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JDE Peetâ??s launches Nature Transition Plan to advance regenerative agriculture and deforestation-free coffee supply chains

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JDE Peetâ??s, the worldâ??s leading pure-play coffee company, unveiled its Nature Transition Plan â?? â??Grounded in Natureâ?? â?? a science-based roadmap to protect ecosystems, strengthen farmer resilience, and secure the long-term viability of coffee production.

The publication of the plan makes JDE Peetâ??s the first food and beverage company in the world to launch a nature transition plan that is fully aligned with the Taskforce on Nature-related Financial Disclosures (TNFD) framework, as well as the Global Biodiversity Framework (GBF) and Science-Based Targets for Nature (SBTN).

By transforming sustainability commitments into measurable, time-bound actions, the Nature Transition Plan helps ensure that coffee supply chains contribute to global nature-positive goals, while maintaining sourcing diversity across all coffee-growing countries. The plan builds on nearly a decade of impact through the JDE Peetâ??s Common Grounds program, which has reached close to one million farmers since 2015.

Laurent Sagarra, VP Engagement at JDE Peetâ??s, said: â??Without nature, there is no coffee. Nature-related risks are no longer distant threats â?? they are here, now, impacting coffee farmers and supply chains worldwide. Our Nature Transition Plan is both a clear roadmap and a call to action for the coffee industry to work together with governments, NGOs and coffee farmers to bend the curve on biodiversity loss and secure the future of coffee. By protecting nature, we protect coffee, communities and the shared future of our industry.â?•