



# Sustainability Report 2025

Trade Not Aid - Regeneration in Action

STRENGTHENING FARMS, COMMUNITIES, AND THE FUTURE OF COFFEE

# MESSAGE FROM THE FOUNDER



**A** resilient coffee future is built together — by farmers, customers, and partners who believe in long-term impact.

When I founded Rutasoka, the vision was simple: to build a coffee business that creates real, lasting value for the people who grow our coffee, the land it comes from, and the markets it serves.

Today, as climate change and economic pressure continue to challenge coffee farming communities, that vision matters more than ever. Farmers are not only growing coffee for today — they are safeguarding the future for their families, their communities, and the next generation. Their resilience and commitment inspire everything we do.

At Rutasoka, we believe in Trade, Not Aid. We believe that dignity comes from fair markets, longterm partnerships, and shared responsibility. By investing in regenerative farming, farm renewal, and community resilience, we work side by side with farmers — and together with our customers — to build a coffee value chain that is transparent, resilient, and future-proof.

This progress would not be possible without the trust of our farming partners, the dedication of our local teams, and the customers who choose to be part of this journey. By choosing quality, responsibility, and long-term impact, our customers play an essential role in making regeneration possible on the ground.

The journey toward sustainability is not quick, and it is never finished. But I am hopeful. Every tree planted, every farm renewed, and every partnership strengthened — from farm to cup — brings us closer to a more resilient and responsible coffee future.

Thank you for walking this path with us.

With gratitude,

Rebu Burubwa  
Founder & CEO, Rutasoka



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# EXECUTIVE SUMMARY

**2025 marked a year of consolidation and regeneration for Rutasoka. Rather than focusing on rapid expansion, our efforts centered on strengthening the foundations that sustain longterm coffee production: resilient farms, trusted farmer partnerships, and transparent supply chain systems.**

Across our sourcing communities, climate change continues to reshape how coffee is grown. Irregular rainfall, aging trees, and declining soil health have made it clear that the future of coffee depends on regenerative practices and long-term investment. In response, Rutasoka deepened its commitment to farm renewal, climate-smart agriculture, and partnership-driven growth.



CEO, Rebu Burubwa, checking the growth of the seedlings in a nursery in DR Congo..

Guided by our Trade, Not Aid philosophy, we work alongside farming communities who grow our coffee, supporting productivity, quality, and resilience through market access rather than short term assistance. The impact of this approach is visible in renewed farms, strengthened livelihoods, and a shared vision for the future.

This report highlights how sustainability is not a separate initiative at Rutasoka — it is embedded in how we operate, partner, and grow.



# IMPACT SNAPSHOT

2025



## SEEDLINGS

50,000  
Coffee seedlings planted



## TREES

4,000  
Shade trees introduced



## CLEAN WATER

500+  
Families with access to clean water



## ELECTRICITY

Four large households electrified  
near Murambi washing station

# ABOUT RUTASOKA



Rutasoka is an impact-driven coffee brand sourcing 100% exceptional beans from East Africa. Roasted in Sweden, our coffee serves a diverse range of segments, including offices, HoReCa, and super-markets.

Our vision is to build a sustainable & scalable value chain that benefits everyone involved.

# OUR COFFEE

## 100% certified coffee

Experience the taste of East Africa with Rutasoka Coffee — crafted for quality, driven by impact.

Grown in rich highland soils and carefully processed for exceptional flavor, our coffee delivers a vibrant, authentic taste in every cup. Beyond quality, we're committed to empowering farmers, promoting sustainability, and creating lasting value in the communities we work with. Every cup makes a difference.



### ORGANIC & RAINFOREST ALLIANCE



### RAINFOREST ALLIANCE



### ORGANIC & FAIRTRADE



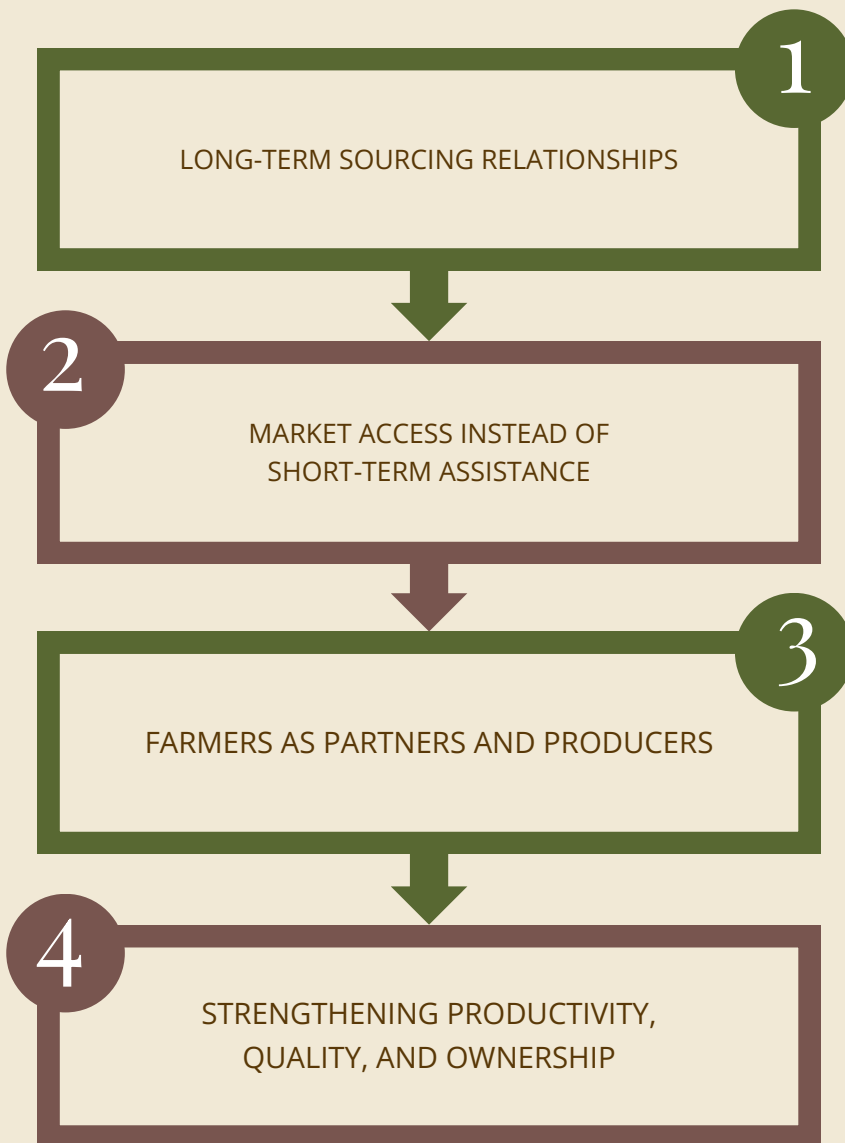
**“Versatile, well-balanced and complex with a long finish. That defines Rutasoka coffee.”**

**- Rebu Burubwa, CEO**



Read more at [rutasoka.com](https://rutasoka.com)

# OUR MODEL





Images from when our CEO visited processing facilities and plantations in DR Congo and Rwanda.



# THE VALUE CHAIN

At Rutasoka, our coffee journey is built on a transparent and connected value chain. By working closely with partners at every stage from producers to distributors and end consumer at the office we ensure that quality, sustainability, and traceability remain at the heart of every cup.

## Suppliers – Farmers & Cooperatives

The journey begins with farmers and cooperatives who cultivate and produce our carefully selected green coffee. Through direct partnerships, we work closely with producers to maintain responsible farming practices, careful harvesting, and consistent quality standards.

These long-term collaborations strengthen transparency and traceability across the supply chain while creating shared value at origin. By working directly with our suppliers, Rutasoka ensures reliable sourcing and preserves the distinctive character of every bean's heritage we bring to our end consumers.



Coffee producers in Rwanda, 2026.

## Rutasoka – Supply Chain & Roasting

Starting at origin, Rutasoka manages the supply chain from the moment the coffee is loaded. We oversee logistics, quality control, and traceability throughout the journey, from origin handling to roasting — ensuring that each stage meets our quality and sustainability standards.

Once the coffee reaches our roasting facility, the beans are developed using a slow roasting method that allows the full potential of each bean to unfold. This approach enhances flavor complexity while preserving the unique characteristics of the coffee.

Beyond roasting, we continue to optimize our logistics and packaging solutions. By maximizing the weight per pallet and improving packaging efficiency, we aim to reduce CO<sub>2</sub> emissions while maintaining product freshness and quality.



A full container of green coffee arriving at the roasting facility in Gothenburg, Sweden.



Part of the roasting facility in Gothenburg.



## Distributors – Connecting Coffee to the Workplace

Through strategic partnerships with **vending partners**, Rutasoka ensures that our coffee reaches the final consumer in professional environments. These partners operate vending machines and workplace coffee solutions, making quality coffee easily accessible in offices and shared spaces.

By collaborating with trusted vending networks, we ensure consistent product availability, reliable service, and a seamless coffee experience for businesses and their teams.



Coffee station set up with Rutasoka Coffee.



Goodie bags are always a welcome treat for potential customers.



Our CEO, Rebu visiting one of our distributors.



As COO of Rutasoka, Stefanie Hedén is responsible for how the company's coffee is brought to market — from roasting and packaging to the final customer experience. Her work focuses on ensuring that quality, consistency, and sustainability are not only maintained, but also clearly reflected in how Rutasoka is presented and delivered in the market.

Stefanie works closely with Rutasoka's distributors and their sales teams, with a strong focus on understanding what works in practice. By staying close to the market, she supports partners in creating a reliable and seamless coffee experience for their customers. Her approach is hands-on and collaborative, making her a natural point of contact for dialogue, visits, and ongoing development together with Rutasoka's partners.

"From my role as COO, my focus is on what happens once the coffee reaches Sweden — how we refine, position, and deliver it to the market. From roasting and packaging to logistics and distribution, we work closely with our partners to ensure that quality, consistency, and sustainability are maintained all the way to the final cup.

In the market, quality is not only about the product itself, but about the entire experience — availability, reliability, and how clearly we communicate our values. Through our collaborations with distributors and vending partners, we ensure that our coffee reaches the end consumer in a seamless and accessible way, while staying true to the standards we have built at origin.

*For me, it's about making sure that what we promise as a brand is consistently delivered — not only in flavour, but in every touchpoint from roastery to workplace."*

Stefanie Hedén  
Founder & COO, Rutasoka







# THE CHALLENGE

Coffee farming is increasingly affected by climate variability. Irregular rainfall, soil erosion, and aging trees reduce productivity and income stability.

For many farmers, the challenge is no longer only how to produce coffee today but how to secure productivity and livelihoods for the future.



One of the coffee seedlings that has been provided to the producers in Rwanda.



Dancing for a future with great and sustainable coffee.



Drying coffee is one of the important steps in the coffee production.

## WHY ACTION WAS NEEDED

By focusing on environmental, social, governance, and economic factors, businesses can create strategies that ensure sustainability. Companies can reduce risk, strengthen relationships with stakeholders, and create a positive impact not just for themselves but also for their communities and the planet.

**Climate stress**

**Yield risk**

**Income instability**

# “SEEDS OF TOMORROW”

## 2025 theme



**In 2025, Seeds of Tomorrow reflects Rutasoka's commitment to long-term impact through regeneration, partnership, and responsibility. It represents the choices we make today to strengthen farming systems, empower communities, and build resilient supply chains that will sustain people and the planet for generations to come.**



# FARM REGENERATION: RESTORING PRODUCTIVITY AND RESILIENCE



Stronger together, planting in seedlings and shade trees in Rwanda in 2025.

## Challenge

Many coffee farms in Murambi were facing declining productivity due to aging coffee trees, soil nutrient depletion, and increasing climate variability. Reduced yields threatened farmer incomes and the long-term viability of coffee farming in the region.

## Action

- Replacing aging coffee trees with high-quality seedlings
- Introducing shade trees to protect crops and improve microclimates
- Supporting soil restoration through composting and improved agronomic practices
- Prioritizing gradual renewal over short-term production gains

## Outcome

- 50,000 new coffee seedlings planted
- 4,000 shade trees introduced
- Improved soil health and moisture retention
- Increased resilience of coffee farms to climate stress
- Stronger long-term productivity outlook



# ENERGY ACCESS: POWERING SAFER AND MORE RESILIENT COMMUNITIES



Installing electricity in a farmer community in Rwanda in 2025.

## Challenge

Limited access to reliable electricity in farming communities affects safety, household productivity, and access to essential services. Energy shortages restrict evening activities, learning opportunities, and local economic development.

## Action

In collaboration with local partners and communities, Rutasoka supported energy access initiatives designed to improve daily life and community resilience, focusing on:

- Providing reliable electricity solutions for community use
- Supporting safer and more functional household environments
- Ensuring community involvement in use and maintenance

## Outcome

- Improved household safety and lighting
- Extended productive and learning hours
- Greater community stability and well-being
- Reduced reliance on unsafe or costly energy alternatives



# WATER ACCESS: SUPPORTING HEALTH AND PRODUCTIVITY



Restored water pump in Rwanda, 2025.

## Challenge

Before improved water access, many families spent significant time collecting water from distant or unsafe sources. This affected health, hygiene, school attendance, and time available for farming and income-generating activities.

## Action

Rutasoka worked alongside local communities to support the installation of a community water system, designed to be accessible, reliable, and locally managed.

## Outcome

- 500+ families gained access to clean water
- Reduced time spent collecting water
- Improved household hygiene and health
- More time available for farming, education, and family life



# FARMER VOICE

**“When you plant this way, you are not planting for today. You are planting for your children.”**

**Name: Nyirabyago Joyce**  
**Age: 69 years old**  
**Location: Murambi community, Rwanda**  
**Role: Smallholder coffee farmer**



Nyirabyago Joyce

Nyirabyago Joyce’s life reflects the quiet resilience of many smallholder farmers who have cultivated the land for decades with limited resources but unwavering determination.

Nyirabyago Joyce’s life reflects the quiet resilience of many smallholder farmers who have cultivated the land for decades with limited resources but unwavering determination.

Through a farmer support initiative, Joyce received coffee seedlings and guidance that allowed her to expand her farm. Today, she proudly cultivates more than 400 coffee trees, which have strengthened both her livelihood and her sense of independence.

The project also brought a life-changing moment to her household: electricity was installed in her home for the first time. Joyce still remembers how bright and unfamiliar the light felt that day. For her, the change symbolizes progress and hope.

With dedication to her farm and gratitude for the opportunity, Joyce continues to care for her coffee trees and looks forward to growing further both economically and personally. Her story reflects how small investments in farmers can create meaningful transformation in rural communities.



# MEASURING PROGRESS

RUTASOKA collects data through a structured follow-up monitoring plan that combines field visits, farmer surveys, and cooperative reporting. Measurements are conducted by agronomists and trained field enumerators, who visit a representative sample of beneficiary farms to assess key indicators such as coffee seedling survival rate, shade tree establishment, compost utilization, and the functionality of community infrastructure. Cooperatives also provide updates on farmer adoption and shared resources. The primary monitoring is conducted approximately one year after project implementation, with additional periodic follow-ups to track longer-term impact and ensure the sustainability of the interventions.

## Our products are certified



Children in the community visiting a nursery in the DR Congo to learn more about sustainable farming and hopefully inspire continued interest in agriculture, for a brighter future.

## RAINFOREST ALLIANCE

Rainforest Alliance is a certification that focuses on protecting biodiversity, improving farmers' livelihoods, and promoting sustainable agricultural practices. It includes requirements related to ecosystem conservation, shade-grown cultivation, working conditions, and traceability throughout the value chain.



## FAIRTRADE

Fairtrade is a certification aimed at improving the working and living conditions of farmers and workers in developing countries. It guarantees a minimum price for raw materials, provides an additional premium for community investment, and includes requirements on democratic organisation and labour conditions.



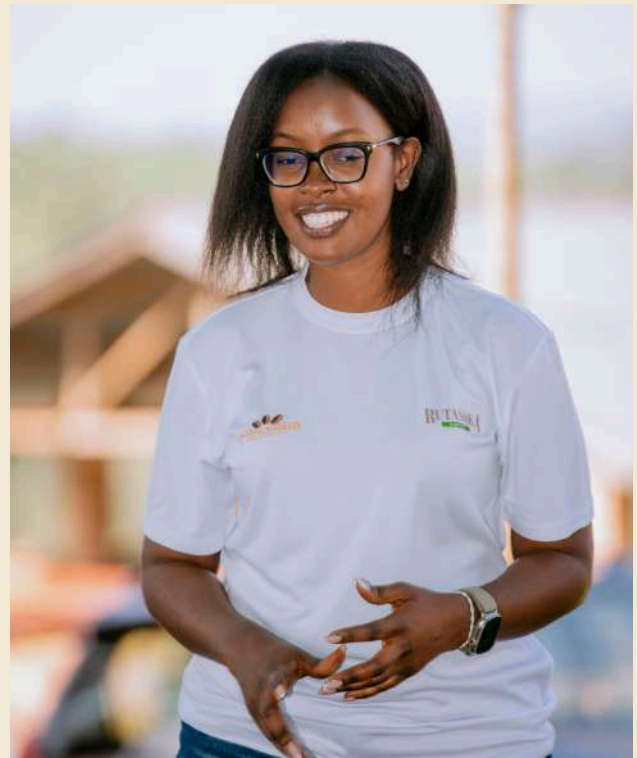
## EU ORGANIC

The EU Organic certification ensures that products are grown without synthetic pesticides, chemical fertilisers, or genetically modified organisms (GMOs). It covers the entire production process and includes strict requirements on traceability, environmental practices, and overall sustainability.

For Rutasoka, these certifications provide a structured framework that strengthens our commitment to responsible sourcing and long-term sustainability. They support our work in building transparent and reliable partnerships, while ensuring that environmental and social standards are upheld throughout the value chain. By aligning with recognised certification schemes, we can offer our customers confidence that our coffee not only meets high quality standards, but also contributes to a more sustainable and equitable coffee industry.

“From my perspective in the supply chain, sustainability is something we actively work with every day — it’s built into the decisions we make at every stage of the process. It’s about ensuring that the standards we commit to are not only met on paper, but consistently upheld in practice, from sourcing and logistics to roasting, packaging, and final delivery. I work closely with our partners to maintain traceability, transparency, and a consistent level of quality throughout the entire value chain.

The certifications we work with provide an important framework and set clear expectations, but for me, they are only the starting point. The real work happens in the ongoing dialogue with suppliers and partners, in regular follow-ups, and in the attention to detail that each step requires. It’s about understanding where challenges may arise, being proactive, and continuously improving how we operate together.



Sustainability in the supply chain is ultimately about responsibility — making sure that what we promise is actually delivered, and that the systems we have in place translate into real, tangible impact. It’s this combination of structure, transparency, and close collaboration that allows us to maintain both quality and credibility all the way from origin to the final cup.”

Elsie Ingabire  
Supply chain & sustainability manager, Rutasoka





# STAKEHOLDER ENGAGEMENT

At RUTASOKA, coffee is built on partnership. From farmers and cooperatives at origin to distributors and consumers, each stakeholder plays a role in shaping a responsible and sustainable coffee value chain. By understanding their expectations, we ensure our work responds with transparency, quality, and long-term commitment.

## FARMERS & COOPERATIVES - EXPECTATION

Farmers and cooperatives seek reliable and stable markets, fair trading relationships, and support to strengthen coffee production while protecting their land and livelihoods.

### What we do

RUTASOKA builds long-term partnerships with farming communities, guided by our principle of "Trade, Not Aid." Through market access, sustainable community projects, and support for sustainable farming practices, we help rejuvenate farms and strengthen resilience for future harvests.

## DISTRIBUTORS & BUSINESS PARTNERS - EXPECTATION

Our distributors and partners expect reliable and consistent coffee quality, transparent and traceable sourcing, availability for sales, and compliance with certifications and regulations.

### What we do

We maintain strict quality control throughout the value chain, ensuring full traceability from farm to cup. We also ensure that the coffee we source complies with regulations and certifications whilst maintaining reliable deliveries to our partners.

## CONSUMERS - EXPECTATION

Our coffee consumers look for high-quality coffee that creates impact, is ethically sourced, and environmentally responsible.

### What we do

RUTASOKA sources coffee directly from trusted farming communities and supports agricultural practices that protect the ecosystem and farmer livelihoods. Each cup of coffee represents both quality and a responsible journey.



# GLOBAL GOALS

## RUTASOKA CONTRIBUTION TO GLOBAL IMPACT-BUILD IMPACT FROM THE GROUND

At Rutasoka, quality coffee begins long before it reaches the cup. It begins on farms, in communities, and in the hands of the farmers who care for the land every day.

We believe that exceptional coffee can only exist when the people and environments behind it are thriving. That is why our work in East Africa focuses on strengthening farming communities through practical, long-term investments.

Guided by the principle of “Trade, Not Aid,” Rutasoka works directly with farming communities to rejuvenate coffee farms, strengthen communities, and protect the environment. When farmers grow stronger, the entire coffee value chain grows stronger too — from small-scale farmers in East Africa to coffee drinkers in Sweden.



### NO POVERTY

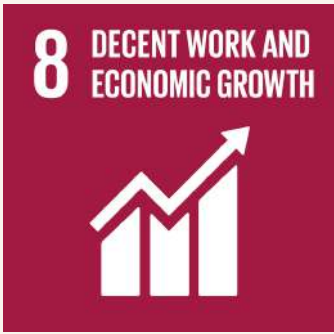
Coffee farming is the primary source of income for many families in rural parts of East African countries. By investing in farm renewal through the planting coffee seedlings, distributing agricultural tools, and supporting farmers with compost and livestock programs, Rutasoka helps farmers increase productivity and improve their long-term economic stability. These efforts allow families to earn more reliable incomes and build more secure futures.



### CLEAN WATER AND SANITATION

Access to clean water is essential for both daily life and healthy communities. Through the installation of a water pump serving more than 500 families, Rutasoka has helped ensure that clean water is available close to home. This reduces the time families spend fetching water, improves hygiene and health, and allows children to spend more time in school.





**DECENT WORK AND ECONOMIC GROWTH**

Sustainable coffee production creates meaningful employment and strengthens rural economies. By working directly with farmers, supporting farm productivity, and encouraging young people to see agriculture as a viable profession, Rutasoka contributes to creating decent work opportunities and economic resilience in coffee-growing communities.



**RESPONSIBLE CONSUMPTION AND PRODUCTION**

Rutasoka promotes responsible coffee production by supporting farmers in maintaining healthy farms and adopting sustainable agricultural practices. By investing in soil fertility through compost, encouraging responsible farm management, and building transparent supply chains through direct trade, we help ensure that coffee is produced responsibly from farm to cup.



**CLIMATE ACTION**

Coffee farming is deeply connected to climate conditions. By planting shade trees alongside coffee crops, restoring soil health, and promoting natural composting practices, Rutasoka helps farms become more resilient to climate change while reducing environmental degradation.



**LIFE ON LAND**

Protecting the land is essential for the future of agriculture. Shade trees help restore biodiversity, prevent soil erosion, and maintain healthy ecosystems across Murambi's hillsides. Through these actions, Rutasoka supports the long-term health of the landscapes that sustain coffee farming.



# NEXT STEP

In 2026, Rutasoka will build on the foundations established in 2025 by focusing on four priority areas that strengthen resilience across farms, communities, and the supply chain.



## DEEPENING FARM RESILIENCE

- Expanding regenerative coffee farming practices
- Supporting soil health, shade management, and climate adaptation
- Gradually renewing coffee plots to secure long-term productivity

## STRENGTHENING FARMER CAPACITY & OWNERSHIP

- Continued agronomic training and peer learning
- Access to productive inputs and tools
- Long-term sourcing relationships that reward quality and consistency



## SCALING COMMUNITY INFRASTRUCTURE FOR RESILIENCE

- Improving reliability and maintenance of existing systems
- Optimising livestock systems and soil regeneration
- Converting income growth into better healthcare access and reduced malnutrition rate







# CONCLUSION

## Impact is a process

Impact does not happen overnight.

It grows season by season, seed by seed, relationship by relationship.

Every cup of Rutasoka coffee carries:

Healthy soil

Skilled farmers

Strong communities

Trade, not aid. Regeneration, not extraction.

# DISCLAIMER

## The Rutasoka management team



REBU BURUBWA  
CEO



STEFANIE HEDÉN  
COO



ELSIE INGABIRE  
SUPPLY CHAIN &  
SUSTAINABILITY MANAGER

This report shares Rutasoka's approach to sustainability and impact, reflecting our activities, learning, and intentions at the time of publication. The information presented is intended to offer transparency into our work and may evolve as projects develop and insights grow. We view this report as part of an ongoing journey and remain committed to continuous learning, improvement, and open communication.

We thank you for your continued support in our efforts to contribute to our sustainability journey.

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# RUTASOKA

COFFEE

