



Elisabeth Volant and roasters at Algrano's HQ



Emma Haynes, World of Coffee



Pablo Jimenez at Algrano's HQ



Capecá, Brazil



Mt Elgon Agroforestry Communities' team and Giovanna Rocha

Algrano Impact Report

2023 Progress Update



Marjorie Parrilla, Cooperativa Valle Alto in Peru, and Henrik Möller



Liliana Caballero, Hacienda Casa Blanca, Colombia



Stoll, Switzerland, Gasharu Coffee, Rwanda, and Addisu Gobana



Algrano's HQ



APAS Coffee, Brazil

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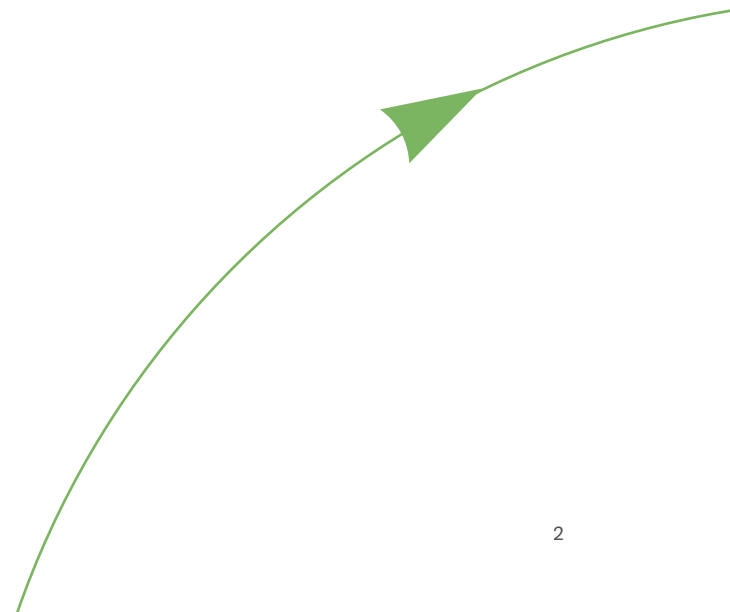
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1



INTRODUCTION

Trust is in the numbers

The coffee supply chain is made of many pieces and it can be hard to understand how they all fit together. It's not just about coffee. It's about a bunch of people all over the world doing their bit.

That's why trust matters. We all need to know the other person's got our back, even when there are processes and checks in place. Coffee runs on trust.

Think about it like this: when farmers ship their coffee, they only get paid after the coffee has already left. There's no way to turn the ship around if something's off. Same for roasters. They forward buy and count on getting exactly what they asked for—the right volume and the right quality.

Every year, more people trust the marketplace. More new roasters source for the first time, and more sellers want in. And 2023? It was the year it all clicked. New buyer volume tripled, and a bigger price premium was paid to producers.



Mabó Coffee, Romania, and Gaia Coffee, Honduras

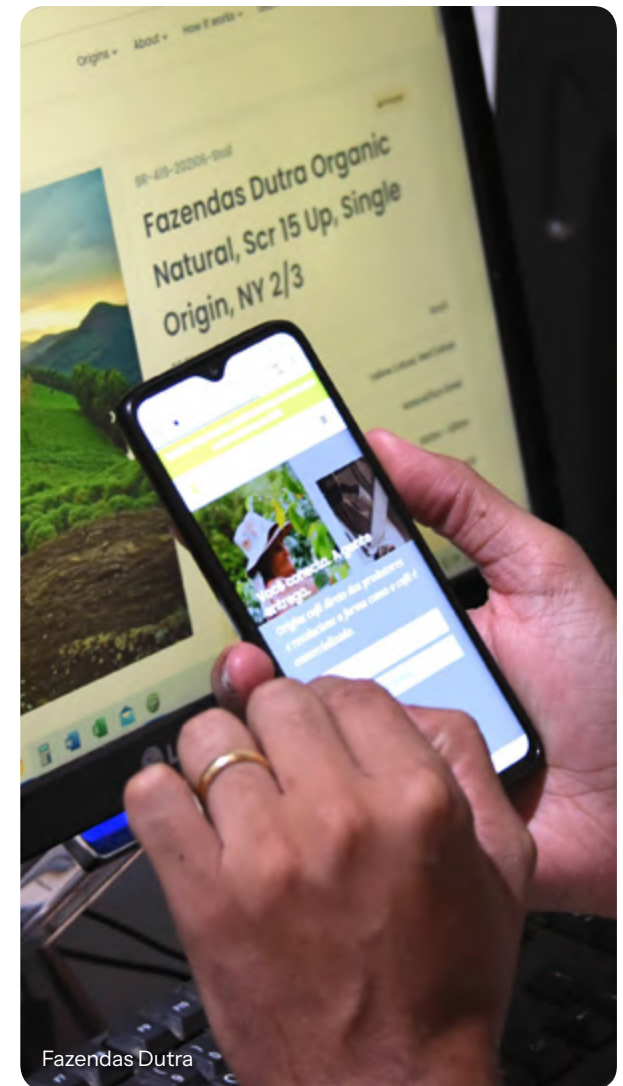
From a leap of faith to a solid first step

Back in the early days, new roasters would order small to test the waters. But in 2023, they started diving in headfirst, a real sign of trust. They were forward-buying with more knowledge and confidence.

And here's where it gets interesting: while many thought direct trade was only for high-end specialty coffee, they realised that's far from the truth. Roasters began building relationships for their more, let's say, commercial coffees.

Producers started taking Algrano more seriously too. We launched in the United States and tested out a producer financing program to get cash in their pockets faster. The response has been super positive.

In this impact update, you'll see what happened behind the scenes in 2023. It's a lot of data. And we know it's easy to forget what the numbers mean. This is why we started talking about trust. Trust isn't a number—but it's in the numbers here.



Fazendas Dutra

2023 progress indicators



3x
more coffee sourced directly by new roasters

79%
volume retained within ongoing relationships from 2022 to 2023

US\$ 800k
pre-financed to producers through the Grower Capital program

76%
more new relationships were created between roasters and producers



US\$ 20 million
million premium received by producers above the C-price since 2015 - US\$ 5,7 million in 2023 alone!

58%
higher price compared to the C-market for coffees below 85 points

What we mean by impact

This reads a bit like a business report—order volumes, customer retention... That's because our impact comes from creating commercial opportunities for producers. So we have to show how business is going for them.

If that feels odd it's because we're trained to think of impact as sustainability projects. But real impact comes from the everyday activities of a company, not just their special projects. Here's how we see our (constantly evolving) impact model:



Algrano's theory of change

Our inputs

Direct and transparent market access

We build digital tools to give producers a way to find buyers. They communicate directly, own their relationships, and control their sales.

Shipping services

Producers and roasters can trade any volume, down to one bag, by sharing container space. Automation makes it easy, no matter the size of the order.

Financing services **NEW!**

In direct trade, producers wait months to get paid. When we give them financial backing, they can sell more coffee to roasters. It's a cash flow boost.

Short and medium-term outcomes

Producers are price-setters

Farmers, coops, and independent exporters set their own prices. They get more money than through traditional channels, where they remain price takers.

A shorter supply chain

We don't buy and flip coffee. Producers and roasters trade with each other, reducing the price speculation that comes when middlemen take positions.

Business opportunities and relationships

From the first deal, producers and roasters can build relationships. This lays a foundation for consistency, economic stability, and better business planning.

Long-term outcome

Producer profitability

Better prices, infrastructure, and control over sales mean more value for producers and profits they can reinvest into their farms—that's the dream.

Impact strategy recap

We get it—impact reports can be dense and difficult to keep up with year over year. To help you along, here is the birds-eye view of what we did (and didn't do) in 2023.

Everything after this table takes you deeper into the numbers, showing why we made the choices we did. It's also a bit of storytelling—putting faces to the figures and showing the real people whose lives are shaped by these decisions.

WHAT WE SAID WE WOULD DO

Make relationships stronger

- Grow the percentage of ongoing relationships from 40% to at least 60%.
- Further develop features to turn the platform into a sales powerhouse to producers.
- Develop training for farmers and aggregators so they can make the most of the platform.

WHAT WE DID

We're tweaking this goal.

Rather than focus on the number of relationships, we will help producers keep more of the volume they sell to roasters they've built relationships with. Quality over quantity!

Year to year retention target: 80%+

We also:

- Upgraded our operational backend to handle more roasters and producers.
- Launched a sample follow-up so roasters don't miss shipping deadlines.
- Rolled out a volume discount tool, so producers can offer the same coffee at different prices.
- Ran two training sessions, covering markets, pricing, and post-sales.

WHAT WE'LL DO NEXT

Provide more information on relationships and logistics:

- **Smarter notifications**
Producers will get alerts when roasters receive samples, landed coffee, and when they run out.
- **Easy rebuys.** Ordering the same coffee will get even easier.
- **Better inventory admin.** Making it easier to keep track of offers and what's moving.
- **Clearer shipping timelines.** Full view of shipment schedules, shared or dedicated, especially for consolidations.
- **More training on the way.** Defining an educational strategy for direct sales and markets.

Improve seller satisfaction

Increase the satisfaction and profitability of at least two-thirds of producers selling on Algrano.

Building long-term results takes time, so we're holding off the seller satisfaction survey until the end of 2025. But we've made some solid progress:

- 231 US roasters joined Algrano.

Keep expanding the US market:

- **Bring more origins** into the mix and increase the number of shared shipment options.
- **Spread the word** to get more roasters signed up.

WHAT WE SAID WE WOULD DO

- Expand into a new buying market, developing a network of roasters in the United States.
- Track seller success and update our onboarding strategy to balance supply and demand according to the success of existing sellers.

Make our supply chains even more transparent

Bring visibility to the supply chains of aggregators and increase participation of smallholders.

- Make the seller verification process more extensive and improve the visibility of key data points.
- Develop digital tools to pilot smallholder integration.
- Build price transparency beyond FOB.

Develop a strategy on direct environmental sustainability

Understand our carbon emissions and develop a long-term strategy.

- Analyse the contributions of the company and our supply chains towards carbon emissions.
- Publish a strategy by the end of 2024.

WHAT WE DID

- We've shipped coffee from 10 producing countries to the US.
- We shifted inventory to focus on lots that lead to long-term relationships.
- We launched the Seller Intelligence Report, giving producers sales data.

This is a big job and we're still in research phase, exploring tools that add value to producers. So far, we rolled out a Code of Conduct for verified sellers, where they commit to:

- Environmental sustainability
- Ethical labour practices
- Social responsibility
- Quality and transparency

And on our side, we commit to:

- Market access and diversification
- Fair and unbiased transactions
- Open dialogue and feedback
- Accountability

We started a study on the carbon emissions of the coffees on the platform, using global databases to dig into:

- Coffee production
- Logistics from farm to port
- Shipping
- Warehousing
- Road transport to the roastery

WHAT WE'LL DO NEXT

- **Keep an eye on liquidity** so more offers sell and producers save money on sending samples.

Liquidity target: 70% of marketplace offers should lead to at least one contract.

Wrap up our research with aggregators to help us build the right digital tools. We want them to:

- Manage origin inventory on the marketplace, integrating inventory at origin and sales.
- Manage suppliers, mostly small and medium-sized farms, with easy solutions to offer more traceability.

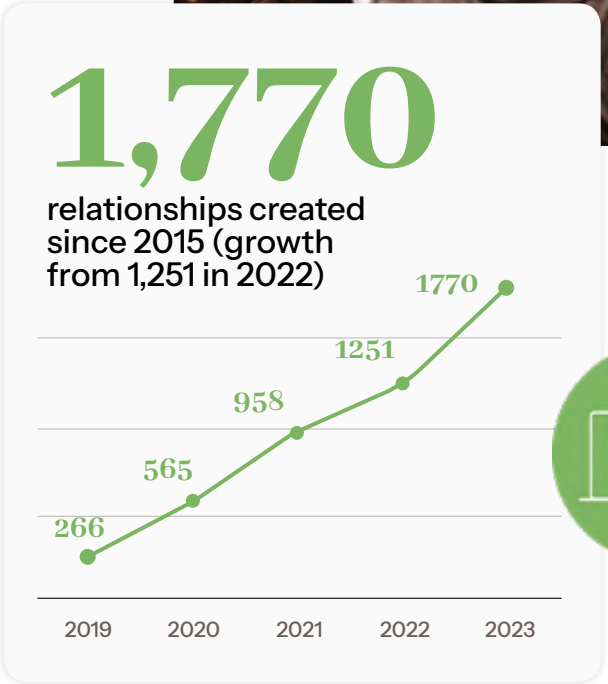
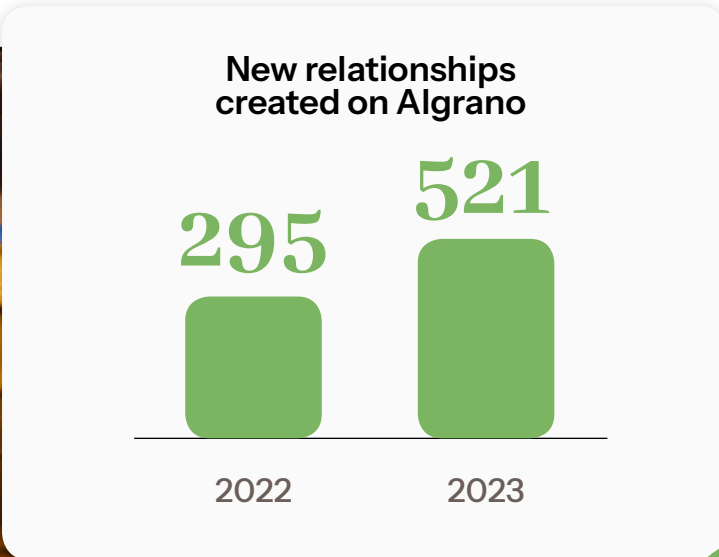
Embed carbon emission estimates for each coffee order on the marketplace, and giving roasters the option to offset those emissions.

2



An evolving marketplace: new buyers starting big

In 2023, Algrano sparked 521 new producer-roaster relationships—that's a 76% jump from the year before. And these weren't just dipping-a-toe partnerships; new roasters went all in, sourcing 70% more coffee than in the past. Let's dive into the data and see what's behind this shift.



That's 47% more than in 2022!

Cracking a new market: Algrano goes to the US

In April 2023, Algrano made its debut in the United States. This was part of our plan to improve seller satisfaction, outlined last year. Now, roasters in the US can source directly, no matter how big or small their orders. In just the first nine months, over 230 North American roasters signed up.



But what does that have to do with impact? Well, direct market access is a pillar of our theory of change. **More markets mean more business opportunities for producers.**

The US isn't just any market—it's the biggest, accounting for about up to 30% of global coffee consumption. And there's never been a sourcing solution quite like Algrano,

US birds-eye view



supporting direct trade in any volume, even one bag, through shared shipments.

Producers trying to crack the North American market often rely on importers. Their success usually comes down to the roaster-trader relationship. In other words, on how much roasters already buy from the importer's stock.

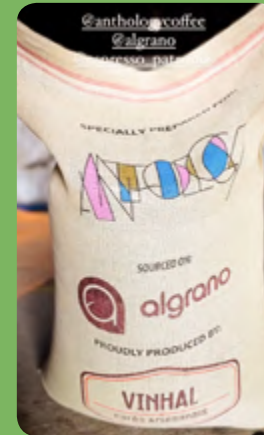




Vinhal Cafés: shared shipments for market access

Rafael Vinhal, from Vinhal Cafés Artesanais in Brazil, jumped into the opportunity when he heard Algrano was heading to the US. His coffee got lots of attention, and he kicked off nine new relationships.

“We already sold good volumes in Europe through Algrano but the United States was our top target. The toughest part was shipping small volumes to different roasters. Algrano’s shared shipment model was the perfect solution” says Rafael.



“

Having worked with Algrano for five years before, we were confident it would be a success. The number of great connections with roasters in the first year and their feedback was amazing. We’re really pleased!

RAFAEL VINHAL
Vinhal Cafés Artesanais

Back to school with forward-buying workshops

Launching in the US was just part of the story. In 2023, we put a real focus on forward-buying education, hosting workshops in Europe to show how coffee trade really works.

These workshops got into the details of exports and imports, planning, quality control and pricing.

Roasters got a taste of what's possible with producer relationships, and how a modular service system like Algrano's helps budgeting without undercutting the producer.



Vinhal Cafés Artisanais, Brazil



Cafesmo, Honduras



Coopelibertad, Costa Rica

Good for coffee, good for business

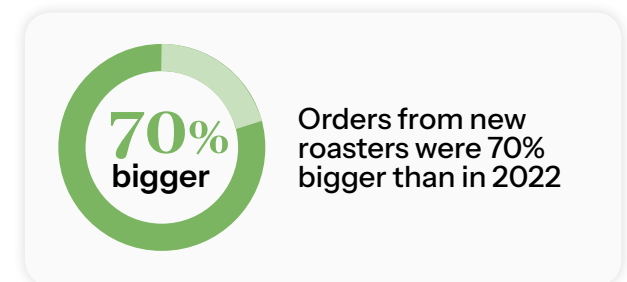
Many roasters think direct trade is just some feel-good buzzword. But there are many benefits in for working with producers: consistency, more stable pricing, better green budgeting, and having a partner at origin that really knows your needs.

With this understanding, roasters who thought direct trade wasn't for them have given it a chance. They felt confident to forward-book larger volumes from day one.



It's exciting to see what happens when direct trade scales up. Because better sourcing isn't just for top-shelf micro-lots. Large orders of house blends and espresso lots bring more stability to producers and consistency to roasters.

New relationships starting bigger



Ferrari's Coffee: direct trade for the everyday consumer

Yash Dhutia, director at Ferrari's Coffee in Wales, wants to deliver great coffee to everyday consumers—not just the enthusiasts, but the people who enjoy their big cappuccinos and dark roasts.

For years, Yash struggled with consistency. Buying spot coffee meant changing prices and quality, making it impossible to plan or keep customers happy.

After coming to Algrano's workshop, Yash explored Brazilian coffees that fit his standards and budget. The result? Fully traceable coffees and better quality with prices that worked for him and producers.

Yash also got real partners. Producers tasted his blends and learned about his customers—no broker ever did that. Now, if prices shift, they can find a solution without changing the cup profile. This is good for business direct trade.

Today, Ferrari's offers a lineup of 100% directly sourced blends, a move that's catching on. The quality, price, and story combo gives the roastery an edge on the shelf. Coffees are flying, with promising growth for Yash and producers.

“

We can't just say, 'It's directly sourced, please buy from us.' All the business boxes need to be ticked—and they were. Now, we can say our coffee is right for customers and that all our blends are sourced directly. That story really resonates with people and helps our business grow.

YASH DHUTIA
Ferrari's Coffee



“

When we can access roasters, we know how to organise our sales. We know how much coffee they need, when they need it, and their target price... When things go well, you can rely on that customer.



BRUNO ANTÔNIO FRANCO
Capecá

We're taking on new challenges and engaging directly with our final customers. When we work with roasters, we're part of their growth, and we all benefit from our hard work together.



DÉRIO BRIOSCHI
Farmers Coffee

3



Beyond relationships: producers' retention, growth and portfolio

In 2023, producers retained 79% of their sales volume from the year before within ongoing relationships. That's pretty healthy. Yet, their year to year retention was higher in 2022—88%. So, what happened?

What's your relationship status?

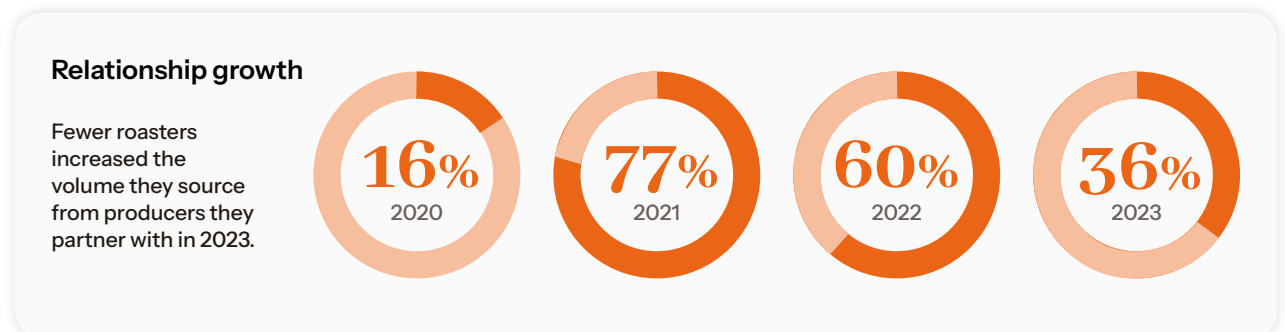
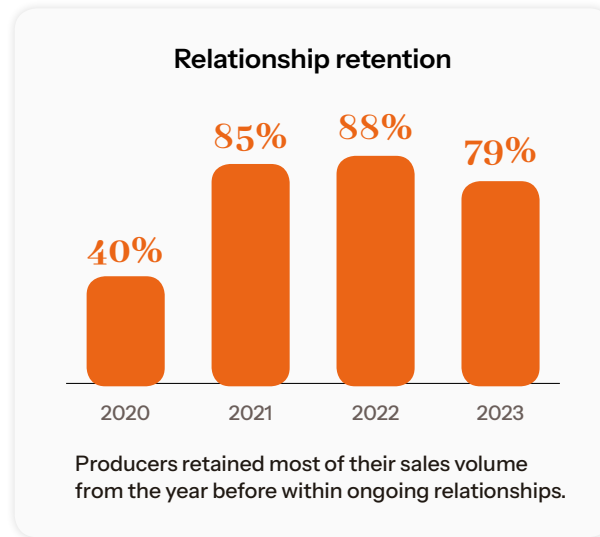
Retention and expansion

To answer the question of the previous page, it's not that things are getting worse; when we look at the number in kilograms of the coffee traded in ongoing relationships, there's a 1% difference between 2022 and 2023. So, on average, partnerships are stable.

But that's not ideal. Stable here also means hitting a plateau. When we break it down, what brought the percentage down is (lack of) expansion. Fewer roasters bought more volume. Did they max out or simply stagnate?

In 2023, roasters struggled with inflation and high operational costs. The only time something similar happened was in 2020, when cafés closed because of lockdown—but it was much worse then (see graph).

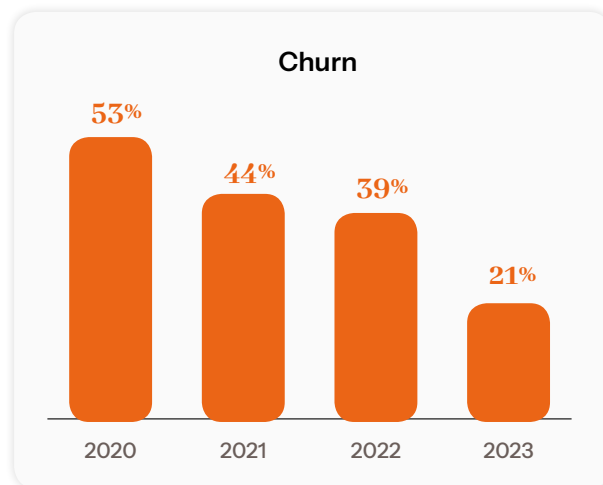
We don't control the economy though. So what can we do? Our role is to keep producers growing by bringing in new roasters and making sure the right ones go from first-time buyers to long-term ones. In other words, expansion and retention.



What coffees drive loyalty?

The extreme opposite of retention is churn. That's when a roaster stops buying from a producer completely. Churn reached its lowest point in 2023. And that's because we started digging into the data in 2022 to figure out what was going on—as we said we would do in our [first impact report](#).

Here's what we found: most of that churn came from small orders. Roasters buying tiny lots—stuff they rotate often. So, we started asking ourselves: “What kind of coffee helps build long-term relationships?”



Shifting producers' online inventory

As roasters grow, they want one thing: consistency. That's when the business benefits of relationships are most evident.

With that in mind, our sourcing team suggested a new approach to producers: reduce the number of micro-lots on offer and focus on coffees that are perfect for espresso, house blends, and so on. There are still plenty of high-scoring coffees available—but the mix got different.

For producers, this change brings double the benefits. First, they have a better shot at turning a first-time order into a long-term relationship. In other words, less churn. Second, they save money on samples.



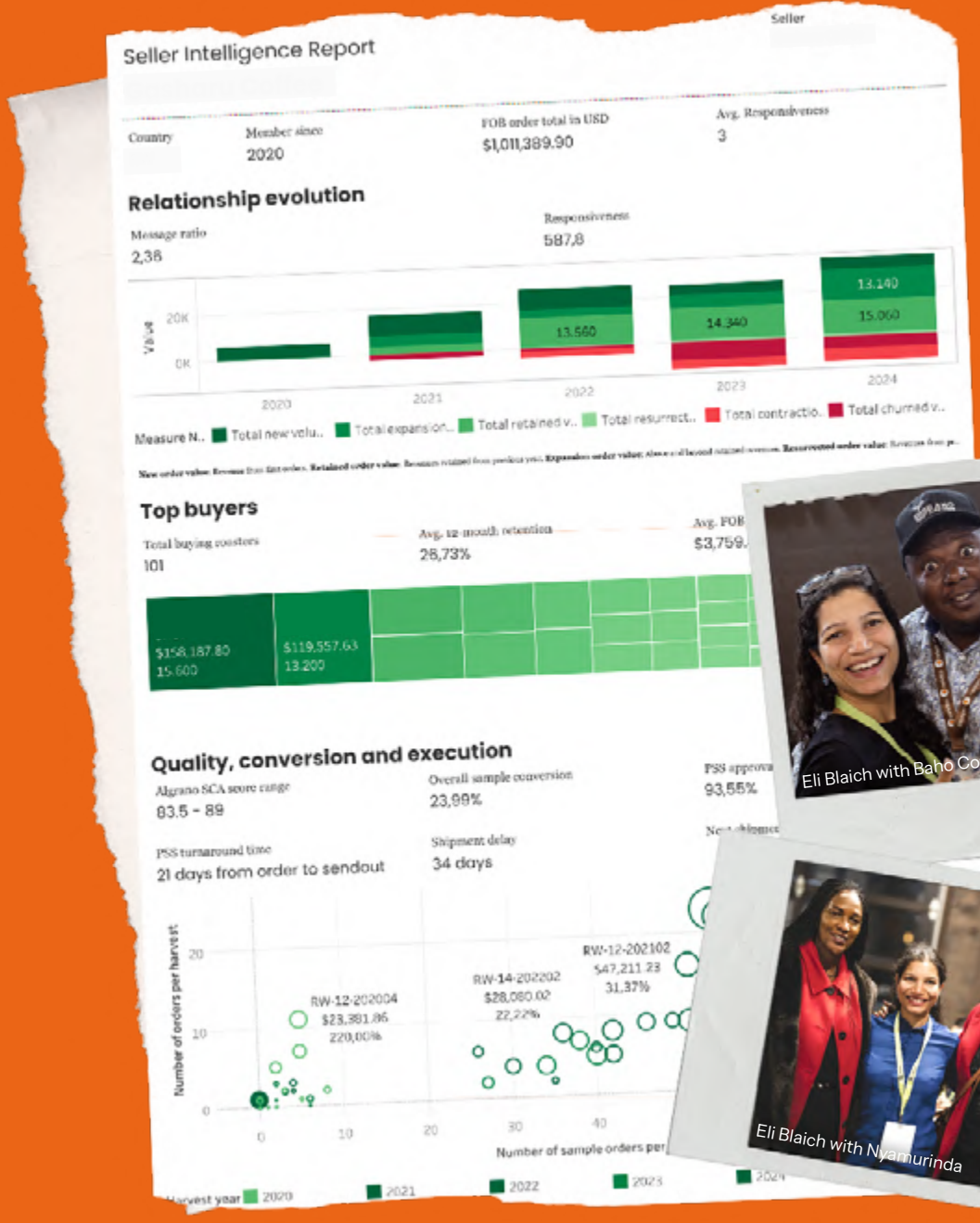
Roasters at San Miguel Coffees, Guatemala

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We worked closely with producers to optimise their inventory by focusing on coffees with the highest demand and resale potential, backed by data. We now match their offers to market preferences better. As a result, we're seeing more offers turning into contracts. This shift reflects our commitment to sustainable growth and long-term relationships.



ELI ELISA BLAICH
Head of Sourcing at Algrano



New: Seller Intelligence Report

In 2023, the sourcing team created the Seller Intelligence Report, shared with producers before their sales window. The report is packed with stats—sales numbers, best-selling lots, who’s buying, and data on contract performance, like sample conversion, PSS approval rates, and shipping delays.

Building a sustainable buyer portfolio

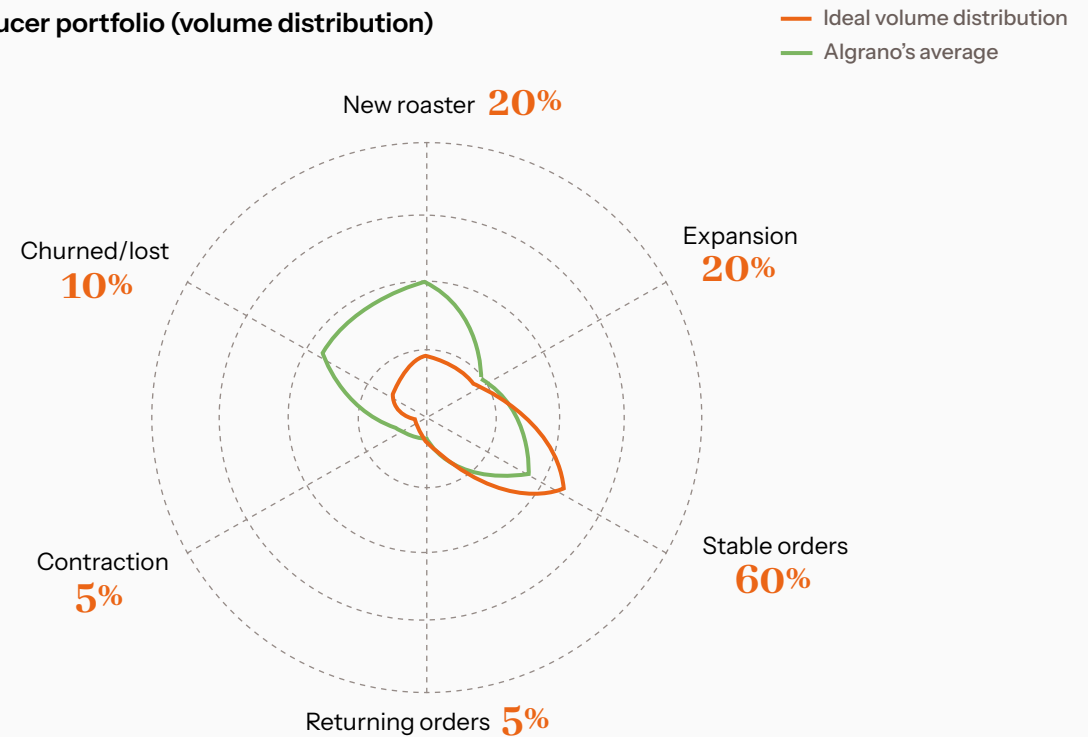
Even the best-performing producers have roasters who stop buying from them from one year to the next, or that buy less. Churn and contraction are a normal part of doing business.

Following relationships as they mature helped us flesh out a view on what we consider a sustainable producer portfolio. How much are they growing through new relationships versus retaining and growing ongoing ones?

That's how we came up with the idea of producer portfolio. A healthy and mature one has around 80%–20% split between ongoing and new relationships—if long-term relationships work, a big chunk of volume should come from them.

The portfolio view is super actionable. We can see if a producer needs to switch things up with their strategy or inventory. The goal is to support a healthy sales volume and a diverse pool of buyers.

The ideal producer portfolio (volume distribution)



How to read the data: Overlaid to the ideal profile is what's actually been happening on Algrano over the years. We're not perfect, and the deviations show us where to focus going forward. Looking at those deviations, we learned the following:

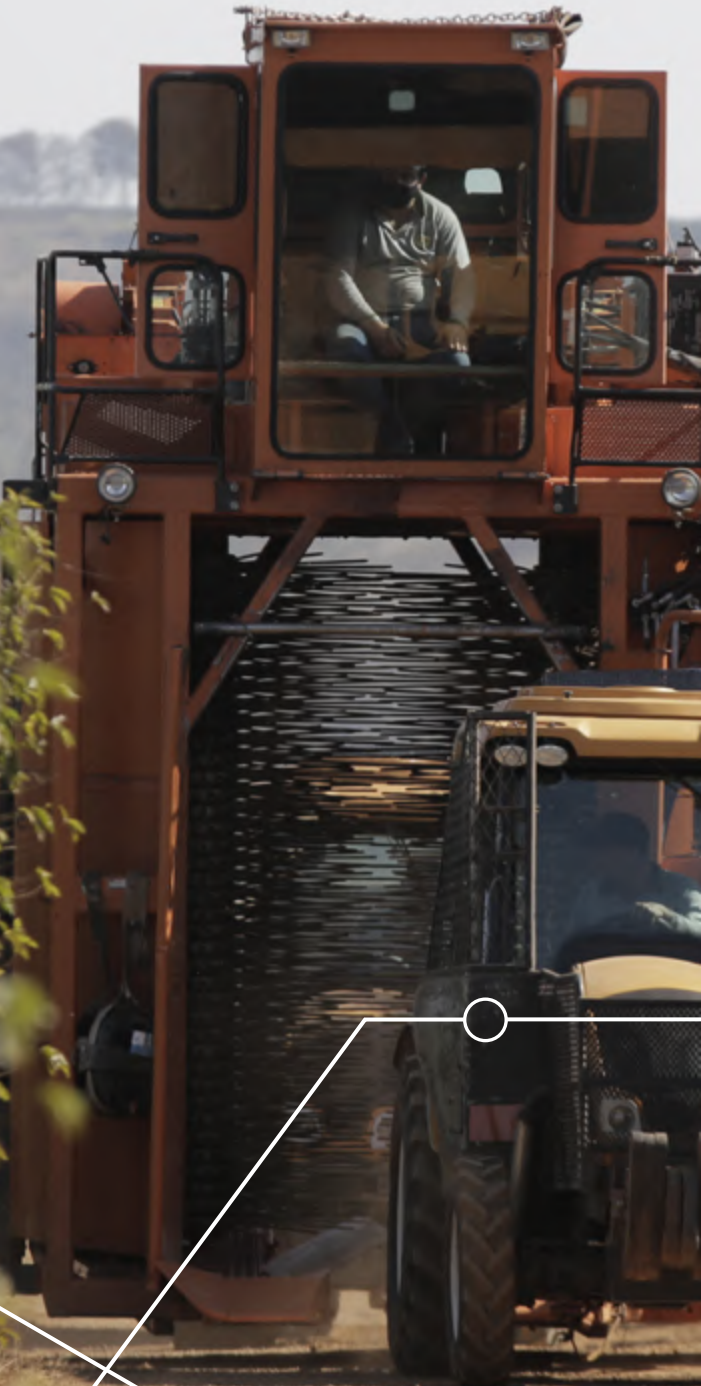
The share of new volume, ordered by first-time buyers, is higher than ideal in the long-term. We had a lot of new relationships in 2023,

so this is higher than the target, but we expect it to come down as those relationships mature.

Ongoing relationship volume (stable + expansion + returning) is lower than ideal. Breaking down sold volumes by these categories automatically miss out to a higher share of new volumes. But we expect them to grow as relationships mature.

Weakened or lost relationships (churn + contraction) are higher than ideal and a big focus for us. Sure, relationships can churn due to external factors, but also because of tools on the platform that help maintain them. It's on us to make communication flows simpler, and to give the right information to producers at the right time. There are many improvements in the pipeline.

4



Shifting demand and prices

Let's talk about prices on Algrano. In 2023, producers received US\$ 5,7 million more than they would have had they sold their coffee at commodity prices. This is nearly 30% of all the premium paid by roasters in the nine years of Algrano!

Value added over time and average FOB prices

That premium makes a real difference in a year like 2023, when the C-price went down—averaging US\$ 3.80/kg FOB. We also saw more demand for espresso lots, blenders, and Robusta, coffees which usually trade at lower prices in the specialty industry.

On average, roasters paid US\$ 6.03/kg FOB for coffees scoring between 80 and 85 points. For coffees above 85 points, typically micro-lots or coffees with special processing methods, the average price was US\$ 9.00/kg FOB.



Adrianos, Switzerland

We know from experience that producers get 30% to 50% more when they sell directly to roasters. But what the data shows us is that, in 2023, they got **58%** more for their standard coffees, and **237%** more for their micro-lots!



Mt Elgon Agroforestry Communities, Uganda



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As a small producer, when I manage to sell our specialty coffees internationally, I get an average 50% price increase compared to the domestic market, and up to 100%. That makes a big difference to me.

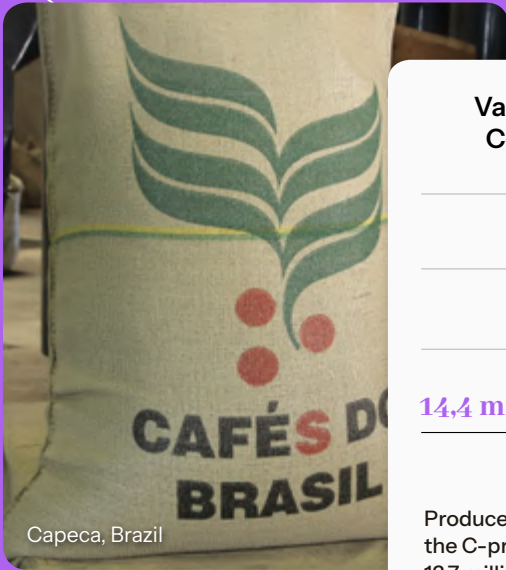
ALESSANDRO HERVAZ
Honey Coffee Farm



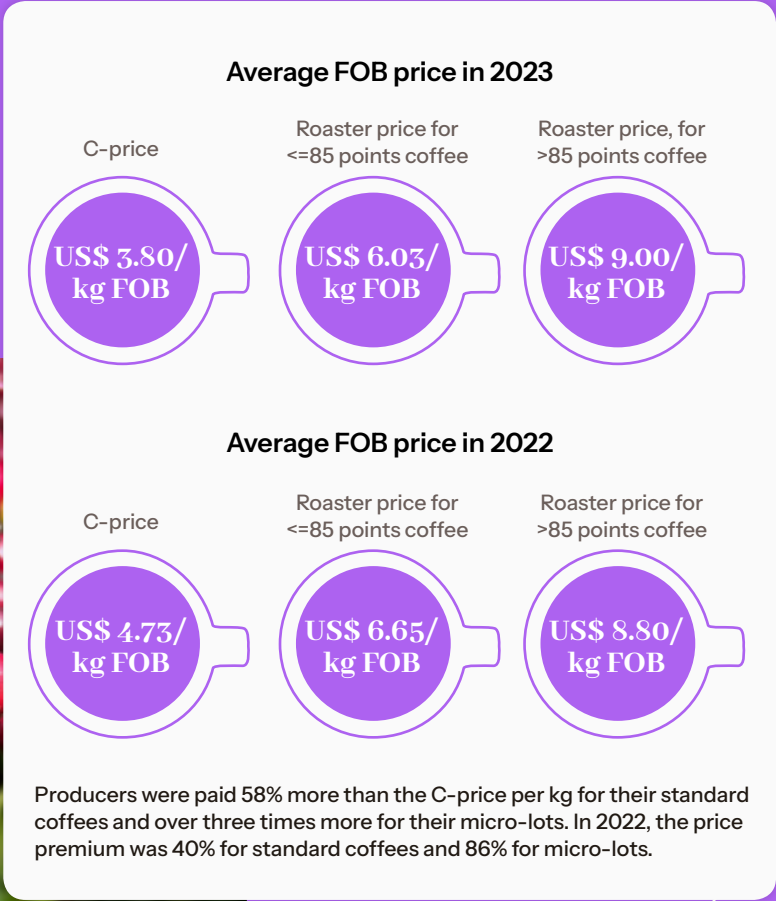
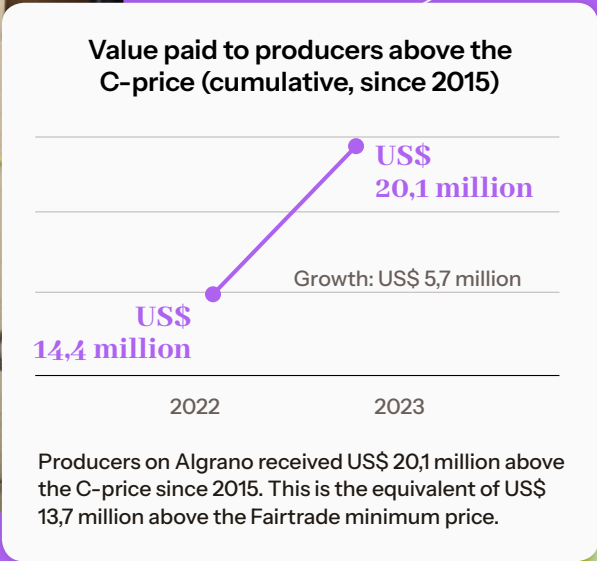
“

The platform allowed me to see how other farmers market their coffees and price them fairly. It really helped us see the potential of our coffee. We would probably be selling our coffee short without this knowledge. Algrano also gives us a personal performance report at the end of the year, which is unique, and helps us prepare for the new year.”

IRENE VILLAVICENCIO
MAV Coffees



Capecá, Brazil



Farmers Coffee, Brazil

5



Easy producer financing through data

When producers sell locally, they take their coffee to a warehouse and boom—money in the bank. But the catch? They miss out on price premiums. Direct trade pays better but there's a catch too. Producers go months without seeing any money. Ouch.


Why financing is a nightmare for producers

Farmers have bills to pay all year but only get paid once, after the harvest. This makes their cash flow negative. In plain English? They're short on cash for most of the year, and the banks aren't lining up to help.

Why? Because farming is seen as a risky business. So, banks make producers sweat. Interest rates are high—30% a year is not unusual—, and the paperwork takes forever. By the time a producer gets an answer from the bank, they have aged a few years.

Baho Coffee, Rwanda

73%
of surveyed producers need to sell more coffee at origin than they would like to manage cash flow.*



*Survey conducted with verified sellers on Algrano.



Lean, mean credit machine

To solve these problems, we launched a producer pre-financing initiative called Algrano Grower Capital. It tackles one of the biggest hurdles in direct trade: payment waiting times.

Grower Capital is a prepayment program. When a producer signs a contract with a roaster on the marketplace, they can ask to be paid there and then, before the coffee ships.

Because these contracts exist on the Algrano platform, we see how relationships are evolving, if there are quality claims, and so on. With data, we can credit score producers in real-time. We assess risk more accurately, more quickly, and with less cost than banks. So we can prepay quickly at competitive rates.

Grower Capital in numbers

US\$ 800K
in prepayments made in 2023.

20 deals financed

Kata Muduga, Ethiopia



3.3 months
average credit duration

Grower Capital opportunities



Florian Schaffner and Itah Comercial Exportadora

Bargaining power

Producers strongly agree that prepayments put them in a better position to negotiate with buyers and that they help them sell more coffee directly to roasters.

Profitability

Producers strongly believe that Grower Capital can help them grow their business and improve profitability.*

*Survey conducted with verified sellers on Algrano.



Sparking a chain reaction in Guinea

Imagine you invested everything you had into a project. You've jumped every hurdle, and things are looking up. But your luck turns and bam—you could lose all your hard work.

That's where Mamy Dioubaté, founder of Macenta Beans, found himself at the end of 2022.

A producer and exporter of fine Robusta from smallholders in Guinea, West Africa, Mamy was producing coffees so good he turned around Robusta's reputation. But he was running out of cash. Without money to buy cherries, the whole season was at risk.

Waiting for a bank loan? No way. It would take forever. So, Mamy turned to Algrano Grower Capital—but he needed contracts. Through real effort, he pre-sold the harvest to European roasters in record time and secured a prepayment to buy and process cherries.

600 producers benefited

“

Intermediaries have had to raise their prices by 70%. Coffee farmers are demanding—and getting—better profit margins. Young people in the region are suddenly taking an interest in agriculture. There are numerous examples of young talent who have come to Macenta Beans from the mines or have abandoned plans to move away.



MAMY DIOUBATÉ
Macenta Beans

With the financial backing, Mamy didn't just pay farmers on time—he paid them more than double the local rate. That move built more trust among farmers, who saw Macenta Beans as a more reliable partner than intermediaries. It was a strong start to the season. And it turned out to be the best one yet.

Speed and convenience in Huila, Colombia

Meet Majestic Coffees, a Colombian exporter run by two sons of coffee farmers, Juan and Fernando. These guys support young and female farmers in Huila, buying their coffees and getting them to the international market. They've already tapped into Grower Capital twice—for big and small contracts.

“Majestic was struggling to get credit. Access to financing is so complicated here! The interest rates are between 26% and 30% yearly. That can really break you. So can lack of convenience. And Algrano’s Grower Capital is very convenient. It made a process that’s exhausting much easier and faster”, said Fernando Patiño.



“

We used the prepayment to pay farmers earlier, buy coffee sacks, GrainPro bags, and for milling. Paying farmers on time is crucial for us as a business with sustainable principles. It made a huge difference.



FERNANDO PATIÑO
Majestic Coffees



18 producers benefited



Supporting a growing cooperative in Brazil

Brazil is one of the few coffee-producing countries where some credit lines are subsidised by the government. But for smaller, growing cooperatives, it's not easy to get them. That's why APAS Coffee in Minas Gerais turned to Grower Capital.

“We're a young cooperative and getting financing from lenders is a challenge. The relationship with banks here comes down to size. If you're small, good luck.

At the end of 2022 and in 2023, we found ourselves with a lot of coffee to buy and a pile of shipments. Our credit limit wasn't nearly enough to cover the costs.

Without the prepayments from Grower Capital, we wouldn't have been able to ship those coffees. Farmers would've sold cheaper to someone else”, said Maurício Hervaz.

30 producers benefited



Members of APAS Coffee

“

Now, APAS has access to a subsidised credit line, thanks to the larger volumes of 2022 and 2023. Grower Capital is a great option for growing cooperatives like us. It helped us get to where we are now.



MAURÍCIO HERVAZ
APAS Coffee



Final thoughts

It's been a year of real progress. We took the lessons from 2022 into action fast. We laid foundations to improve seller satisfaction through expansion to a new market, digging into relationship data and switching producers' inventory.

This Impact Report has covered a lot of ground, yet there is a lot more happening behind the scenes on the platform – such as a study on financing (which, let’s face it, takes more than a year to measure).

Digging deeper into relationship data has also given us a better understanding of producers’ success and our role in it. It’s not just about playing matchmaker. It’s about helping producers build a sustainable customer portfolio with a diverse mix of direct buyers.



APAS Coffee, Brazil

Here are our key takeaways for the year:

- 1. Direct trade at scale is smart business.** Big roasters often think direct trade is just for the specialty crowd. Not true. Producers get better premiums for their standard coffees through direct trade too. And roasters lock in consistent, traceable coffees at prices they’d probably pay a trader anyway.
- 2. Blends are the real relationship builders.** We used to think that starting with micro-lots was the way into big volume for a producer. Turns out starting with blends and espresso lots lays a stronger foundation for lasting partnerships.
- 3. Producers need more than just relationships.** Losing buyers is a natural part of doing business, and long-term relationships might stagnate. So producers need a regular influx of new buyers and more tools to manage a complex portfolio.
- 4. Education on forward-buying builds trust.** When roasters understand how forward-buying works, and how it can save time and money while getting coffees that are better or unique,

they’re all in. This means bigger volumes for producers from the start and solid partnerships early on.

- 5. Data is a game-changer for financing.** Lenders take up to a year to approve credit. We use data to do it in near real-time. Our prepayments are fast and competitive. That’s a big win for producers who struggle to get financing, keeping their relationships with roasters strong.

These insights will adjust our strategy, but our goals are the same: support relationships, keep producers happy through sustainable business, lean into transparency, and make environmental sustainability core to the marketplace.

Moving forward, we’ll keep investing in education to build trust whilst creating tools to facilitate relationships, turning producers into powerful sellers. You’ll also hear about our carbon emissions mapping and the work that has been done to improve traceability and get producers EUDR-ready.

Vamos al grano!

Algrano

Algrano is the gateway where independent producers and roasters take charge of how they discover, trade and manage coffee online.

Vision: A prosperous and connected global coffee community.

Mission: Create change with technology to enable independent producers and roasters to thrive.

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