

Bonner Talweg 59  
Bonn 53113  
Germany

+49 (0) 228 184 284 10  
info@cas-veri.com  
www.cas-veri.com

8<sup>th</sup> May 2017

To all CAS and 4C Stakeholders

### **Message from the Advisory Board of CAS**

Dear clients, colleagues and friends,

I would like to take this opportunity to introduce myself to you, and to explain about some of the latest developments in the way the 4C Code is being administered.

As I am sure you are well aware, GCP made the decision in 2016 to spin off CAS as a separate business entity, with the main objectives of coordinating the technical and conformity assessment aspects of the 4C Code (which had previously been conducted by the 4C Association). This inevitably led to some uncertainty among our “4C stakeholders” about the roles and responsibilities of those involved in the administration of the Code, and I would like to thank you for your patience and understanding during the course of last year, as we underwent significant organizational changes. We are now able to provide you with greater clarity about the changes and their potential impact.

At the end of 2016, CAS established its own independent governance structure, with Gustavo Bacchi (Managing Director) and his team now reporting to an independent Advisory Board, which I have the honour of Chairing. My colleagues on the Board include Melanie Landthaler (Vice Chair), David Clayton-Smith and Michael von Luehrte, all of whom have extensive experience in the sustainability and/or coffee arena. We are also fortunate to have John Schluter (one of the “founding members” of the 4C

Code, and until recently Chair of the 4C Association's Technical Committee) as an invited member of the Board, to ensure continuity and consistency with 4C's rich heritage.

You will also notice from the letterhead that CAS has just moved offices, and is now physically separate from GCP, though we do remain in Bonn.

As a Board, we are conscious that any change of this magnitude can bring about some uncertainty, but we will continue to listen to our stakeholders and work with you in order to minimise any negative impact, and maximise the opportunities the changes will present. Some of the specific technical and administrative changes that you need to be aware of include the following:

- The 4C Code will continue unchanged for the foreseeable future, and is totally aligned with the Baseline Common Code ("BCC") that has been developed by GCP.
- CAS is one of the first organizations to seek recognition under the GCP BCC, as part of the Equivalence Mechanism.
- The granting of a 4C licence is no longer dependent on membership of GCP, and CAS is not a membership organization. Any unit that can demonstrate that it meets the requirements of the 4C Code is welcome to apply.
- CAS's aim is to verify in a proactive and impartial manner that the 4C Code requirements are being met. We know that the CAS team, under Gustavo's leadership, are following more rigorously the existing criteria for the granting, suspension and potential withdrawal of the 4C licence. Whilst this might generate some initial concerns, we want to assure you that it will ultimately benefit all concerned, and provide added confidence in the integrity of the 4C brand.
- As a Board, we have issued a simple instruction to all CAS staff - that they must be "Friendly, but Firm" when it comes to their interactions with our clients and partners, and we count on your understanding in this respect. If at any stage you feel that you are being treated unfairly or disrespectfully, then please let Gustavo know of your concerns. If the issue still cannot be resolved, please bring this to my personal attention, and you can be sure that our Board will investigate

accordingly. Equally, any inputs on how we can improve the service we offer, and/or increase the credibility of the 4C System, will be very welcome.

In short, my message to you is that the 4C Code is alive and well, and in good hands with CAS. I look forward with enthusiasm and optimism to this new phase, and welcome the opportunity to work with all of you as we strive together to promote a more sustainable coffee sector.

Sincerely,



**NIGEL H CROFT**  
Chair of the CAS Advisory Board  
[croft@cas-veri.com](mailto:croft@cas-veri.com)