a registration form in order to register with UTZ CERTIFIED. As soon as you have completed the Registration Form and returned it to UTZ CERTIFIED, you are officially registered with UTZ CERTIFIED and can start buying UTZ CERTIFIED certified coffee through the UTZ CERTIFIED system.

Coffee roasters / packers who sell coffee products with more than 90% UTZ CERTIFIED certified coffee inside and make on-product claims about the certified status of these products must be certified to the UTZ CERTIFIED Chain of Custody Requirements (including Logo Use Requirements), and must ensure that their suppliers are also certified in accordance with these requirements.

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