WESTROCK
C O F F E E

Farmer Direct Verified: End-to-End Traceability for Sustainable Coffee
A Digital Solution for Grocers and Retailers Seeking Transparency and Accountability

Situation

A major grocer/retailer wanted 100% digital traceability from farmer to finished product for it's private label brand, in addition to it's standard certified purchases for its products.

Solution

We created Farmer Direct Verified®. This is a digital traceability system, manufacturing production process, and network of strategic suppliers that can be layered on to any sustainable sourcing platform, including certifications. It enables us to capture the farmer's name, location, supply chain, and transaction details for every single bean in the system, tracking it from the farmer's sales point all the way to the packaged product delivered to the customer.

Result

- 13 million lbs. of coffee traced from the customer back to 48,858 certified growers in 2023 alone.
- 19 digitally traceable finished products delivered to our customers

13M
pounds of coffee traced from the customer back to 48,858 certified growers in 2023

19
digitally traced finished products delivered to our customers