

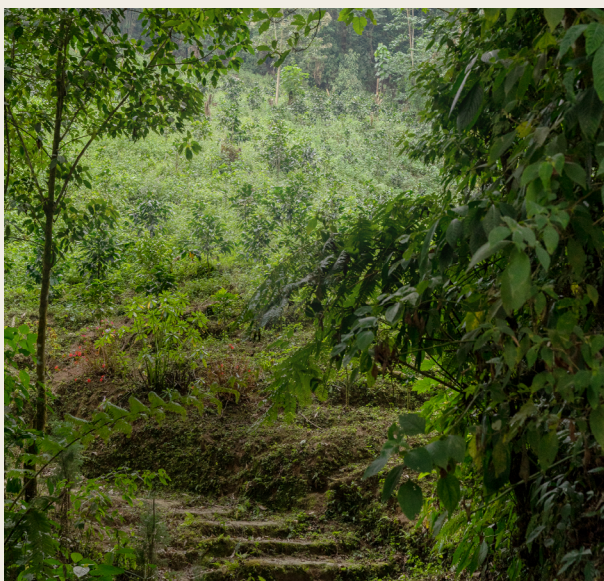
Australia's First Regenerative Organic Certified Coffees

This week we are proud to launch the first Regenerative Organic Certified (ROC) coffees in Australia.

These two stunningly refined and clean coffees from the Tolima region in Southern Colombia are both perfect representations of the elegant, clean flavour profile we find in high altitude Tolima plots, as well as examples of the most sustainable and ecologically comprehensive farming practices currently being employed in coffee production.



What is Regenerative Organic Certification (ROC)?



Since the inception of Organic Certification, its canons has been instrumental in providing a clear framework to certify farms that are chemical and pesticide free and the certification has played an immensely important role in promoting food and fibres that are grown in a way that does not harm our environment.

Regenerative Organic Certification (or ROC) is an innovative certification developed by the Regenerative Organic Alliance (ROA) to raise the bar for how food is produced even further. It adds soil health, animal welfare and farmworker rights to the organic certification baseline.

ROC was founded in 2017 as a new standard for incorporating the principles of regenerative agriculture into the existing organic certification framework. It is worth clarifying that all ROC certified farms are also USDA Certified Organic at a minimum.

Regenerative Organic Alliance (ROA)'s core mission is that "With regenerative organic agriculture, we can rehabilitate soil, respect animal welfare, and improve the lives of farmers. We can sequester carbon, build healthier communities, and reap more nutritious and abundant yields."

Regenerative Organic Coffee (ROC) aims to propel food production above and beyond the norm of organic farming to achieve even greater outcomes for farm ecology, soil health and social fairness all within one unified standard. It does this by adding three pillars – Soil Health, Animal Welfare and Social Fairness – on top of the USDA Organic standard and verifying that each of these pillars is being managed at farm level proactively and regeneratively.

How does ROC complement Organic Certification?

All ROC products must have USDA Organic Certification as a baseline minimum. Beyond this, the ROC standard specifies a set of farm practices that must be implemented across the three pillars of regenerative organic agriculture.

Soil Health: Regenerative organic requires laboratory soil testing providing farmers with valuable quantifiable data, and the use of regenerative practices like cover crops, crop rotation, and conservation tillage. Builds organic matter and promotes biodiversity with no synthetic inputs.

Animal Welfare: grass-fed & pasture-raised, no Confined Animal Feeding Operations (CAFOs), extensive transport, suitable shelter. (not applicable for coffee farms)

Social Fairness: Ensures fair payments and living wages for farmers and farmworkers, safe working conditions, capacity building and freedom of association.

Farmers are graded on a Gold / Silver / Bronze scale, recognising and verifying the regenerative practices they are employing at scale throughout their farming operation.

Why is regenerative organic agriculture so important for coffee farming?

Coffee is grown in equatorial regions with naturally rich biodiversity and abundant fertility. However, commercial coffee production is also some of the most heavily industrialised and input-intensive farming of any crop in the world. Organic Certified coffee production ensures a basic level of ecological responsibility by preventing the use of harmful chemical inputs and pesticides on-farm. However, these organic standards have obvious gaps when it comes to ensuring soil health and farmer / community welfare.

ROC goes further by establishing a clear set of regenerative agricultural practices that coffee producers

must implement and monitor in a verifiable way. The two focus pillars for coffee production are soil health and social welfare. The end outcome is a coffee farming system that leans on nature and provides a positive impact on the ecosystem and the communities in which these farms are located. Although in its infancy it is becoming clear that these healthy farming systems and soils lead to healthy nutrient rich crops that are better for us and better for our planet.

Regenerative organic coffee is the future for sustainable, climate-friendly and responsible coffee production into the 21st Century.

What has Dukes' journey been to become the first coffee roaster in Australia to offer Regenerative Organic Certified coffee?



Since our complete transition to a 100% Certified Organic coffee company five years ago, we have been working with a select group of exceptional coffee producers throughout the coffee producing world who are leaders in both coffee quality as well as sustainable and organic agriculture. While many of these producers were already employing regenerative practices on their farms, there was no formal structure available to monitor improvements over time.

When ROC became a certifiable standard in Latin America in 2021, many of the producers that we already worked with showed interest in ROC as an additional certification that would help drive awareness and reward them for the regenerative practices they were already doing.

The always forward-leaning Colombian producers that we have worked with in Tolima for almost a decade were the first to make the transition to ROC, achieving the Silver level of certification. Today, we are working with producer partners in Colombia, Peru and Guatemala who have achieved Regenerative Organic Certification, with more producers in Honduras and Brazil currently in transition.