

GrowGrounds written mission statement

We are growth. We grow nature by returning coffee farming to agroforestry systems. With concrete and impactful climate action, we futureproof coffee farming and restore the broken coffee supply chain. We ensure that coffee is not just grown in nature, it contributes to *growing* nature. We are dedicated to transforming traditional coffee monocultures into thriving syntropic agroforestry systems, thereby creating a positive impact on both the environment and local communities.

Our Vision for the Future is Nature-Positive Consumption

We envision a world where every cup of coffee contributes to a healthier planet and more prosperous farming communities. Through our efforts, we strive to lead the coffee industry towards a future where sustainability, resilience, and fairness are the norm, ensuring that nature, livelihoods and business grow together in harmony. By turning what is preferred by nature, into what is preferred by people, we enable nature positive consumption.

Our Commitment to Societal Impact

We are deeply committed to empowering coffee farmers by providing them with the tools, knowledge, and financial incentives necessary to adopt sustainable farming practices. By rewarding them for the transition to biodiverse agroforestry systems, we enhance their livelihoods, ensure food security, and foster economic resilience. Our innovative model allows farmers to earn additional income through carbon revenue, directly linking their efforts to climate action and economic sustainability. Our goal is to help 300,000 smallholder farmers increase their income by 90% by 2030.

Our Commitment to Environmental Impact

We aim to restore degraded ecosystems, enhance biodiversity, and combat climate change through concrete actions. Our 2030 goals include planting 15 million trees, capturing 5 million tons of carbon, and converting 300,000 hectares of monoculture into diverse and productive landscapes. Through these efforts, we are dedicated to nurturing the planet and ensuring the long-term sustainability of coffee production.

Our Target Beneficiary Group

Our primary beneficiaries are coffee farmers, who are at the heart of our mission. We focus on smallholder farmers in regions most vulnerable to the impacts of climate change and environmental degradation. By supporting these communities, we aim to create a ripple effect of positive change that extends beyond individual farms to the broader agricultural landscape and global coffee supply chain.

Our Value Proposition

GrowGrounds is a proactive catalyst of impactful growth

Our nature smart solutions enable our clients to grow with a strong compliance and ESG optimisation system and a differentiated communication concept

We grow **businesses**
by growing nature

We grow nature by reforesting monocultured coffee farms and turning them into sustainable, profitable and organic agroforestry systems