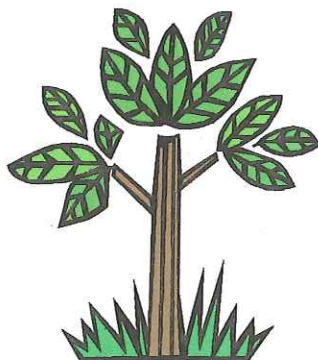


HSU Organic Coffee Project



Katie Gaddis
Misty Lyster
Lisa Miller
Ian Mion

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1) Introduction

Current conventional coffee production is environmentally and socially destructive. In order to maximize coffee production, trees (usually tropical rainforests) are cut down and then replanted with coffee mono-crops. By destroying the tree canopy above, habitat for thousands of species is destroyed, including many birds that would naturally control the insect population for the coffee farmer. Due to the loss of the insect's natural predators, chemical pesticides are sprayed on the crops. Further, most of the soil in cleared tropical forestland is nutrient poor due to rapid decomposition,⁹ therefore chemical fertilizers must be added to the soil to grow more productive crops. Through chemical fertilizers, pesticides and the abundance of sun, the coffee plants produce much larger volumes of beans than the traditional shade grown plants, but they also have a shorter life span. Therefore, not only do the farmers, who on average make only \$3 per day, have to buy chemical fertilizers and pesticides, they must also buy new coffee plants more frequently. These farmers are also subject to the fluctuations in the coffee market and are not guaranteed a fair price for their work. "Throughout the world, most family coffee farmers can barely afford their basic needs and are trapped in a cycle of desperate poverty (Oxfam pamphlet)." In summary, conventional coffee production leads to deforestation, loss of species diversity, pesticide and herbicide use, soil erosion, and poverty.

Universities such as University of North Carolina at Chapel Hill, UC Davis, UC Berkeley, and University of Boston are implementing policies to favor fair-trade and organic coffees through teach-ins and student education programs (for more information please see the appendix).

2) Goals and Objectives

Goals

The goal of our project is to have the coffee vendors at Humboldt State University use coffee products that are derived from organically grown crops that are produced in a sustainable manner and are purchased through fair trade agreements. The reason for our project is to promote sustainable agriculture and the wise use of the natural and cultural resources throughout the world and to protect the environment for the sake of all creatures. We hope that we can set an example here at HSU that others can use to make an impact on their own community.

Objectives

1. Have organically grown, fair trade purchased coffee derived from sustainable agriculture made available at all the vendors on the HSU campus by December 2002.
2. Increase consumption of organic, fair trade coffee by 25% by December 2002 if it is not feasible to change coffee vendors purchasing practices.
3. Have organic coffee products clearly labeled at all locations also by December 2002.

3) The Campus Environment

Lumberjack Enterprises is a non-profit business that operates food service on the Humboldt State University campus. They have two dining halls called the Depot and the J and three smaller convenience stores called the South Campus Marketplace, the Giant Cupboard, and a location in the bookstore. All of these locations sell coffee to the general public. Ron Rudebeck is the director of food services and oversees the management of these locations. The following is a report about the current availability of organic coffee sold on campus at each of the mentioned locations.

The Depot

Ronnie Martin and Eddie Aguilar are managers responsible for Depot operations. There are two coffee stands at the Depot. One sells the locally roasted Muddy Waters coffee and the other sells Gold Rush. Muddy Waters sells approximately 70 pounds of coffee beans to the Depot per week at an average cost of \$6-\$7 per pound. There are four different roasts served, three of which are organic. Neither the Sumatra nor the Timor blends were advertised as organic. The House blend is the biggest seller and is the only non-organic choice. A decaffeinated Swiss Water blend is the only coffee marked as organic. There are no price differences between organic and conventional coffee at the register. The espresso used at Muddy Waters is solely organic.

The Bookstore

Melissa Hopper is responsible for the coffee sold at the HSU bookstore. They order four different roasts from Gold Rush, all conventionally grown. They sell 15-20 pounds a week

and buy the coffee pre-ground in 5 pound increments.

The J

Arnold Waddell and Scott Shurk are managers of the J. The J has a coffee counter that sells Gold Rush coffee exclusively. They buy 25 pounds of coffee per week, 10 pounds of which is an organic blend. Again there are no price differences at the register.

South Campus Marketplace and the Giant Cupboard

Mary Thomas is the manager for both locations. Gold Rush coffee is sold at both locations. The organic blend at the SCM is the biggest seller and is clearly marked organic. They have five other conventionally grown blends offered. There are no price differences at the register. The Giant Cupboard does not have any freshly brewed coffee options. They offer only instant coffee and bottled coffee beverages.

Contacts

Mary Thomas	826-3590
Eddie Aguilar	826-4185
Ronnie Martin	826-4185
Scott Shurk	826-5315
Ron Rudebeck	826-3541
S C Marketplace	826-3595
Giant Cupboard	826-5317
Gold Rush	629-3460
Muddy Waters	826-2233
Sacred Grounds	822-3711

4) Alternatives

Our group came up with five alternatives discussed below. We measured each alternative by how well they met the criteria of ease of process, sustainability, price, and flexibility. The method used to weigh each alternative and criterion is also discussed below.

Alternative 1

This alternative was the no action alternative, which would require no changes. Coffee selection and vendors would remain the same and no attempt would be made to encourage more sustainable coffee choices.

Alternative 2

This alternative was to keep current suppliers the same, but to offer organic or fair trade certified organic coffees exclusively.

Alternative 3

This alternative was to keep current suppliers the same and to only offer either organic or fair trade certified conventional coffees as unflavored choices, but to serve conventional flavored coffees.

Alternative 4

This alternative was to exclusively offer Sacred Grounds coffee on campus. In order to accommodate coffee drinkers requests for flavored coffees, organic flavored syrups would be available.

Alternative 5

This alternative keeps Muddy Waters but replaces Gold Rush with Sacred Grounds. And provides organic syrups.

5) Weighted Alternatives

Criteria Weight	Ease of Process	Sustainability	Price	Flexibility
Scale 1-10	8	10	7	7

Alternative	Ease of Process	Sustainability	Price	Flexibility	Total
1	10(*8)	2.5 (*10)	8 (*7)	6.5 (*7)	206.5
2	5 (*8)	10 (*10)	6.5 (*7)	4.5 (*7)	217
3	7.5 (*8)	4 (*10)	7.5 (*7)	6 (*7)	194.5
4	3 (*8)	10 (*10)	7 (*7)	3 (*7)	194
5	4 (*8)	10 (*10)	6.5 (*7)	4 (*7)	205.5

* Multiplied by criteria weight

6) Criteria

The judgment of our five alternative solutions are based on the four criteria established.

These criteria are ease of process, sustainability of solution, price and the flexibility (or options) the alternative provides. Following is a brief description of each of these criteria.

Ease of Process

When accessing a value under this criteria we asked ourselves “How easy would it be to implement this alternative?” We decided to give ease of process a criteria weight of 8 because we are busy students and don’t have much time and energy to push for difficult changes in campus policy. Another consideration was our hesitation to take contracts from our largest current coffee suppliers (Gold Rush and Muddy Waters).

Sustainability

Does this alternative move us closer to sustainability? Are the coffee suppliers local?
How much of the coffee provided under this alternative is Organic, Shade Grown or Fair

Trade Certified? Sustainability received a criteria weight of ten because the purpose of this project is to make the campus more sustainable.

Price

This criteria is fairly straightforward. The lower the priced alternative received the higher scores. Price was weighted with a seven. This is to show that price is an important component in decision-making, however we felt that sustainability and ease of process were more important.

Flexibility

Measures the availability of options. Because the campus coffee vendors are already limited to buy coffee from local coffee roasters, they have four roasters to choose from (Humboldt Bay Coffee Co., Sacred Grounds, Gold Rush and Muddy Waters). The different alternatives then further limit flexibility by choosing various combinations of certified Organic, Shade Grown or Fair Trade coffees. As with price we felt the availability of options was important, although not the greatest priority in our decision making process.

7) Criteria Weight

When determining criteria weights, we discussed each criterion and came to a consensus about their importance. We then gave each criterion a weight in order to express the most important values. This weight was based on a scale of 1-10, 1 being weak and 10 indicating strength.

Alternative Scores

We ranked each alternative by how well it met each of our criteria. This was also based on a scale of 1-10. For example, the no action alternative received a score of ten on the criteria of Ease of Process because we wouldn't have to do anything if things were left the way they are.

Alternative 1

Alternative one was the no action alternative. We gave this alternative a 10 for ease of process for obvious reasons. For sustainability we gave it a 2.5 because the coffee is currently purchased from local vendors and organic coffees are offered at every location except for the "J". This alternative's price score was an eight because most of the coffee purchased is the least expensive available while still buying from local vendors and allowing for organic choices. It received a 6.5 for flexibility because it allows for many coffee choices but is limited to local vendors. After multiplying each score by its respective weight Alternative 1 received a total score of 206.5.

Alternative 2

Alternative two was to keep current suppliers the same, but to offer organic or fair trade certified organic coffees exclusively. In order to provide flavored coffees under this alternative, flavored organic coffees would be purchased or flavored syrups would be provided if it were not feasible to attain organic flavored coffee. This alternative received a score of 5 for ease of process because it would be difficult to obtain enough flavored organic coffee. Alternative two was given a 10 for sustainability because it

allows for organic coffee exclusively. It received a price score of 6.5 because organic coffees are more expensive; particularly organic flavored coffees. For flexibility, it received a score of 4.5 because it limits the options available to the coffee vendors and students at HSU. The total weighted score for this alternative was 217.

Alternative 3

Alternative three was to keep current suppliers the same and to only offer either organic or fair trade certified conventional coffees as unflavored choices, but to serve conventional flavored coffees. This alternative received a 7.5 for ease of process because allowing the sale of conventional flavored coffees would be easier for HSU coffee vendors, while it will still take some work to make the changes with the other coffee. For sustainability, we gave this alternative a 4 because while improving the current situation, using non-organic (even though it's fair trade certified) regular and flavored coffees does not support sustainable coffee agriculture. For price we gave this alternative a 7.5 because obtaining all organic and fair trade certified coffees will cost HSU coffee vendors more than they currently pay for coffee. This alternative received a 6 because it would minimally reduce the options from the current coffee choices. Alternative three received a total weighted score of 194.5.

Alternative 4

Alternative four was to exclusively offer Sacred Grounds coffee on campus. Because Sacred Grounds doesn't carry any flavored coffees, we would offer organic flavored syrups for customers requesting flavored coffees. This alternative generously received a

3 for ease of process. This alternative would require a change in contracts and would push out the two largest coffee vendors on campus, Muddy Waters and Gold Rush. For sustainability this option received a 10. Sacred Ground's exclusively sells certified organic coffees and offers many shade grown and fair trade certified blends as well. For price, this alternative received a 7. While organic coffees do carry a price premium, Sacred Grounds is very competitively priced. For flexibility this alternative received a three for obvious reasons. Alternative four's total score was 194.

Alternative 5

Alternative 5 keeps Muddy Waters but replaces Gold Rush with Sacred Grounds. Under this alternative, HSU campus vendors would sell organic coffee exclusively with some fair trade and shade grown blends. Again, organic flavored syrups will be available, but no flavored coffees. Under ease of process, this alternative received a 4. While only one coffee vendor would be pushed out instead of two, this would still require a change of contracts. For sustainability, this alternative also received a 10. For price, this alternative received a 6.5 because Muddy Waters organic coffee is a bit pricey. For flexibility, this alternative received a four, again for obvious reasons. Alternative five's total score was 205.5.

8) Implementation

Our group decided that an educational coffee taste test would facilitate the purpose of our group and provide necessary documentation as to the preferences of the student body towards coffee. The obvious advantages of a taste test are that it can be conducted without bias where a survey would be harder to conduct because of vendor preference or inexperience of coffee consumers. A second advantage would be the ability to increase consumer awareness to the issues surrounding the sustainable and unsustainable growing practices conducted to provide coffee. The coffee taste test would satisfy the needs of both our group and the decision makers on campus by recording preferences of consumers in a document that could be used to make future decisions. It would also provide a necessary outline for future taste tests conducted by other groups, clubs, or classes. A copy of the information gathered from the taste test would be made available to Ron Rudebeck. The following description explains the nature of the coffee taste test from preparation to conclusion.

9) Blind Taste Test

A blind taste test occurs when a selection of different products are made available for consumers to sample without disclosing any information about the products. Samples are labeled with representative symbols and the corresponding product information is kept secret. Consumers are asked to make a judgment of which single product they prefer and this preference is recorded. The record of consumer preferences is also kept secret.

The following decisions were made as a group prior to the event:

- No more than six coffees will be chosen from the locations that sell coffee for Lumberjack Enterprises. Those chosen will be the best selling organic and best selling conventional coffee from each of the three current vendors on campus. Coffee donations will be sought and pre-ground for freshness on the day of the event.
- Tuesday, November 27, 2001 was chosen as the day of the event from 10:00 a.m. to 1:00p.m.and will take place on the quad of the Humboldt State University campus.
- A table will be set up with coffee samples and educational material gathered by our group that illustrates the difference between Organic, Shade Grown, and Fair Trade coffee. This material will not sway the results of the taste test because the coffees will be labeled with a letter only.
- Participants will receive a cup of coffee of their choice and a card that shows the locations on campus that carry the coffee they selected. Pamphlets stating the purpose of the taste test and our group will also be available.

Our group decided to split the tasks of preparation among members.

Lisa, Misty, and Katie go to the clubs office to reserve table and air pots.

Ian gathers and prints information and laminates a sign for the table.

Katie talks to Ron to reserve other air pots and brewing space.

Lisa reserves the Food Not Waste washing station.

Lisa gets coffee from Sacred Grounds, cream and sugar.

Misty gets coffee from Muddy Waters.

Ian gets coffee from Gold Rush.

Everyone is bringing mugs.

An attempt was made by group members responsible for getting ground coffee to secure donations so that no out of pocket expenses would be incurred and was

partially successful except for Gold Rush which had to be bought and cost split (\$20/\$5 each) between group members.

November 27,2001

Group members agree to meet at 9:00 a.m.

Keys to get tables from closet by elevator are available Clubs Office; Keys to set up washing station in janitor's closet are available at the Information Desk.

Misty, Ian and Lisa start setting up the table while Katie meets with Sandra, the assistant for the Depot and sets up the air pots to be ready for brewing.

Misty, Lisa and Katie brew coffee.

Taste test begins at 10:05, as brewing took longer than anticipated.

Wash station arrives at 10:15 and is set up by Ian.

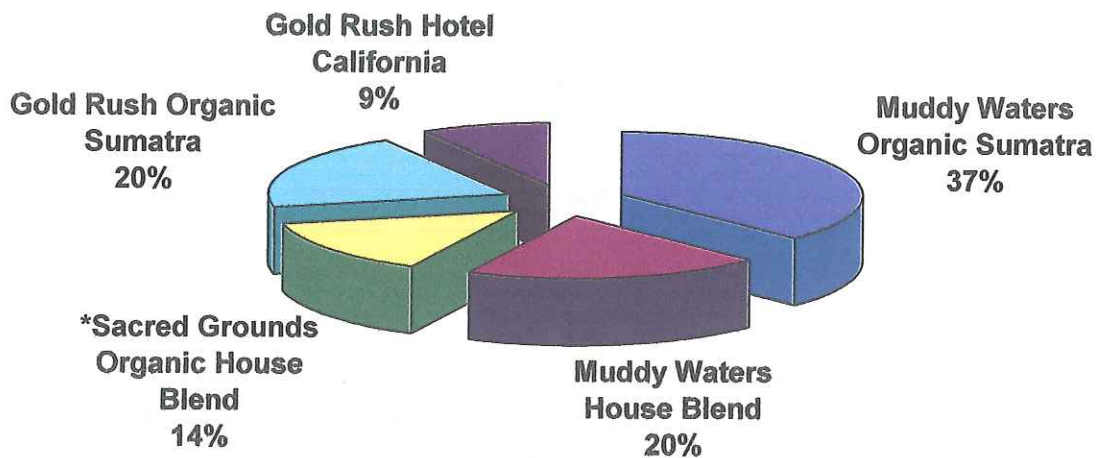
Everyone takes turns serving coffee, explaining procedures, and cleaning.

Taste test concluded at 12:35 p.m., with time available for breaking down.

Misty and Katie dump coffee, clean air pots, and return equipment while Ian and Lisa return table, break down washing station, and return keys.

Group members write thank you cards to Ron, Sandra and coffee vendors for their help.

10) Coffee Taste Test Results



*The Sacred Grounds coffee was brewed incorrectly and as a result was very weak. This undoubtedly skewed the results.

We held a coffee taste test on Tuesday November 27, 2001 on the HSU quad from 10:00 am until 12:30 noon. We had 35 people participate in the test. We gave each participant samples of each of the five coffees shown in the chart above. After they tried all samples we asked them to choose their favorite coffee.

The results were as follows:

- ◆ Muddy Waters Organic Sumatra—13
- ◆ Muddy Waters House Blend—7
- ◆ Sacred Grounds Organic House Blend—5
- ◆ Gold Rush Organic Sumatra—7
- ◆ Gold Rush Hotel California—3

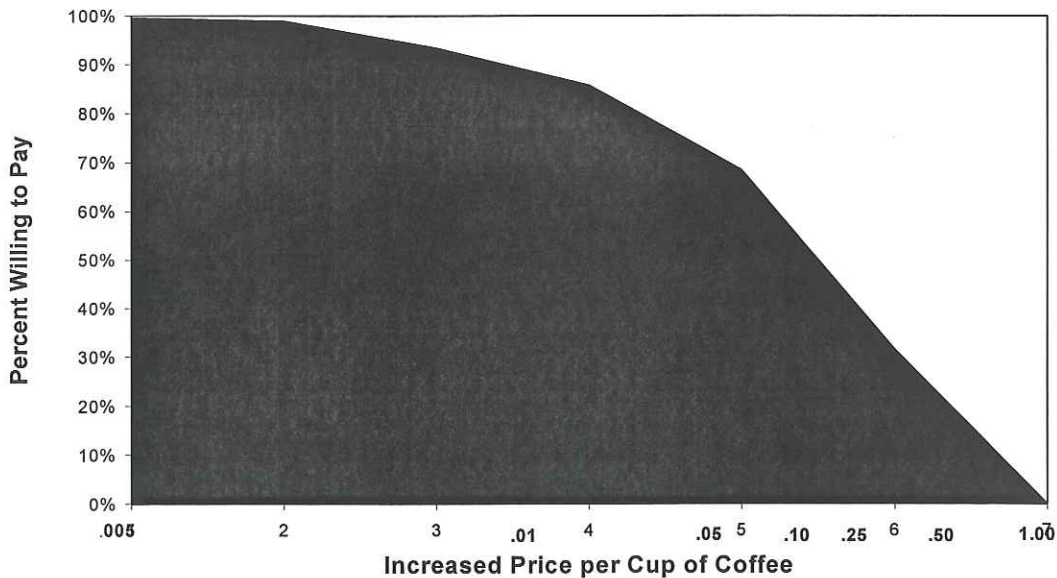
In the test there were three organic coffees and two conventional. Out of the 35 participants, 25 chose organic coffees. It is also important to note that the Sacred Grounds coffee was brewed incorrectly and resulted in weak coffee. This undoubtedly skewed the results.

11) Survey of Students Willingness to Pay for Shade Grown Coffee

Below are the results of Mark Vallee's survey of how much additional cost students are willing to pay for shade grown coffee. The chart is a summation of the results, followed by a graphical representation of the survey results. Next, is a letter from Mark to Lisa about how the survey was conducted. Also attached is a copy of the survey Mark used to gather this information. He surveyed 47 students in the Business and Administration building on HSU campus. The mean finding was that approximately 60% of the students surveyed were willing to pay ten cents more for a cup of Shade Grown coffee.

Additional cost per cup of coffee	\$0.005	\$0.01	\$0.05	\$0.1	\$0.25	\$0.5	\$1
Percent willing to pay	100%	88%	70%	60%	54%	23%	0%

Student Willingness to Pay for Shade-Grown Coffee



Lisa,

I included the survey size on the excel worksheet. I believe it is 47. Yes, 60% did say they were willing to pay 10 cents per cup for shade grown coffee. Worth mentioning is that most of the students surveyed were from business and economics majors. This is unique because they are typically not as responsive (I believe) to environmental costs as other students around Humboldt state. It would imply to me that maybe more than 60% of students would pay 10 cents more per cup. Just thought it was worth mentioning. Feel free to call late. I don't sleep (or at least it seems like it).

Mark

Survey

Coffee, a shade-loving shrub, flourishes under the canopy of diverse tree species. Hummingbirds, swallows, warblers, orioles, tanagers and other native and migratory birds find a safe haven in the remaining forests of shade coffee plantations. Scientists and birdwatchers have noticed a marked decline in migratory bird populations over the last 25 years. The tree canopy in shade coffee plantations protects the soil from erosion and provides a natural mulch for coffee plants, reducing the need for chemical fertilizers and herbicides. By encouraging this method of production you promote the movement against deforestation and for a sustainable natural habitat.

1) Have you read or heard about deforestation in tropical forests or declining nesting area for birds in those areas?

Yes No

2) Prior to reading this survey, had you read or heard about methods of coffee production methods used to preserve the surrounding environment?

Yes No

3) Prior to reading this survey, had you read or heard about shade-grown coffee production used to preserve the surrounding environment?

Yes No

If Yes, where:

Newspaper

Radio

Magazines

Friends

TV

Other: _____

4) Compared to other environmental issues, how important is shade-grown coffee to you?

More important

Just as important

Less important

Not sure

5) Are you willing to pay _____ more for a cup of shade-grown coffee?

Yes No

If you voted **NO** please answer the following **two** questions.

6) The reason(s) I voted no is(are) because:

a) Shade-grown coffee is not worth the price increase to me.

b) I cannot afford that much of an increase.

c) Shade-grown coffee does not stop deforestation or provide more nesting areas for birds

d) Regular coffee should be regulated by the Government

e) Other: _____

7) If it cost you one half of one cent more per cup, would you buy shade-grown coffee?

Yes No

8) Have you ever had shade-grown coffee?

Yes No

12) Conclusion

Our results have been compiled with this report and a copy will be given to Ron Rudebeck, director of dining services. Ron has also been invited to our presentation on Tuesday, December 11. We believe that our evidence of consumer preference for organic coffee will sway the purchasing decisions of dining services to accommodate an increased if not exclusive order of organic coffee with their current vendors. The managers of the South Campus Marketplace, the Depot and the "J" will be contacted by e-mail and phone messages as to the existence and general findings of this report.

Recommendations for Future Actions

Providing descriptive, easy to read signage at coffee locations would inform the patrons of the benefits gained from buying organic and sustainably grown coffee products. Benefits include protecting the environment and the livelihood of coffee plantation and distribution workers. There is no way to accurately determine how many people will read the signs, but having the information available to read while people are standing in line waiting for their coffee is a great opportunity to try to increase awareness about our project and hopefully increase sustainable coffee consumption.

Specifically, Muddy Waters should be contacted to ensure they are labeling their organic coffees because they currently are not.

13) Monitoring and Evaluation

Monitoring and evaluation will be conducted for a period of one year in order to determine the effectiveness of our project. Ian Mion, who will be attending HSU in the spring and fall of 2002 and will be available to retrieve any new data, will do the monitoring. We hope to find that our coffee project has encouraged an increase in consumption of organically grown, fair-trade derived coffee products on campus. New data in 2002 will be taken during a series of interviews with the vendors that have participated in our project to date. There will be difficulty in determining the exact percentages of the types of coffee sold due to variations in record keeping and staff procedures. What our group is looking for at HSU is a general change (hopefully an increase of 25-50%) in the buying and selling trends of organically grown, fair-trade derived coffee products.

Recommendations and Experience Gained; What We Would Have Done Differently

- Contact key people sooner and in person
- Go straight to the top (i.e. talk to Ron Rudebeck from the start)
- Be more aggressive about getting information from people
- Put up fliers about our project and what we're trying to implement
- Survey students on their willingness-to-pay for Sustain ably derived coffee
- Have the coffee suppliers brew the coffee for the taste test themselves
- Have a bigger taste test

14) References

Conservation Practices for Coffee Production-Final Version, Conservation International
Consumer's Choice Council, Rainforest Alliance, Smithsonian Migratory Bird Center,
Summit Foundation May 25, 2001

www.purefood.org/starbucks/coffback.htm

www.unc.edu/dth/archives/2000/03/030800/unc4.html

www.rainforest-alliance.org

www.globalexchange.org/economy/coffee/bostonglobe

www.wri.org/trends/coffee.html

app.netaid.org/WhatWorks

www.seattleaudubon.org

www.humboldtcoffee.com/coffeebody.html

Appendix

Group Participation

Each member of our group contributed equally to the project. Each member was given certain tasks that were agreed upon based on what needed to be done and each person's particular skills and interests.

The problem solving process encouraged each member to utilize his or her skills in project management. The success of our project was based on our ability to effectively communicate with the vendors and managers on campus. Some dialogues were more effective than others due to the variations in attitude towards our project. We have all tried to share the workload equitably and should be graded as such.

Lisa's Hours

Problem Statement- 6 hrs
Objectives- 2 hrs
Alternatives, Criteria and Contacting People- 10 hrs
Implementation and Coffee Taste Test- 14 hrs
Monitoring and Evaluation- 1 hr
Presentation- 6 hrs
Final Editing- 9 hrs
Total- 48 hrs

Katie's Hours

Problem Statement- 1 hr
Objectives- 1 hr
Research- 2 hrs
Alternatives, Criteria and Contacting People- 7 hrs
Implementation and Coffee Taste Test- 15 hrs
Monitoring and Evaluation- 1 hr
Presentation- 5 hrs
Final Editing- 7 hrs
Total- 39 hrs

Misty's Hours

Contacting people- 5 hrs
Questionnaires- 4 hrs
Title Page and Index – 4 hrs
Individual Projects- 5 hrs
Organization of binder- 16 hrs
Formatting final document- 6 hrs
Coffee Donations- 2 hrs
Total- 42 hrs

Ian's Hours

Contacting People- 4 hrs
Goals and Objectives- 4 hrs
Coffee Taste Test- 6 hrs
Individual Tasks- 6 hrs
Monitoring and Evaluation- 4 hrs
Presentation- 6 hrs
Formatting Final Document- 6 hrs
Total- 36 hrs

Individual Projects

Lisa's Project

Got coffee donations from Beth at Sacred Grounds
Called and worked with Kyle from Food Not Waste for coffee taste test
Talked and emailed with Ron Rondebeck
Talked with Melissa from the HSU Bookstore
Coffee taste test results
Problem Statement
Criteria and weights
Weighted alternative chart
Edited final documents
Research other campuses

Katie's Project

Implementation
Got brewing pots for coffee taste test
Talked with Eddie Aguilar
Talked with Ron Rondebeck
Talked with Mary Thomas
Talked with Scott Shurk
Decision makers
The campus environment
Gave all questionnaires to people talked with
Edited final document
Researched other campuses

Misty's Project

Talked with Bradely from Muddy Waters and coffee donations
Talked with Karen and Joe from Gold Rush
Coffee questionnaire for coffee people
Faxed questionnaires to Gold Rush
Title page and index
Individual projects
Put binder together
Formatted final document

Ian's Project

Goals and Objectives
Talked with Karen from Gold Rush
Got coffee from Gold Rush for coffee taste test
Signage for coffee taste test
Coffee taste test information
Monitoring and evaluation
Formatting final document

Questionnaire and Replies

HSU Organic Coffee Project

*Answers from Eddie Aguilar from Muddy Waters

1. How much coffee is sold to Humboldt State University?

* A. 70 lbs.

Who are the suppliers?

* A. Muddy Waters

2. How much is in the budget for coffee? Who controls the budget?

* A. Covered under the food cost, Dining Director controls budget.

3. What is the price per ounce or pound?

* A. \$6 to \$7 per pound

4. Price for regular versus organic? Which is sold more, regular or organic?

* A. No difference to customer, More is sold organic at Muddy Waters.

5. How much money to supply a week or a month for Humboldt State's campus?

5. What is the difference between regular and organic growing practices?

* A. Organic has no pesticides and regular is no shade grown.

6. Is there a difference in price for growing regular versus organic?

* A. Organic is more expensive.

8. Can all coffees be grown organically? (Why or why not?)

9. Which practice of coffee growing is better on the environment?

10. What kind of partnership do you have with the growers or suppliers?

11. What is the availability of regular and organic coffee?

* A. Good availability.

12. Do you roast the coffee locally?

HSU Organic Coffee Project

*Answers from Kristen, the Depots Muddy Waters

1. How much coffee is sold to Humboldt State University?

Who are the suppliers?

2. How much is in the budget for coffee? Who controls the budget?

3. What is the price per ounce or pound?

4. Price for regular versus organic? Which is sold more, regular or organic?

* A. Same price, Sumatra and house is the most sold.

5. How much money to supply a week or a month for Humboldt State's campus?

6. What is the difference between regular and organic growing practices?

7. Is there a difference in price for growing regular versus organic?

8. Can all coffees be grown organically? (Why or why not?)

9. Which practice of coffee growing is better on the environment?

10. What kind of partnership do you have with the growers or suppliers?

11. What is the availability of regular and organic coffee?

* A. House is not organic, Espresso organic and organic soy milk.

12. Do you roast the coffee locally?

13. Specific flavors and kinds of coffee:

*A. Sumatra, Timor, House Blend, Decaf Swiss Water Organic

Coffee Contacts

- | | |
|---|----------|
| 1. Eddie Aguilar, Depot Operations | 826-4185 |
| 2. Melissa Hopper, Bookstore Manager of Coffee Affairs | |
| 3. Ronnie Martin, Depot Operations | 826-4185 |
| 4. Ron Rudebeck, Director of Food Services | 826-3541 |
| 5. Scott Shurk, Manager of "J" | 826-5315 |
| 6. Mary Thomas, Manager of South Campus Marketplace
and the Giant Cupboard | 826-3590 |
| 7. Arnold Waddell, Manager of "J" | 826-5315 |
| 8. Giant Cupboard | 826-5317 |
| 9. Gold Rush | 629-3460 |
| 10. Humboldt Bay Coffee Co. | 444-3969 |
| 11. Muddy Waters | 826-2233 |
| 12. Sacred Grounds | 822-3711 |
| 13. South Campus Marketplace | 826-3595 |

10-2
Tues

Goal: Have Certified Organic, Shade grown fair trade coffee at all coffee vending locations at HSC by _____

Objectives:

- Contract timeline?
- have it at all places on campus
- advertise why organic coffee

Misty, here's the meeting dates I found.

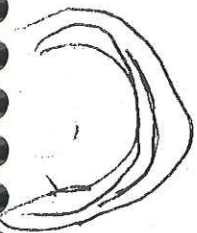
Times we met other than in class

- Thurs Oct. 11th 10:00 in Nat. Res. Lounge
worked on ^{goals &} Objectives
- Tues Nov. 6th worked on weighing Alternatives
We went to the computer lab @ 10:00 - 11:30 & made the chart.
Then Katie and Ian met at 1:00 to type up the alternatives.
- Did we meet at 10:00 on Tues Nov. 13th?
- Thurs Nov 15th in NR lounge 10:00 - talked about plan & decided to meet at Ian's over break.
- Ian's Mon Nov 19th 2:00
- Tast test Tues Nov. 27th
- Tues ...

Katie & I met
at 1:30 - 3:00
B will meet again on Friday
from 1-2
carve during

me - fair trade & shade grown
Katie - taste test

Thurs Dec. 6th ...
talked about
Presentation



Organic -

Coffee Co.

market Depot

Alec Cooley

objective goals

Non organic vs. organic

why organic

LISA

→ musty

Availability (price)

Jan Coffee resources - where is it coming from?

Tanda Country

+ Ask NRP / standards

What are the current usage

Decision makers - Katie

Personal

Initial and continued contact with campus decision makers

wrote alternative and implementation sections

helped coordinate taste test - brewed coffee
help set up wash station

show up at all meetings

wrote thank you letters

contributed to research efforts

Advantage to Coffee Taste Test

- real look at customer preferences
- unbiassed
- increase customer awareness to issues.

Satisfy needs

- gives decision makers chance to connect with customers' desires and tastes
- gives a hard copy of results that can be used to make future decision

Alternatives

Gist 218
1:00

- * One Fair Trade option at each location
- * stick w/ Gold Rush, do nothing
- * Sacred ground, change purveyor
- * keep conventional coffee at some locations
certified flavored
- * all fair trade, shade grown, organic
- * Fair Trade only

Criteria

*

	how easy	how eco-friendly	competitive price	options/ flexibility
one fair trade no actions				
current not organic fair trade conventional flavored				
current fair trade, organic organic flavored				
sacred grounds exclusive flavored syrups				
sacred grounds of muddy water flavored syrups				



objective Bstorm

specific dates - timelines Dec. 2002
costs to implement

how much damage does HSU coffee
consump. cause

to protect env.

protect livelihood of workers

contract of sustainability

advertise - signage

all places on campus (coffee vendors)

encourage sustain., increase awareness

goal - support sustainability

Wed. 10-31

Bookstore

talked to Melissa Hopper (Bookstore Mgr.)
826-5856

How much coffee do you buy?

approx. 15-20 lbs/wk all from Gold Rush

buy in 5 lb. increments, 4 varieties

Cost. \$.90

or \$.65 with your own cup

- Hotel California
- Decaf
- Vanilla
- Dutch Chocolate

Friday 11-2

Humboldt Bay
444-3969

Muddy Waters
826-2233

Gold Rush
629-3460

Sac. Grounds
822-3711

@ Windows Cafe

- all certified organic
- some are fair trade and shade grown
- \$5.90 per pound wholesale
- Decaf is \$7.10 per lb. wholesale

Beth
- part owner of Sacred Grounds

trans fair www.transfairusa.org

- fair trade guarantees coffee farmers \$1.28/lb.
- farmers have to be part of a Co-op

State of CA.

Ray Green Dept. of Student Ag.
(916) 654-0919

for accurate info on Organic Processing

Tues
11-6

Alternatives

- have 1 fair trade option available if not organic
- Stick w/ ~~old~~ Risk & muddy waters
- No Action
- Growsacred Grounds
- at some places have conventional flavored
- have fair trade, organic coffee exclusively

Criteria

- ease of process ~~sustainability~~
- Sustainability
- Price
- Options/flexibility

Mon
11-19

at Ian's House

To Do

Call Ron Roudbeck about

- 4 airports
- brewing locations
- Call Center Activities
- Call Kyle

Compile Stuff

Start Monitoring and Evaluation

- Make sure signs are up
- make sure they're buying what they are supposed to
- Ian will do it

ASK Dick

- Where do we put taste test results in document?
 - under implementation?

- Get cream & sugar
- Bring 5 Gallon Bucket
- get coffee @ 8:30

- meet at 9:00

-0.525
0

STACK:

ERROR: syntaxerror
OFFENDING COMMAND: K

WebMail - Coffee

Delete File Create Reply Reply All Forward Previous Next Options Index

Help

Date Sent: Thursday, November 08, 2001 11:25 AM

From: Ron Rudebock <rlr4@humboldt.edu> [Add to Address Book](#)

To: asm12

Subject: Coffee

Status: Urgent New

Good Morning,
Sorry it took me an extra day to get the information.

Gold Rush is our main supplier of coffee for most of the campus. Their price is \$5.00 to \$5.60 per lb depending on the flavor or blend. Their organic price seems to be \$5.25 to \$5.92 again depending on the blend.

Muddy Waters is our supplier for the Club Car in the Depot and their price is \$6.45 for house blend and up for other blends and flavors. Their organic coffee is \$6.85 plus, \$9.75 for organic espresso and \$10.25 for organic decafe espresso.

In Windows Cafe we offer Sacred Grounds which is 100% organic and their price is \$6.40 and \$7.60 for decafe.

When you finish your report I would be interested in getting a copy of it.

Ron

Ron Rudebock
Director Dining Services
HSU Dining Services
Jolly Giant Commons
355 Granite Ave.
Arcata, CA 95521-7914

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SEARCH
SITE MAP**UC Davis**
Davis Working Group on Globalization
Davis, CAContact: Sarah Berkowitz, sberkie2@aol.com,
asucl.ucdavis.edu/organizations/other/dwgg/

April 20, 2001

Our campus carries three urns of Fair Trade Coffee, and two espresso blends as well from Java City. Although we have pressured our community cafes to also make Fair Trade coffee available, it has been a slow process. One cafe agreed to sell it, but the cafe is currently struggling to stay afloat, and is in the process of selling the business. Therefore, I have found it difficult to constantly be pressuring them to make changes that could be costly. Another cafe carries organic coffee bought from the same coffee cooperatives each time. I understand the argument that organic cafe growers are making more than fair trade non organic growers, therefore i find it hard to convince this small cafe owner to change to F.T. cafe. So as you can see, we are kind of in a place where our efforts, energy, and resources are stunted. We are also putting most of our energy towards the FTAA. Any suggestions or comments would be great. Thanks for all your hard work.

November 6, 2000

We hosted an event with Rosario Castellon from Nicaragua and Deborah James from GX, who spoke about Fair Trade, the global economy and Nicaragua in particular. It was a well-attended event and we hope it will help us re-energize our campaign. So far there are a couple of cafes offering Fair Trade coffee but not all of them yet! Several coffee shop managers came so we feel very positive about that too, since they are going to switch to Fair Trade.

July 6, 2000

Led by the student and community organization, Davis Working Group on Globalization (DWGG) the students at UC Davis are

successfully campaigning for Fair Trade coffee at our university.

On June 1, the student government passed a resolution in support of Fair Trade Coffee. The resolution was the result of a substantial process of research, community awareness, negotiation, and revision. In addition, the pressure we put on our own Coffee House caused their coffee bean supplier, Java City, to commit between three and five percent of its sales to Fair Trade certification.

However, the campaign is not over because our Coffee House, in accordance with the resolution, can still improve their support for fairly traded coffee by offering organic and shade grown coffee, offering more than one blend and switching to a company with a greater commitment to fair trade coffee. DWGG was established by students who went to Seattle and its membership was empowered after Fair Trade week was organized on campus.

One of our first goals was to secure the option to purchase Fair Trade coffee at the student run coffee house. This was a good place to start because of the large volume of coffee sold, it would be an example for the community, and as students we felt we had more leverage to initiate change. At any one time, about six of us made up the core coffee group and we worked together by consensus. Individuals would initiate certain projects and then report back to the larger group to confer. We cooperated on all aspects of the campaign and served as a support network for each other. We approached the Coffee House with the idea of Fair Trade coffee in March. They were receptive and contacted their supplier, Java City, about the possibility of including Fair Trade coffee in their order.

However, we wanted the coffee purchases to support a company that has demonstrated a long-term commitment to promotion of social justice, such as a cooperatively owned company that redistributes profits through a progressive mission. Also, we wanted coffee to be organic and shade grown.

In March we began collecting information related to the sale of coffee at the Coffee House---its volume and cost, information on the supplier Java City, and the details of the financial agreement (machines, maintenance, frequency of delivery). Then we researched other Fair Trade companies as a basis for comparison when talking to the Coffee House managers.

We looked primarily at Equal Exchange for a number of reasons. They have been doing business with our local Davis Food Co-op for ten years. They are a large, full-service company with experience in supplying college campuses. (This was meant to appeal to the Coffee House management.) Finally, they are cooperatively-owned and appear to have a

good record of responsibility. We determined, with some surprise, that for lesser cost than Java City, Equal Exchange could supply our Coffee House with certified Fair Trade, organic, and shade-grown coffee and provide nearly the same services as Java City (brewers, machine maintenance, etc.).

To generate awareness about Fair Trade and to learn more about Fair Trade cooperatives, we invited Equal Exchange and leaders of one of the cooperatives they work with in Peru to give a public slide show and discussion about the process.

Front page articles in the Davis and UC Davis newspapers covered the event.
(http://www.californiaaggie.com/archive/2000/04/20/ca_coffee_c.html)

In April, with our research complete, we tried talking to the Coffee House managers to present the details of our comparison and have them take a stronger stance. However, communication became difficult because we appeared confrontational. Most of their resistance came from our promotion of a different company, as they did not want to cut their long-term business relations with Java City. So in May, we sought another approach through the channels of the student government, who officially oversee the Coffee House.

We chose to compose a resolution modeled after one passed by the Oakland City Council and to circulate a petition to support our resolution. The resolution creates a precedent for incorporating social and environmental justice into other purchasing decisions. We felt that there was no excuse for failing to support the most responsible company when the business factors were comparable.

The resolution needed to pass through two commissions before proceeding to the Senate floor for a vote. The commission members were mainly concerned that the coffee might not be a sound business decision because of taste and consumer preference and that they might be "micromanaging." We tried to explain that the resolution was worded so that the Fair Trade change would occur only if demonstrated "feasible." Our research showed that it was indeed feasible for coffee. In other words, things like cost and taste would be included in such an evaluation. There was also a sense that the commission members didn't want to pass something against the wishes of the Coffee House management.

It failed to pass the first commission, but passed the second commission with some clarifying language added. We weren't well prepared in the basics of the meeting format and procedures (such as knowing when we were allowed to speak). We recommend trying to familiarize yourselves with the process beforehand so that you can fully voice your

position when the time comes. Also, it is worth thinking over the wording of a resolution very carefully early on, and considering how it can be misinterpreted.

If you experience challenges as we did in passing a resolution with strong, powerful language, try using language which is flexible enough to be non-threatening to the administration, and flexible enough to provide you with the potential to make an argument for more radical change at a later time. Before the Senate meeting, we met with the Coffee House director to talk about her objections. It was clear that we needed her approval in order to have it pass in the Senate. We reached a compromise, but eventually reincluded some of the stronger language.

The most contentious point was the word "only" in the line "to purchase [only] coffee that...." This was dropped, but we feel that there is still language in the resolution that can be used to encourage more Fair Trade coffee.

We are very fortunate that a number of ASUCD senators and the ASUCD president are supportive of progressive issues. With the resolution passed, we must now make the Coffee House follow it.

Our position is much stronger because we have the Senate's official, written support for Fair Trade, organic, and shade-grown coffee. There is still need for a general Coffee House "Mission Statement" that would legitimize the consideration of moral responsibility in business decisions. It would make these considerations more routine, if formally written as a purpose.

Some say that Java City's resulting contract with TransFair USA is the greater consequence of our actions. Java City is a sizeable, national business with about forty cafes and hundreds of additional accounts. Honestly though, this was an unintended consequence although quite welcome.

However, we believe that it is important for the Fair Trade investment to be more than nominal. To encourage this, everyone (including our own Coffee House) should support the companies that are most committed to the Fair Trade mission. We plan to continue the Fair Trade coffee campaign by communicating with the Coffee House and the Student Government to get the resolution implemented to its fullest. Also, we plan on boosting education efforts about Fair Trade coffee on campus by inviting another speaker to talk about Fair Trade coffee and to continue student outreach about the issue. If needed, we may start a letter-writing campaign to the Coffee House to get the needed changes made.

Beyond the Coffee House, we want to start working with the Davis community to have Fair Trade coffee sold in local

cafes and restaurants. Also, we want to work with the Davis City Council to pass a resolution in favor of Fair Trade Coffee. Step by step, learning as we go along, we are doing our best to promote Fair Trade coffee on campus and in the Davis community.

Please contact us with any questions, comments and suggestions! Thanks to our Coffee Group: Christopher Jerdonek, Lili Crymes, MollyAnne Meyn, Knute Ayhens-Johnson, Julie Colyer, Sarah Cline, Sarah Weidekaehr, and Nik Janos. Thanks to everyone who supported us in this process.
Margareta Lelea.

Resolution passed at UC Davis!!!!!!!
Presented on the Senate floor on June 1, 2000.

A resolution stating ASUCD's support for the Coffee House to purchase and sell certified, organic fair trade, and shade-grown coffee from a Fair Trade coffee cooperative.

WHEREAS, many students are looking for more socially conscious and environmentally responsible ways to conduct their lives, ways which do not degrade people, animals or the environment; and

WHEREAS, many coffee farmers receive market payments for their coffee which are less than the costs of production, forcing them into a cycle of poverty and debt; and

WHEREAS, intensive coffee farming also leads to environmental problems, such as pesticide pollution, deforestation and the extinction of some bird species through habitat destruction; and

WHEREAS, Fair Trade works to correct these imbalances by guaranteeing a minimum wage for the small producers' harvest, as well as encouraging the cultivation of coffee without the use of pesticides; and

WHEREAS, with the profit generated from receiving a fair wage, coffee growers are able to invest in such areas as health, education, and environmental protection; and

WHEREAS, more than 500,000 farmers in 20 countries produce and sell more than 32 million pounds of coffee each year through the fair trade network; and

WHEREAS, the United States consumes a fifth of all coffee produced in the world, and as a whole consumes the greatest amount of goods and services in the world, invests the most capital, and thus wields tremendous influence in the global economy; and

WHEREAS, cooperatively owned companies are more socially responsible; and

WHEREAS, an current example of a cooperatively owned fair trade supplier is Equal Exchange, which reinvests 80% of its profits in its fair trade mission of supporting small farmers and sustainable agriculture; and

WHEREAS, Equal Exchange is a full-service company which is competitive with the current ASUCD supplier and which has experience with larger institutions; and

WHEREAS, as a purchaser of goods and services, ASUCD has a responsibility to ensure that funds are spent in a manner consistent with decent ethical and labor standards, including assuring that workers are paid a living wage, and purchasing goods made in the most fair manner when possible; and

WHEREAS, a change towards sustainable coffee will bear positively on the University and its students, by setting an example in the community and furthering education about responsible consumer choices;

THEREFORE BE IT RESOLVED THAT, insofar as is judged practical and feasible by the Coffee House management, ASUCD will purchase all its coffee from the most socially and environmentally responsible cooperatives available; and that coffee purchased shall be organic, shade-grown, and Fair Trade certified by a independent certifying agencies; and

THEREFORE BE IT FURTHER RESOLVED THAT, ASUCD purchase this coffee for all ASUCD uses, including but not limited to the Coffee House, by Winter Quarter 2001 and into continuum;

THEREFORE BE IT FURTHER RESOLVED THAT, ASUCD encourages university and community leaders to adopt a similar policy for social and environmental responsibility

THEREFORE BE IT FINALLY RESOLVED THAT, copies of this resolution be sent

To Chancellor Larry Vanderhoef; Sharon Coulson and Alex Park of the Coffee House; Global Exchange; The California Aggie; The Davis Enterprise; The Sacramento Bee; KDVS; La Palabra, Java City, Starbucks, Cafe Roma, Delta of Venus, Mishka's, City of Davis Chamber of Commerce, Davis City Council, Davis City Manager, Marriott Director, CURB Chair, and Oakland City Council Member Nadel.

April 11, 2000

On Tuesday, April 18th, from 7:30 - 9:00 pm in Wellman 26 there will be a presentation and discussion regarding Fair Trade organic coffee. There will be representatives from Equal Exchange, a fair trade coffee importer, who will present a slide show. In addition, there will be a few Peruvian farmers, including an agronomist who specializes in sustainable methods and the president of the CEPICAFE coffee cooperative in Peru, who will both participate in a discussion of sustainable coffee products.

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Group's goal: fair price for coffee

Boston Globe
May 20, 2001
By Sarah Tomlinson

Americans spend \$18 billion a year on the 450 million cups of coffee they buy daily, while the average coffee farmer abroad earns less than \$3 a day, according to the Boston-based poverty relief organization Oxfam.

That is what 50 students learned at a recent Boston University teach-in about Fair Trade coffee, whose goal is to help coffee farmer cooperatives abroad sell directly to coffee importers for a guaranteed fair price per pound.

Coordinated by the BU Fair Trade Coalition, the coffee event was one in a weeklong series of teach-ins at Boston University, Harvard, Hampshire, UMass/Amherst, and the University of Vermont.

Coffee drinkers can relate. Yesterday, the region's popular coffee spots, Peet's, Starbucks and Borders Cafe, brewed Fair Trade coffee for consumers to sample. In fact, May 19 was a national Fair Trade coffee day.

Shayna Harris, a BU sophomore who helped found the university's Fair Trade Coalition after she was an intern at Oxfam, explained to students how Fair Trade relates to larger world issues.

"This is an integral part of the philosophy of Oxfam," she said. "Fair Trade builds a sustainable future for producers by paying them a fair price for their product."

In an interview after the event, Harris explained that other campus organizations already addressed sweatshops, the environment and globalization. The coffee movement has drawn backing from these groups.

She also believes coffee is easy for students to champion because they consume so much of it. "Coffee is a positive way students can react to these issues," she said.

The switch to Fair Trade occurred because of student petitions and talks with the university's dining services, and the coalition hopes that eventually all coffee served on campus will be Fair Trade.

Beyond campuses, the Fair Trade Coffee Campaign is part of the Fair Trade movement, which has been vocal in Europe for over a decade. Since the 1980s, Canton-based Equal Exchange has championed Fair Trade coffee,

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which became a national cause in the last two years.

Ninety coffee companies, including Starbucks and Green Mountain Coffee Roasters, carry Fair Trade coffee. The coffee can be identified by a Fair Trade Certified seal, indicating the cooperative and importer were certified by the nonprofit organization TransFair USA, and that those farmers received the Fair Trade price of \$1.26 per pound, or \$1.41 per pound for organic coffee.

Coffee's current market price is 60 cents per pound, and the average price farmers receive when their coffee is sold to a middleman rather than Fair Trade importer is \$.38 per pound, according to Fair Trade data.

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Fair Trade Coffee: Coming to a Cafe Near You

Tamara Straus, AlterNet November 30, 2000

Here's a breathtaking statistic: The \$3 many Americans shell out every day for a Starbucks is equivalent to the daily wage of a Central American coffee picker. No Here's another heart-stopper, specially designed for the non-gourmet coffee drinker: \$3.95 cans of Maxwell House and Folgers you pick up at your local supermarket, beans that fill them are bought for around a quarter and come from corporate farms that use environmentally poisonous pesticides and clear-cut forests to produce the highest yields.

This may just serve as more fodder for those already sufficiently demoralized by the power of big business. But what is interesting about such stats is they are being used to define a new American political animal: the ethical consumer. True, the ethical consumer may be compared to the do-gooders of old -- the abolitionist, the suffragist, the fighter for no nukes -- since his primary act is figuring out how to ethically empty his wallet.

Yet considering multinational corporations like Microsoft have annual revenues higher than the GNP of most countries -- and deregulation in the U.S. is on the rise -- ethical consumerism may be the best political weapon Americans have got.

Enter Fair Trade Coffee Consider the example of fair trade coffee or "politically correct coffee" as Time magazine has dubbed it. Fair trade coffee sells for a minimum of \$1.29 per pound which goes directly to coffee farmers, not to "coyotes," the middlemen who pay farmers usually no more than 35 cents a pound. It is grown on small farms, which tend to use the traditional way: under the rainforest canopy and without pesticides. And because fair trade coffee has doubled farmers' annual incomes, more than 500,000 people in 20 developing nations are now living above the poverty line.

Nothing wrong with that. Indeed, those who hear about the benefits of fair trade coffee support it. The only problem is that a nationwide advertising campaign is needed to get the word out, and large coffee retailers -- the ideal candidates for such an effort -- won't do it since buying coffee at fair trade prices would cut into their profits. "Oh, it's the same old story," they might say.

again," you might say. "Good ideas, impossible to implement." But what is different about the fair trade coffee campaign is that, thanks to a coalition of nonprofits, good ideas were implemented using ethical consumerism as a bargaining chip.

Dutch Innovation The story of fair trade coffee begins in 1988, in Holland, motherland of the international human rights movement. A group of fair traders selling coffee and crafts at a crafts market decide to create a fair trade seal -- a label that will let customers know their product was bought at a decent price. They call the seal Max Havelaar after a best-selling book about the exploitation of Javanese coffee workers by Dutch merchants. In the 1990s, fair traders remind their countrymen that coffee is a commodity tied to the history of

In the same year, the Fairtrade Labeling Organization (FLO) is founded, an umbrella organization for European certification organizations like Max Havelaar, which have begun to help farmers create fair trade cooperatives and connect them to retailers in the North. In the next decade, FLO's members draw a whopping half million farmers. The reason? Fair trade farmers receive a tripled per pound price and FLO's arrangement eliminates their dependence on middlemen.

The farmers' end of the bargain is also relatively simple. In exchange for letting the U.S., England, for example, inspect their farms and collect 10 cents per pound on coffee, fair trade farmers get the right to use the fair trade logo. By 2000, FLO's efforts are a success: fair trade coffee cooperatives have spread from Guatemala to Indonesia, and the TransFair seal is found in 16 European countries as well as Japan and Canada.

Worldwide, over 100 fair trade coffee brands are sold in approximately 35,000 markets. Organic fair trade coffee is also on the rise, as farmers are using their increased income to cultivate coffee without chemicals. America the Late Where were Americans during the Vietnam time? you might ask. Well, for one, wasting time over cups of joe. Americans consume an estimated one-fifth of all the coffee trade, making it the largest consumer in the world. Moreover, as anyone who lives near a Starbucks outlet knows, Americans have developed a taste for gourmet coffee, for cappuccinos and lattes and decaf mocha frappes.

This is the main reason Paul Rice, who worked with coffee farmers in Nicaragua, founded a U.S. wing of TransFair in the summer of 1999. "I just took the next logical step," says Rice. "In Nicaragua I saw fair trade coffee cooperatives find markets in Europe. I assumed the same could be true for the U.S." Rice started local. FairTrade USA's headquarters in Oakland, Calif. meant it could take advantage of the San Francisco Bay Area's gourmet coffee tradition and liberal politics.

Within four months the Bay Area's reputation proved true: 12 local roasters signed up to sell fair trade coffee. Today 35 fair trade brands are available in 122 Bay Area super cafes. The City Councils of San Francisco, Oakland and Berkeley also have passed resolutions to support the sale of fair trade coffee. Fair Trade Frappuccinos?

But fair trade coffee advocates' real coup did not come until April 2000, when Starbucks

controls 20 percent of the U.S. specialty coffee industry, agreed to carry fair trade coffee. The agreement did not come without a fight. At first Starbucks refused to carry fair trade coffee, explaining that until there was consumer demand it could not sell the politically correct coffee at its 2,300 stores. But after being subject to a year-long campaign organized by Global Exchange, a San Francisco-based human rights organization -- a campaign that culminated in plans to stage protests at Starbucks in 29 cities -- the retailer decided to carry fair trade coffee, a public relations nightmare and sell the beans.

"Fair trade gets the benefit back to the family farmer," said Starbucks vice president Olsen shortly after the decision was made. "It is consistent with our values." Starbucks' decision to sell fair trade coffee, however, does not mean the company will brew fair trade coffee in all its stores. This will depend on "consumer demand," say Starbucks corporate heads. Again, this will mean that Global Exchange and other fair trade coffee advocates will have to prove -- through a combination of grassroots organizing, educational outreach and protest -- that a demand exists.

Deborah James, fair trade director of Global Exchange, says that consumer demand is the chief problem. "Since fair trade became available at Starbucks in October," she says, "consumers have told us that they are buying it by the pound and that they want 'coffee of the day,' something that Starbucks, it seems, will not do."

Alan Gulick, Starbucks' public affairs director, says the reason Starbucks does not sell fair trade coffee as a daily brew is because "the volume of fair trade coffee needed is not available." According to Nina Luttinger, communications manager of TransFair USA, there is the contrary. She reports that in 1999 only half of the 60 million pounds of fair trade coffee produced globally was sold on the fair trade market. "This meant that farmers had to sell their product through the usual channels and got paid much less," says Luttinger, who says that the fair trade coffee sale figures will be drastically different in 2000.

Still, Starbucks' introduction of fair trade coffee is a victory for the movement. It extends beyond the creator of the Frappuccino. During the 18 months fair trade coffee has been available on the U.S. market, the number of retailers has grown from 400 to 1,500, according to Paul Rice. In November Safeway, the supermarket king, launched fair trade coffee in 1,500 of its stores nationwide -- a decision Rice says came about not through protest but through the supermarket's "enlightened self-interest." "Companies are waking up to me now," says Rice. "And some, such as Choice Organic Teas, have decided to stop raising prices and start buying fair trade rather than raise prices. They want to support fair trade, introduce it to new customers and figure losing a few cents now is worth it."

But what about the big guns of the coffee industry: Nestle's, Folgers, Maxwell House? It's going to be a challenge to convince companies who are paying less than 50 cents for coffee beans and selling it for around \$4 that they should pay \$1.29," says James. "Fair trade coffee so far have all been in the gourmet coffee industry." This fact makes activists in the consumer movement cringe. For it raises the question of how wide the movement

Will enough Americans care about labor conditions in the Third World and the environmental problems created there by American coffee corporations to force real change in the industry? Will they, as James has decided, "never voluntarily put someone in a situation of exploitation and debt just to enjoy a cup of joe." You may say no, but activists like James Cummins, national director of the Organic Consumers Association, argues Americans have a choice: "We have an obligation to the environment, we have an obligation to hunt and drive unsustainable coffee off the market. We need to reach that point, like when it was socially unacceptable to buy products from South Africa because of Apartheid."

How fair trade advocates will accomplish this sort of mass educational outreach is the subject of their mission and point of view. Rice, who works directly with coffee retailers, argues that the introduction of fair trade in the American gourmet coffee industry is having a domino effect. "Corporations realize they must meet the demands of their customers," says Rice. "If customers want fair trade, they provide it." James, whose organization Global Exchange is focused on international social justice issues, believes consumer knowledge about environmental issues is the key. She and her colleagues have tied coffee farmers' work conditions to the more familiar issue of sweatshop labor. "We call non-fair trade coffee 'sweatshop coffee' because many Americans know about sweatshop conditions in Asia and Mexico," she says. "The people who make Nike sneakers and Gap t-shirts are paid inadequate wages and work in unhealthy conditions."

Cummins, whose Organic Consumers Association is devoted largely to environmental issues, also uses the term sweatshop coffee in its activist literature. But he also tries to broaden the conversation to think about agricultural and environmental sustainability. "I tell people that traditional coffee was grown for hundreds of years had a low impact on the environment," says Cummins. "But that with sun-grown coffee -- the 'innovation' of the international coffee cartel -- they chop down everything and use a lot of chemical fertilizer, pesticides and so on. It destroys the environment."

European Sophistication Activists like James and Cummins have wondered why Europe is ahead of Americans in bringing fair trade to market. Since 1998, seven different products -- coffee, tea, chocolate, bananas, honey, sugar and orange juice -- have been available with a fair trade label in Europe. Fair trade products were also available in Japan and Canada, but not in the U.S.

Why are we behind? "In Europe the media's better," says Cummins. "The political system is based on proportional representation. There are the same number of people here who support Green Party ideas; the difference is they have 10 percent of the seats in the European parliament and we have no seats in Congress." Cummins adds there is a strong preference for organic food -- and mass antipathy toward chemically altered or genetically enhanced food -- because of Europe's Nazi past, which makes people extremely wary about anything that might be genetically enhanced.

The recent outbreak of Mad Cow disease is also an undeniable factor. "We just can't comprehend what it feels like to know that you might die because the government

about industrial agriculture practices," says Cummins. "Europeans now say: 'Nev to just accept something because establishment science and the government tell As for a more sophisticated understanding of globalization, James says European because they are able to tie the lessons of their colonial past to today's global fut "Europeans have a direct understanding that the system of agriculture we have r farmers are exploited and their products are unfairly sold -- is based on a colonia says. "Whereas in the United States we do not feel responsible for the fact that ir Islands of the Caribbean people there are entirely dependent on banana plantatic we put them there."

James would like to link non-fair trade coffee to the history of colonialism or the "neo-colonialism," but she says, "If you bring up the word colonialism or imperial people have no idea what you're talking about."

Although Americans may be somewhat blind to history, polls show they are awak present. According to a December 1999 US News & World Report poll, 6 in 10 An concerned about the working conditions under which products are made in the U and more than 9 in 10 are concerned about working conditions under which prod in Asia and Latin America.

This is good news for ethical consumerism. It shows that consumer choice based economic justice and environmental sustainability has a future. But does it mean consumerism can grow beyond the 50 million Americans who supposedly practice ethical consumerism -- without government support and positive mainstream me - be viewed as something other than the ultimate knee-jerk liberal issue? Argues Cummins: "It's a very good historical trend that consumers are becoming more a unless trade unions and churches, consumer groups and environmental groups w - North and South -- we're not going to solve this problem. Sure, we can alleviat bad conscience on a day-to-day basis, but that's not getting to the root of the pr is unchecked globalization. Even if you can produce cheaper in China the hidden something like that are pretty darn convincing."

Take Action!

Here Come the Genetically Altered Coffee Beans (Decaffeinate Genetically altered food not your basic mutant anymore

by Benjamin Shors Seattle Times staff reporter

You're spoiled - just admit it. You want great coffee without caffeine, trees witho beans without . . . well, methane. And Steve Henikoff, a geneticist at the Fred Hu

Cancer Research Center, wants to oblige. He just wants you to accept - no, embr mutants. "All we're doing is taking a natural process and speeding it up," Henikof he sat in his office, speaking slowly to emphasize the point. "There's nothing to v just because it's a mutation."

But so far, biotech foods have caused worries, sparking recalls of taco shells, chi flakes, and drawing the ire of some scientists, environmentalists and consumer a Opponents say the foods are untested, unregulated and potentially damaging to the environment. Despite the concerns, the huge potential of biotech crops has k like Henikoff's moving forward. His plan to take the bad things out of good plants big boost last month. The National Science Foundation gave his lab \$2.6 million t technique called Targeting Induced Local Lesions in Genomes, or TILLING.

Developed by Henikoff and graduate student Claire McCallum, TILLING introduce: rapidly identifies mutations in a plant's genome. It helps scientists determine the individual genes without introducing foreign DNA into the plant. To demonstrate l works, Henikoff turns to decaffeinated coffee - more specifically, really good deca brewed from genetically modified beans grown on hillsides in Colombia and Vene the payoff - great-tasting coffee without the jitters, the headaches, the rapid hea sleepless nights. The catch? It'll be years before it hits stores. And, of course, the mutant thing.

When researchers announced last August that they'd isolated one of the caffeine coffee, a collective buzz rippled through the coffee-drinking community. Decaf co traditionally treated with chemicals that strip the caffeine and, purists complain, t long drawn the scorn of the morning saucer set. David Letterman, unable to drin coffee after heart surgery last year, derided decaf as "warm, brown liquid." But v one of several involved in the caffeine pathway, researchers say they can make c good you won't be able to tell the difference.

The next step, likely to require years of lab work, is to go from the caffeine gene bean. The basic technology behind TILLING has been around since the 1930s wh began mutating genes - rendering them functionless - to see their effect on a pla oil, for example, was an inedible machinist oil used during World War II before sc able to "knock out" a gene in the plant. The result: canola oil, now in kitchens ac country.

Henikoff and McCallum begin TILLING by soaking plant seeds in ethylmethane su common laboratory mutagen. The chemical randomly mutates bases across the c of the seeds become infertile, but the rest are grown, and their DNA, replete with cataloged. Scientists who want to study any gene in a plant - such as the caffeine coffee - can then search that gene for different mutations, from changes that sto of an enzyme to changes that more subtly alter a protein's function. Researchers parent plant to see the affect of the mutation. Scientists can then cross-breed th isolate the trait they're looking for, a technique that's been around for centuries.

All of the steps, from soaking the seeds to detecting the mutations, are routine. "The realization that you can bring these steps together," Henikoff said. "It's a thorough way to find mutants," said Vicki Chandler, a University of Arizona professor studying gene expression in corn. "And making mutants is key to studying all sorts of important processes."

Mutants are also fodder for cult classics like "Attack of the Killer Tomatoes," a B-15 movie in which previously peaceful fruit grow to enormous sizes and begin devouring bad actors. Concerns about genetically modified food - largely unregulated by the federal Food and Drug Administration - have ignited protests and fears across the country. Four of 10 Americans surveyed are "not likely" to buy food that's been genetically modified to taste better or longer, according to a survey last spring by the International Food Information Council, a nonprofit organization funded in part by biotech companies.

But whether they know it or not, many consumers have already purchased biotech products. In recent weeks, fast-food giant Taco Bell and the Safeway supermarket chain recalled products made from biotech corn not approved for human use. The bulk of the concerns about genetically modified foods surrounds transgenics, a powerful but controversial technique that inserts genes from one species into another. "The issue with transgenics is the capacity to bring in new genes that haven't been in that genome before," said Jane Rissler, a senior scientist at the University of California. Concerned Scientists, which has been critical of government oversight of biotech, worries about this power to combine genes from very different organisms that's causing concern.

A Cornell University study last year showed that pollen from genetically modified corn bred to produce insecticide, could kill monarch butterfly caterpillars in the lab. However, a preliminary report issued last month by the Environmental Protection Agency says the pollen is unlikely to pose a serious threat to the butterfly.

There are other worries that genes could be carried by pollen from transgenic plants, or that allergens might be accidentally introduced into new foods. TILLING addresses those concerns because it relies solely on genes already in the plant. "It wasn't about the allergens because we were trying to get around the transgenic issue," McCallum said. "But there are definite uses in the commercial world. You'd have the upside of decaf coffee with the downside of introducing foreign DNA."

TILLING may have several other advantages: The technique is the same for any plant. Transgenics is difficult or unfeasible on some plants because the process has to be adapted to each plant. Transgenics, which requires highly specialized equipment and can take months to develop, is too costly to be performed on smaller crops, such as mint. Mutations in "tilled" plants are more stable. The changes in transgenics can go away over several generations. However, TILLING can only remove traits from a plant; transgenics can add them.

Take, for example, golden rice, one of the biggest leaps for genetically modified food. Inserting daffodil genes into rice produces plants with beta carotene, a building block for

vitamin A. So fortified, the plant could be a boon to millions of the world's poorest who don't receive enough vitamin A, which sharpens eyesight and strengthens resistance to infectious disease. But the plant can be made only by using transgenics. Genetically modified plants made by either technique, protesters say, threaten biodiversity and consolidate agricultural power with the giant multinational companies that develop the crops.

There are other questions. Researchers don't know the effects of removing a trait. Caffeine, for example, could be vital in protecting the coffee plant from fungal infection. If you're messing with the genetic structure of a food or an organism, there needs to be long-term testing to make sure that that manipulation is not going to affect long-term health. As cautioned Mark Helm, a spokesman for Friends of the Earth, which has held several food protests in Seattle. Henikoff and McCallum's work will remain academic, refined for use as a technique for basic researchers. But a "titled" product, Henikoff said, could be on the shelves as little as five years. Benjamin Shors' phone message number is 206-464-2920. His e-mail address is bshors@seattletimes.com.

Bakers Are Concerned About Unlabeled, Untested Genetically Engineered Ingredients in Their Products Database

The following link goes to a bakery industry trade survey about genetically engineered ingredients.
<http://www.bakery-net.com/rdocs/newsletr/01feb.html#3>

Here are the conclusions:

Over 66% of responding bakers expressed enough concern over the use of genetically engineered ingredients to indicate that they would prefer not to use them, or would be willing to pay more for unaltered ingredients. Considering that relatively little press attention has been paid to genetically-modified ingredients (compared to other dietary concerns such as cholesterol levels which, in the past, received huge amounts of press coverage), concern is surprisingly high. While the results of the survey do not bespeak the safety of genetically-modified foods, the results do point out one thing; Whether genetically modified foods are safe or not, unless the proponents of them wage a major public relations battle to educate consumers and processors of their acceptability, their application in the market is limited for quite a while.

Local Cafes Welcome Fair Trade Coffee

by ERIN GALLAGHER

October 19, 2000

Whether students go to a cafe to meet a study group or get their daily fix of coffee is for sure, the coffee business in Berkeley is an integral part of student life. Students ponder whether to order a latte or a cappuccino, or perhaps decaf or regular. But actually ponder where their java comes from?

The fairly young "fair trade coffee movement" takes that question and places a focus on what kind of coffee they drink. The movement specifically attempts to help small farmers who need assistance accessing the market by ensuring that fair trade coffee farmers receive a fair flat rate, regardless of market fluctuation. The big name coffee with large farms and a large following, can sell coffee even when the market is down of their size and prominence, said Doug Welsh, director of coffee purchasing at Peet's Tea.

Peet's recently started selling a Fair Trade Blend, joining a slew of local cafes, restaurants, and activist and consumer pressure, which have brought fair trade coffee to customers. The university has begun using fair trade coffee at the Free Speech Movement Center residence dining halls. "The consumer is the engine," Welsh said. "If the customer demand it, it will only go so far. Awareness needs to be raised so that consumers know the fair trade symbol and know when they buy fair trade coffee they are giving direct assistance to small farmers."

Coffee is traded on the Future's Market and is one of the largest commodities traded in the world, second to oil. Farmers with enough money to make very high quality coffee receive premium prices, Welsh said, but that is why the smaller farmers need help. The price of coffee is fairly cheap, so middle agents often exploit small coffee growers by offering a very small price for their crop, which farmers have to accept because they have no other option.

The fair trade system gives guarantees to farmers so that instead of worrying about money or reducing their quality, they can focus on producing good coffee for which they receive a fair price. Fair trade works through the price floor mechanism, which is set per pound of coffee. It is paid to the farmer cooperatives, which can be made up of thousands of workers, Welsh said. In order to qualify for fair trade certification, a farmer must produce only very small amounts of coffee beans. Typically the farm only has three acres.

The third party organization, TransFair USA, guarantees that the co-ops will receive a minimum price and distributes the money. "Although the system guarantees a price designed to pay coffee growers \$1.26 forever," Welsh said. "The hope is for farmers to improve their farms, perhaps purchase a mode of transportation, thus becoming better off eventually they won't need fair trade assistance anymore." TransFair is a nonprofit organization that monitors the coffee market. Along with certifying the coffee growers and coffee sellers, TransFair also certifies the coffee roasting businesses and has currently approved 64 roasters and 16 importers.

In order to be certified, the businesses must meet specific requirements and sign agreement with TransFair that the coffee they label as "fair trade" is bought from cooperatives. The organization follows a complete paper trail from coffee grower Luttinger said. "They basically open their books to us," said Nina Luttinger, spoke TransFair. "We should be able to trace every bag of coffee back to the cooperative University Housing and Dining Services unveiled fair trade coffee last month and the residence halls. Peerless Coffee Company, which supplies the residence halls started delivering the fair trade coffee approximately three weeks ago. George Vukasin, president of Peerless, commented that UC Berkeley buys organic and fair trade coffee is more expensive and a "notch above" regular fair trade coffee. "I'm an alum, so I want to be on the cutting edge," Vukasin said. Vukasin compared the fair trade coffee to the organic coffee movement that began 25 years ago.

When the organic movement began, selection was limited, but now the industry is a great deal. The main concern of coffee roasters, both Vukasin and Welsh said, is the coffee. There are a small number of farms producing fair trade coffee currently a smaller sampling to pick from. "We're very picky about our coffee," Vukasin said. The market for fair trade coffee is getting better and we've found some beautiful coffee for everyone." Local Berkeley coffee houses have also been swept up in the movement, whether they wanted to or not. Last spring, protesters voiced their disappointment of fair trade coffee at Starbucks and the newly opened Free Speech Movement Cafe; then, those cafes have decided to join the movement, while others have continued to serve just regular old joe.

"I'm all for fair trade coffee, but we like the coffee we have," said Ken Kamura, manager of Wall Berlin Kaffeehaus. "We stick with our traditions." Kamura said he received a response from the coffee he uses and thus has no intentions on changing. Daryl Strada, manager of the Free Speech Movement Cafe, Muse, the cafe at the Berkeley Art Museum and Strada said the goal of fair trade coffee is to raise awareness of the products everyone consumes. The drip coffee served at the Free Speech Movement Cafe and Muse is fair trade, but Strada does not serve drip coffee. At all three cafes, patrons can order fair trade coffee for their espresso drinks for an additional 25 cents. "If it's available, I always buy it, but patrons shouldn't have to pay cafes extra to support workers," said Taal Levi, a sophomore who said cafes should only sell fair trade coffee on campus."

Strada is in the process of turning over all of their coffee to fair trade, without an additional charge to patrons. "It's part of our philosophy having cafes on and around campus. We want to introduce students who are away from home, possibly for the first time, to coffee that makes them aware of where the products they buy come from." All of Strada's coffee is also organically grown. In comparison to the \$1.26 that cooperatives receive for fair trade coffee, they are paid \$1.41 for coffee that is both organic and fair trade. La Strada in San Francisco celebrated fair trade with the introduction of Peet's Fair Trade Blend. Berkeley, San Francisco and Oakland have all passed resolutions to support fair trade coffee. Welsh said. The city of Berkeley has purchasing restrictions that allow it to only buy coffee that is certified fair trade. "It turns an old Berkeley saying on its head," said Welsh. "

and act globally."

Send letters to the editor to opinion@dailycal.org. -- Deborah James, Fair Trade Exchange deborah@globalexchange.org 415.558.8682 ext.245 415.255.7498 fax Street #303, San Francisco, CA 94110 www.globalexchange.org/economy/coffee
Trade Certified coffee is a simple, easy thing you can do on a daily basis to support farmers around the world. At least when it comes to our daily brew, there is finally an independently monitored alternative to sweatshops that sets a standard for Fair Trade global economy.

Researchers Identify Caffeine Gene In Coffee

By MATTHEW FORDAHL, Associated Press

Scientists have identified a gene in the coffee plant that is key to the synthesis of caffeine. They hope eventually to produce a genetically engineered coffee plant in which that gene has been shut down. The research was conducted by Alan Crozier, a professor of plant biology and human nutrition at the University of Glasgow, and colleagues in Japan. It was published Thursday in the journal Nature.

Today's decaf often suffers because of the caffeine extraction process, which involves washing the beans, washing them in organic solvents or subjecting them to other procedures. "The coffee cherry has been picked from the tree. "The decaffeination processes, particularly those using organic solvents, do not just take out most of the caffeine, they also take out some of the coffee's natural aroma and flavor," Crozier said. "So to an espresso addict like myself, decaf tastes like dishwater."

The genetic change would not alter the flavor. That's good news for people who can't stand the taste of decaf or the effects of caffeine, which include heart palpitations, anxiety, high blood pressure and insomnia. But is the world ready for genetically modified coffee? "We've got to get past this scare-mongering that's going on about the growth of genetically modified produce," Crozier said.

The Glasgow researcher and his colleagues are waiting for additional money to create the genetically modified coffee plants. So far, no coffee or tea companies have jumped at the opportunity. "I'm looking for some commercial support, and I anticipate it would take us five years for us to create the plants and get them grown on any scale," he said. Researchers at the University of California, Berkeley's Integrated Coffee Technologies Inc. also are developing genetically engineered coffee plants, but their process involves a different gene and earlier stages of caffeine synthesis. The company hopes to be selling plants in 2003, with the first commercial harvest in 2004.

COFFEE

... Coffee originally comes from Ethiopia and, according to legend, was first discovered when a goatherd named Kaldi observed the small shrub's effects on his goats who chewed on the plant's leaves and shiny red berries.

... Coffee is now grown in Africa, Asia, South and Central America, and the Middle East and is the second most valuable legally exported commodity on earth (after oil).

... The average American consumes 10 pounds of coffee per year, 1/5 of the world coffee trade.

... Every day in the US, 450 million cups of coffee are consumed by over 130 million people.

... Coffee is a highly labor-intensive crop and it provides a livelihood for over twenty million people in over 50 countries.

COFFEE PRODUCTION

Labor

... Coffee is produced on both large plantations and by small farmers. The majority of the world's coffee, however, is still grown by family farmers.

... Conditions for workers on large plantations vary, but most are paid sweatshop wages and toil under severe working conditions. A recent study in Guatemala showed that over half of plantation workers were not receiving the legal minimum wage and as a result many were forced to bring their children to the fields in order to make ends meet. Paying a living wage can prevent child labor and increase access to medical care and education for the families of coffee workers.

... In many countries adequate labor laws exist but are not properly enforced. Coffee workers have routinely been denied their right to organize and form unions to protect their rights.

The Environment

... Coffee farming originally developed in Africa under diverse shade trees that provided habitat for wildlife such as birds, butterflies, insects, and other animals. Farmers have traditionally used sustainable growing methods including composting coffee pulp, rotating crops, and avoiding inputs of chemical pesticides and fertilizers. Coffee is also commonly grown with plants such as banana and nut trees to provide food security and additional income.

... As with most other crops, modern farming methods aimed solely at increasing yields have destroyed the benign effects of coffee production on the environment. In recent decades ☉sun cultivation¹ has replaced shade grown coffee and has been aggressively promoted by groups like The World Bank and USAID (US Agency for International Development).

... Industrial ☉sun cultivated¹ coffee farming has not only increased the use of costly chemical inputs, but has also destroyed wildlife habitats, increased soil erosion, accelerated deforestation of rainforests, polluted water supplies, and driven many small farmers off the land.

... Billions of birds that make their summer home in the US each will fly south in the colder months, many finding refuge in the diverse ecosystems of shade grown coffee farms. A US Fish and Wildlife Service survey has shown decreases of up to 3 percent in the number of birds migrating between North and Central/South America over the past two decades, precisely the same time period during which shade grown coffee has been declining.

FAIR TRADE COFFEE

... Many coffee farmers receive prices for their harvest that can be less than the costs of production, forcing them into a cycle of poverty and debt. They are often forced to sell to middlemen who pay them half the market price, generally between 30-50¢ per pound. Fair trade coffee sells for a minimum of \$1.29 per pound. This money goes directly to coffee farmers, not to predatory middlemen.

... Fair Trade farmers are also insured access to credit at the beginning of the harvest season so they can support themselves during the ☉lean months¹ between harvests.

... A typical Fair Trade farmer cultivates less than 3 hectares (7 acres) of coffee and harvests 1,000-3,000 pounds of unroasted coffee a year

... More than 500,000 farmers around the world produce and sell more than 32 million pounds of coffee each year through the Fair Trade network. Over 100 fair trade coffee brands are sold worldwide in approximately 35,000 retail outlets (7,000 in the US).

... About 85% of Fair Trade Certified coffee is shade grown and organic as small farmers have never had the money to purchase chemicals.

... The first fair trade coffee label was started in 1998 in Holland under the name Max Havelaar and has since been followed by many others. In 1997, Fair Trade labelers formed an international umbrella group called Fair Trade Labeling Organizations (FLO) International, which defines the criteria for each product certified under the Fair Trade system, including coffee, tea, cocoa, sugar, honey, bananas and orange juice.

... There are now over 50 importers and roasters in the US the largest being Equal Exchange (www.equalexchange.org) who imported 1.6 million pounds of coffee last year.

... Unfortunately the supply of fair trade far outstrips the demand. Of the 60 million pounds of fair trade coffee produced globally only half is sold on the fair trade market. Coffee companies need to aggressively promote fair trade coffee.

STARBUCKS

... The first Starbucks was opened in Seattle in 1971 and the company has now grown to over 3,300 retail locations in 18 countries.

... Starbucks, which owns 20% of all cafés nationwide, currently serves coffee to 10 million people each week.

... Starbucks also sells ice cream, whole coffee beans, and bottled Frappuccino drinks in supermarkets, airports, Hospitals, hotels,

casinos, and on 400 college campuses nationwide.

... Starbucks also has partnerships with Pepsi-Cola, Marriott, Kraft, (A subsidiary of tobacco giant, Philip Morris, who also own Maxwell House and Sanka) and the second largest supermarket chain in the US, Albertson's.

Starbucks or Frankenbuck\$?

Starbucks is using genetically engineered ingredients

Most Starbucks outlets are still using milk coming from Monsanto's controversial recombinant Bovine Growth Hormone. Thousands of Starbucks cafes and other retail outlets are serving lattes, mochas, bottled coffee drinks and ice cream containing milk and half & half derived from dairies using the dangerous drug.

We would like Starbucks to publicly state that they will stop buying milk from dairies using rBGH. Starbucks should also label their bottled drinks and ice cream products as being rBGH-free^1 . There are ample supplies of rBGH-free ([list of bgh-free dairies](#)) milk available in the US, at competitive prices.

rBGH

... Monsanto's controversial genetically engineered recombinant Bovine Growth Hormone, (rBGH) which is banned in every industrialized country in the world except for the USA, is currently injected into 10% of the nations dairy cows despite numerous concerns about the safety of its use.

... The US Food and Drug Administration (FDA) has admitted that the use of rBGH in cows may lead to increased amounts of pus and bacteria in milk. The powerful antibiotics used to fight the increased disease in rBGH injected cows may lead to greater antibiotic and chemical contamination of milk and dangerous resistance to antibiotics in the human population.

... Studies have also shown that rBGH has more saturated fat and less protein than rBGH-free milk.

... Milk derived from rBGH-injected cows increases levels of insulin-like Growth Factor I (IGF-1) a hormone found in both humans and

cows. IGF-1 is known to survive in the digestive tract, plays a role in cancer in general, and may have significant effects on colon tumors in humans.

... A standard cancer test of a new human drug requires two years of testing but rBGH was only tested for 90 days on 30 rats. This study was submitted to the FDA but has not been published because in their words, it would "irreparably harm" Monsanto

... Use of rBGH has been associated with significant animal health problems including a 50% risk increase of lameness (leg and hoof problems), a 25% increase in the frequency of clinical mastitis (udder infections), and serious animal reproductive problems (including infertility, cystic ovaries and fetal loss.

... Despite Monsanto's claims that rBGH will help small farmers, The National Family Farm Coalition has estimated that one third of the nation's 120,000 dairy farmers have gone out of business since the drug's introduction in 1994.

Bakery products and chocolate

... Starbucks is also using genetically engineered ingredients in their baked goods, chocolate and the soymilk they are using to make coffee drinks. GE soy lecithin and other soy derivatives, GE corn sweeteners, and GE cooking oils can all be found inside the doors of your local Starbucks.

We would like Starbucks to pledge to stop using genetically engineered products in any of their products. Starbucks should also source baked goods from bakeries who have stopped using GE ingredients. There are ample supplies of GE free food ingredients such as soy lecithin, corn sweeteners, and cooking oils which are contained in the products which you manufacture or purchase from vendors. Many other companies have been able to source them with little difficulty.

GE coffee is on the way

... Researchers at several biotechnology corporations, including Monsanto have been developing varieties of genetically engineered coffee whose beans will be naturally decaffeinated. Plants produced caffeine as a natural defense against insects. Will GE decaf coffee

mean the use of even more toxic insecticides? We want Starbucks to sign a written pledge guaranteeing that they will never use any genetically engineered coffee beans.

Starbucks and Fair Trade Coffee

... Although Starbucks has recently bowed to consumer pressure and begun selling Fair Trade, Shade Grown (organic or transition to organic) coffee beans in bulk, they are refusing to brew and seriously promote fair trade coffee. Half of all Fair Trade coffee is not even sold on the Fair Trade market. We want Starbucks to start brewing Fair Trade coffee in all of their stores and to actively encourage their customers to purchase Fair Trade coffee as an alternative to sweatshop coffee.

... In March 1998, Starbucks announced that it was \$500,000 per year to help improve the living and working conditions of coffee workers in Guatemala. Starbucks has provided no evidence that they have done so. We want Starbucks to provide clear and transparent evidence that they are in compliance with their previous promise to improve the wages, working conditions, and lives of the people who grow, harvest, and process the coffee they buy in Guatemala and other nations.

Northwest Shade Coffee Campaign



The Problem with Coffee



Home

Sun coffee plantations produce higher yields, but at serious social and environmental costs.



The Problem

Converting a traditional coffee farm into a technified operation involves clear cutting the forest. A casualty of this conversion is biodiversity. Studies in Colombia and Mexico found 94-97% fewer bird species in "sun grown" coffee plantations than in "shade grown" coffee because most of the birds are found in the canopy of the shade coffee plantations and very few forage in the coffee plants.



The Campaign



Where to Buy?

Coffee plants exposed to the open sun are more susceptible to disease and require large applications of expensive chemicals. Small farmers can't afford the increased costs. The removal of shade trees eliminates the fuel wood, timber, and fruit crops that often serve as insurance for growers when coffee prices are low or when crops fail.



For the Media



The Birds

Even though higher yields are attractive to large growers, flooding the coffee market is economically risky over the long term because prices fall as supplies increase (i. e., if everyone technifies, there will be too much coffee).



Sun vs Shade



What's Brewin'



Links

Until now, coffee importers, roasters, and retailers haven't had a reason to track whether their product is grown in the shade or in the sun. But due to consumer awareness of the impact of technified coffee on the environment, people are starting to ask for shade coffee.

U.S. coffee drinkers comprise one-third of the world coffee market. By purchasing coffee that is grown in the shade, we help keep shade coffee economically viable and preserve increasingly scarce habitat for migratory neotropical birds.

[[Home](#)] [[The Problem](#)] [[The Campaign](#)] [[Where to Buy?](#)] [[For the Media](#)]
[[The Birds](#)] [[Sun vs Shade](#)] [[What's Brewin'](#)] [[Links](#)]

Comments? coffee@seattleaudubon.org

Original design by [Sierra Systems Consultants](#) and the [Seattle Audubon Society](#)
Site currently maintained by [Mike Patnoe](#)



(Click to hear my song.)

The **Black-Throated Green Warbler**, *Dendroica virens*, summers in large northern hardwood forests and uses mixed deciduous-coniferous forests as breeding grounds. It winters in dense tropical forests and tropical woodlands.



THE SCOOP ON SHADE-GROWN COFFEE

Coffee, a shade-loving plant that evolved in the forests of Africa, has been a major economic, political and cultural force in the Americas since the 1700s. At first, farmers simply thinned patches of rainforest and planted coffee bushes in the warm twilight under the forest canopy. In recent years, agronomists have promoted new ways to grow coffee, using only a few species of heavily pruned shade trees or even planting dense hedgerows of coffee in open fields. These "full-sun" farms produce more coffee beans, but at a terrible cost to the environment.

THE DANGEROUS TREND TOWARD SUN-GROWN COFFEE



A growing number of farmers are bulldozing their shaded plantations and switching to an open-field system devoid of trees or wildlife. This concerns conservationists, because coffee is the dominant crop throughout the highlands. Most of the region is already deforested. Mexico loses a million acres of forest every year. An equal amount is destroyed annually in Central America. Coffee plantations account for over seven million acres of land in this region and are an important alternative to native forests.

MIGRATORY SONGBIRDS AND COFFEE FARMS

Most American coffee drinkers have never had the opportunity to visit a coffee farm and only appreciate coffee in its ground and brewed form. But we all enjoy another benefit of coffee farms: migratory songbirds. Warblers, redstarts, tanagers, thrushes, orioles and their wayfaring allies are in trouble for many reasons, primarily habitat fragmentation in the north and deforestation in the tropics, where they spend the winter. Many of the birds on the Priority Species list of *Partners In Flight*, an international coalition of conservation organizations -- including the Black-capped Vireo, Cerulean Warbler and Golden-winged Warbler -- will spend the winter in 'coffee forest'.

SHADE-GROWN COFFEE PROMOTES BIODIVERSITY

Traditional farms are home to dozens of tree species, some natural and others planted by farmers to provide wood, fruit, fiber and other products. There are often more tree species found in an acre of traditional coffee than in an acre of North American forest. The exuberant, multi-layered flora provides refuge for abundant wildlife, ranging from frogs in the leaf litter and ocelots hunting the partridge-like tinamous, to parrots squawking overhead.



Biologists in Guatemala inventoried birds, bats, bugs and reptiles in coffee farms, demonstrating that traditional shaded farms were rich in biodiversity. Scientists from the Smithsonian Migratory Bird Center and the US Forest Service have corroborated the dramatic differences in bird diversity between shaded and full-sun coffee farms. Ivette Perfecto, of the University of Michigan, found, for example, 126 species of beetles in a traditional farm as compared to 29 species in a full-sun farm. In El Salvador, a country with less than 5 percent of its original forest cover, traditional shade-grown coffee farms acting as alternative forest habitat have maintained much of the avian diversity.

ECO-O.K.® CERTIFICATION

The ECO-O.K. certification program brings together our concerns for the environment and our desire to support farmers and communities that safeguard our natural resources. The ECO-O.K. seal of approval assures consumers that products were grown with little or no agrochemicals under a strict set of environmental standards and with protection for worker health and safety.

The Principles of ECO-O.K.® Certification

Conservation certification promotes "integrated agriculture," a harmony among the economic needs of the farmer, the health and welfare of workers and the local community, and environmental protection. ECO-O.K. standards support the following principles.

Ecosystem Protection Certified farmers must reforest along rivers and roads, protect forest fragments, control pollution and cooperate with conservation agencies. Deforestation is prohibited. Crops, such as coffee and cacao, must be grown under the shade of a diversity of local tree species.

Wildlife Conservation The standards require farmers to protect wildlife, stop hunting, conserve critical and endangered habitats such as wetlands and create biological corridors. ECO-O.K. biologists show farmers how to increase and enrich wildlife habitat without inhibiting crop production.

Water Conservation Buffer zones along streams, good soil management and controlled use of agrochemicals reduce sedimentation and pollution of streams. On certified farms, fuels and chemical products are handled with special care and processing plants must not pollute rivers.

Soil Conservation Age-old but often forgotten techniques such as wind breaks, cover crops, and contour planting are required to conserve soils – the foundation of every farm.

Minimize Agrochemical Use Certified farms use Integrated Pest Management techniques and only those agrochemicals permitted by national laws and the U.S. EPA. Chemicals on the 'Dirty Dozen' list are strictly prohibited. Producers must provide proper safety gear and training for workers to reduce risks.

Manage All Wastes ECO-O.K. certified farms develop systems for dealing with solid and liquid waste generated during production and processing. The program helps farmers develop ways to Reduce, Reuse and Recycle all on-farm waste, sometimes spurring new community enterprises.

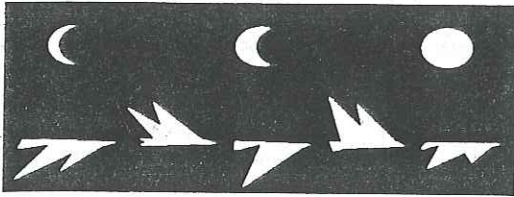
Treat Workers Fairly Workers on ECO-O.K.-certified farms have access to health and education services, potable water, dignified housing and a safe, healthy work environment.

Maintain Good Community Relations It is not enough for producers to protect the environment within the boundaries of their land. ECO-O.K.-certified producers help to protect watersheds and community forests, provide environmental education and contribute to the local economy.

Environmental Planning and Monitoring Producers must have an approved farm management plan. Farms are inspected at least once a year. And most importantly, producers must demonstrate continued progress towards a more sustainable production system to be re-certified each year.

To receive a copy of our coffee certification guidelines, contact the Rainforest Alliance or visit our web site at:

www.rainforest-alliance.org



Smithsonian Migratory Bird Center



WHY MIGRATORY BIRDS ARE CRAZY FOR COFFEE

Migrants and Coffee: What's the Connection?

In the midst of altered and shrinking habitat, both in North and Latin America, migratory birds have found a sanctuary in the forest-like environment of traditional coffee plantations. In eastern Chiapas, Mexico, Smithsonian Migratory Bird Center biologists found that traditionally-managed coffee and *cacao* (chocolate) plantations support over 150 species of birds—a greater number than is found in other agricultural habitats, and exceeded only in undisturbed tropical forest. Even in very disturbed areas, coffee plantations support good populations of migrants and other species that prefer or are restricted to forest habitats, such as redstarts, Black-throated Green Warblers, Yellow-throated and Solitary Vireos, and residents including tinamous, parrots, trogons, becardas, toucans, and woodcreepers.

However, because of recent changes in coffee production and marketing, shade coffee plantations are a threatened habitat.

New varieties of coffee have been developed in the past twenty years that are sun tolerant and are grown with no shade canopy at all. While the new varieties often have substantially increased yields, these cannot be sustained for many years without intensive management (additions of fertilizer and lime); they are also subject to premature death in environments possessing a marked dry season, and they need to be renovated (plants replaced) much more frequently than the shade varieties.

Aside from the agronomic risks, sun coffee production has resulted in major habitat change for migratory birds in the past two decades. Of the permanent cropland planted in coffee, the amount under modern, reduced-shade coffee systems ranges from 17% in Mexico to 40% in Costa Rica and 69% in Colombia. The few studies that have been conducted have found that the diversity of migratory birds plummets when coffee is converted from

shade to sun. One study found a decrease from 10 to 4 common species of migratory birds. As for the overall avifauna, studies in Colombia and Mexico found 94-97% fewer bird species in sun-grown coffee than in shade-grown coffee. This comes as no surprise since over two-thirds of the birds are found in the canopy of shade plantations and less than 10% are found foraging in coffee plants.

A Closer Look at the Shady Side of Coffee

Shaded coffee plantations are often the last refuge for forest-adapted organisms

Of all agricultural systems in the tropics, shade coffee plantations have been found to have some of the highest numbers of individuals and species of migratory birds:

- Chan Robbins and Alejandro Estrada, leading a team of bird surveyors around Mexico and the Caribbean Basin, found that *cacao* and coffee plantations supported the largest numbers of forest-dependent migratory birds of any agricultural habitats.
- In *Where Have All the Birds Gone?*, tropical ecologist John Terborgh writes "Some agricultural practices are compatible with the maintenance of high populations of migrants. This was first impressed on me many years ago when I conducted some tally counts on coffee and *cacao* in the Dominican Republic." He concluded that "coffee and *cacao* make good migrant habitat" although some forest specialist species, particularly residents, may be missing.

Grown in the time-honored manner, coffee bushes are cultivated under a forest overstory. Coffee is also commonly grown using indigenous agroforestry techniques, originally developed for growing *cacao*. This involves

planting a mixture of nitrogen-fixing trees with other useful species to provide shade. Up to 40 species of trees can be found in some traditionally managed plantations, and many of these are managed for household or commercial commodities such as wood or fruit.

Shade trees protect the understory coffee plants from rain and sun, help maintain soil quality, reduce the need for weeding, and aid in pest control. Organic matter from the shade trees also provides a natural mulch, which reduces the need for chemical fertilizers, reduces erosion, contributes important nutrients to the soil, and prevents metal toxicities.

Traditional coffee plantations can be thought of as modified forest habitats. Even where a single species of tree is planted as cover, the trees often produce flower and fruit crops used by omnivorous birds, such as Tennessee Warblers and Orchard Orioles. It is possible that up-mountain and northward movements are timed to take advantage of the blossoming of plantation trees.

In the regions most heavily used by migratory birds—Mesoamerica, the Caribbean islands, and Colombia—coffee plantation "forests" cover 2.7 million hectares, or almost half of the permanent cropland. In southern Mexico, coffee plantations cover an area over half the size of all of the major moist tropical forest reserves, providing critical woodland habitat in mid-elevation areas where virtually no large reserves are found.

Birds are only one indicator of the role that coffee plays in protecting biological diversity. Ongoing studies of insects, canopy trees, orchids, and amphibians show that shade—coffee plantations are often critical refuges protecting forest species whose habitats continue to shrink.



written by Martha Van der Voort and Russ Greenberg

More Than Just a Hill of Beans

Shade coffee presents a tremendous opportunity for both conservation and economic gain, in that such a relatively benign form of agriculture has been and continues to be so significant an economic engine for the Latin American and Caribbean region.

Although coffee originated in the Old World, over 2/3 of the current world production is exported from Latin America and the Caribbean. It is primarily grown by families on small farms. Coffee is the third most common import in the U.S., behind oil and steel, respectively. The U.S. consumes about 1/3 of the world's coffee.

In dollar value, coffee is second only to petroleum as the most important legal export commodity in the world. Revenues exceed 10 billion dollars per year. It is the second largest source of foreign exchange for developing countries around the world and is particularly important for Latin America and the Caribbean, where it is the leading source of foreign exchange.

When New Isn't Necessarily Better

Productive sun coffee cultivation requires chemical inputs and year-round labor, placing financial demands and the need for credits on the growers. Consequently, most "technification" of coffee growing (conversion to sun plantations) is done by larger land-holders.

While technified coffee may point to progress in terms of total crop output--a condition which may not hold true over the long run, and already proven false in some areas where sun coffee is being grown--the relentless push of agribusiness to produce more coffee per unit area may have serious environmental and social ramifications.

Conversion to sun coffee appears to lead to greater soil erosion, acidification, and higher amounts of toxic run-off. In addition, conversion to sun coffee results in a loss of trees, which both provide "insurance" crops to the grower (e.g. fuel wood, timber, citrus, and other fruit trees planted in the canopy) and contribute to ameliorating climate change.

Where Conservation Meets Market Forces

Increasingly, the relationship between sound agriculture, the long-term health of rural farmers, and maintenance of biological diversity is more obvious. Because of its high profitability per unit area compared to raising corn or beef, coffee growing had been seen as a way for small landowners to obtain cash with relatively little investment. Traditional coffee farming reduces the farmer's dependence on expensive chemical applications, safeguarding growers and their families from the possible harmful effects of contact with pesticides.

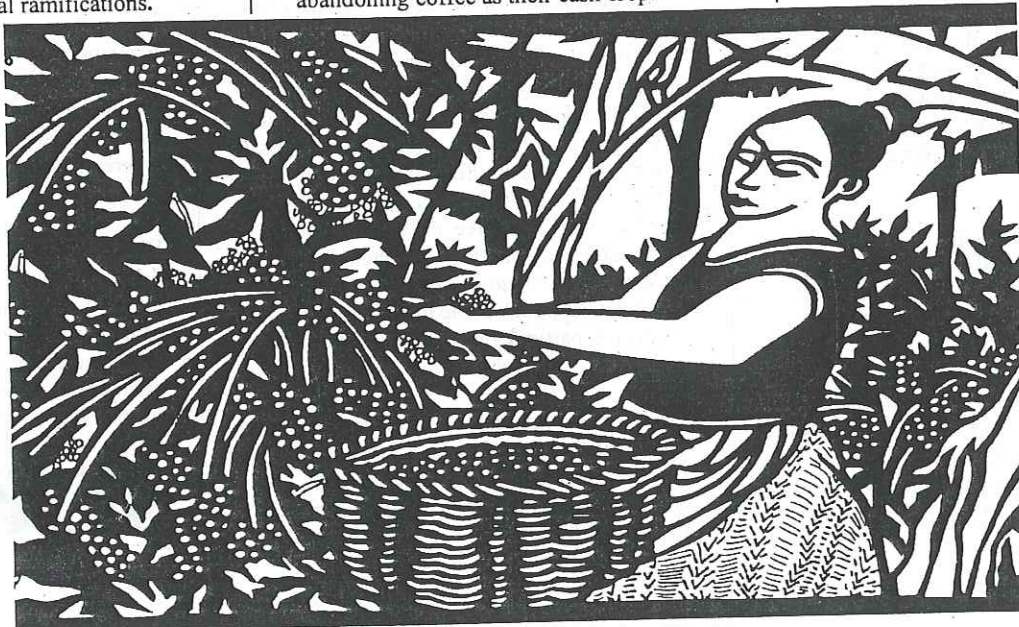
However, the reliance on a single export commodity by farmers in many countries often ends in overproduction. The impact of a worldwide coffee glut was buffered by the International Coffee Agreement, which called for the stockpiling of stored coffee beans by participating countries. The collapse of this agreement (1989) and the trend towards free market economics has caused a crisis in coffee production. In the wake of the price collapse, countries such as Colombia have taken deliberate steps to modernize production, driving small and "inefficient" growers into alternative land uses. With a simultaneous reduction in access to agricultural credits, many farmers struggle to make ends meet and some have been forced to alter their coffee plantations by removing canopy trees for fire-wood or abandoning coffee as their cash crop.

The conservation of migratory birds depends on conservation of habitats, but parks and reserves alone will not provide adequate space for protection. The fate of migratory birds and other wide-ranging species depends upon the quality of human-managed habitats. The health of temperate and tropical ecosystems is bound together by the migration of billions of birds each year--and shaded coffee plantations play a key role. This form of land use may itself be on the way to becoming an endangered species. Ponder this over your next cup of coffee: would you be willing to pay more for coffee if you knew the extra money would be used for extension services and affordable credit for coffee farmers to survive and grow coffee in a more bird-friendly manner?

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Artwork by Shannon Palmer



ORCA's Dirty Dozen
Petrochemicals Inputs in Commercial Coffee Cultivation

One of the main problems with the use of petrochemicals in coffee cultivation is the simple inability for "proper" application as directed by manufacturer instructions on container labels. Many coffee farmers are illiterate. Protective gear is rarely available or is uncomfortable and impractical to wear in the hot and humid conditions where coffee grows. Often coffee workers are not made aware of the toxicity of these compounds. These conditions contribute to worker accidents and environmental contamination throughout coffee growing regions. As a result, the health and welfare of coffee workers and their communities are severely impacted. The following agrochemicals are responsible for the toxic contamination of drinking water through runoff, the poisoning of aquatic life, migratory birds¹ and bees vital to the pollination process.

The compiling of this list is an ongoing project of the Organic Coffee Association. We will update this list as further information becomes available. In our years in the coffee business the founders of ORCA have had a hard time finding verifiable information on petrochemical pesticides used on coffee, a product that plays an important role in many of our daily lives. Our intention in presenting this research is to inform the public so they may make informed choices when buying their coffee.

Third most heavily sprayed crop, after cotton and tobacco.

DDT: DDT an organochlorine insecticide was banned for use in the United States in 1972 but is still widely available for use in coffee cultivation abroad. When he asked which chemicals were used to control insects in coffee cultivation when in Nicaragua, Dean Cycon of Deans Beans in New England was surprised to find DDT available for purchase off the shelf at an agrochemical shop. The highest danger of DDT use lies in its sustained persistence in the environment with a half-life of 2-15 years and its immobility in most soils.² Its low solubility in water makes it extremely toxic to many aquatic invertebrate species and fish. People eating fish contaminated with DDT can be exposed via bioaccumulation of DDT in the fish. Acute human exposure data and animal studies reveal that DDT can affect the nervous system, liver and kidney. Increased tumor production in the liver and lung has been observed in test animals. An association with pancreatic cancer was suggested in humans in one study.³

Thiodan-Endosulphan: A highly toxic insecticide, Thiodan is widely used to combat the "Broca" a borer beetle in the coffee cherry. In July of 1993, 60 coffee farm workers in Colombia were poisoned and one killed as a result of exposure to Thiodan. More than 100 poisonings and three deaths were reported in 1994 in Colombia.⁴ **Manufacturer. Hoechst, Germany**

Paraquat-Gramaxone: Paraquat is exceedingly toxic to humans. Many cases of illness and/or death have been reported.⁵ The EPA has classified Paraquat as a possible human carcinogen.⁶ Ingestion is followed by nausea, vomiting, abdominal pain and diarrhea. Other effects include kidney failure, lung sores, and liver injury. Paraquat has been shown to be mutagenic in the human microorganism.⁷ It is an herbicide that is quick acting and non selective. It destroys green plant tissue on contact. It is banned for use in several Scandinavian countries. **Manufacturer. Zeneca Ag Products 800 759-4500**

2,4-D: 2,4-D was a major component in the Agent Orange, a defoliant used extensively in Vietnam. 2,4-D has produced serious eye and skin irritations among agricultural workers.^{9 10} Several studies in Sweden and the U.S. suggest an association with 2,4-D and cancer. An increased occurrence of non-Hodgkins lymphoma was found in a Kansas¹¹ and Nebraska¹² farm population associated with the spraying of 2,4-D. The compound has been detected in ground water supplies in at least 5 States and in Canada. **Manufacturer. Rhone-Poulenc, Inc. (919) 549-2000**

Furadan-Carbofuran: Death in humans may result from respiratory system failure associated with carbofuran exposure.¹³ Carbofuran is highly toxic to birds. Bird kills have occurred when birds ingested Carbofuran granules, which resemble grain seeds in size and shape, or when predatory or scavenging birds

have ingested small birds or mammals that had eaten carbofuran pellets. One granule is sufficient to kill a small bird.¹⁴ It is very toxic to trout, coho salmon, perch, bluegills and catfish.¹⁵ **Manufacturer. FMC Corporation 2000 Market Street, Philadelphia, PA 19103**

Timet-Forato-Phorate: Effects on humans from Timet exposure include numbness, dizziness, tremor, nausea, breathing difficulty, and slowed heartbeat. High doses may result in convulsions, incontinence and fatality.¹⁶ Several poisoning cases involved workers from 16-18 years old, wearing inadequate protection while applying phorate to crops or working around machines used to apply phorate.¹⁷ 18 Timet is very toxic to birds, ¹⁹ bees, ²⁰ and fish.²¹ **Manufacturer. American Cyanamid Co. Phone 201-831-2000 201-835-3100**

Terbufos: An organophosphate insecticide and nematocide, Terbufos is highly toxic by both oral and ingestion and skin contact. Symptoms of acute toxicity often include abdominal cramps, vomiting, diarrhea, and excessive sweating within 45 minutes of ingestion. Absorption into the bloodstream may cause inhibition of cholinesterase, an enzyme essential for normal functioning of the nervous system. This in turn can lead to blurred vision, chest tightness, headache, slurred speech, and confusion. At high enough doses, death may result from respiratory arrest, respiratory muscle paralysis, and/or constriction of the lungs.²² Terbufos is a granular insecticide and extremely toxic to birds, fish and aquatic vertebrates.²³ **Manufacturer. American Cyanamid (201) 831-2000**

Diazinon: Diazinon is used in Guatemala Symptoms associated with poisoning in humans include tightness in the chest, blurred vision, nausea, vomiting, diarrhea, and slurred speech. Death has occurred in some instances from both skin contact and oral exposures at very high levels. Birds are significantly more susceptible to diazinon than other wildlife.²⁴ In 1988 the EPA canceled the registration of diazinon for use on golf courses and sod farms They cited die-offs of birds which often congregate in these areas.²⁵ **Manufacturer. Ciba-Geigy Corp (919) 632-6M**

Malathion: Malathion is a general use pesticide used in coffee production to control "pulgonos" or mites.²⁶ Human exposures can occur through inhalation or through skin contact. Malathion has produced detectable mutations in three different types of cultured human cells including white blood cells and lymph cells.²⁷ Malathion is highly toxic to aquatic invertebrates, cutthroat trout and brown trout.²⁸ **Manufacturer: Cheminova Agro A/S Lemvig Denmark**

Oxamyl: Oxamyl is used to control a wide variety of insects, mites, ticks and worms. It's a highly toxic carbamate insecticide in EPA toxicity class 1. EPA has classified most products containing oxamyl as Restricted Use Pesticides due to oxamyl's acute toxicity to humans, birds and animals.²⁹ It's high toxicity to bees, makes oxamyl's use especially destructive since bees are prime pollinators. Oxamyl's availability in granular form makes it especially dangerous to birds. Oxamyl is highly toxic to birds.³⁰ **Manufacturer. Dupont Agricultural Products (800)-441-3637**

Zineb: A general use pesticide, Zineb is metabolized in mammalian tissues into ETU (ethylenethiourea) and carbon disulfide. ETU has been classified as a probable human carcinogen by the EPA.³¹ Zineb is practically insoluble in water, and hydrolyzes rapidly producing ETL and other metabolites. In addition to having the potential to cause goiter, a condition in which the thyroid gland is enlarged, this metabolite has produced birth defects and cancer in lab animals.³² Pregnant women are advised to avoid exposure to zineb as it can damage the fetus, as well as cause adverse reproductive system effects.³³ ³⁴ **Manufacturer. ELF Atochem North America (215) 419-7219**

Acephate: Acephate is an organophosphate insecticide. Exposure effects in humans can include heart block, central nervous system impairment, ocular pain, dark or blurred vision, cataracts, abdominal cramps, chest tightness, pulmonary edema, frothing and death due to respiratory failure.³⁵ Acephate is considered toxic to bees³⁶ and is available in granular form which makes it a danger to birds. **Manufactmer. Valent USA (510) 256-2700**

ORCA would like to thank The Pesticide Action Network and Ama Marston for their invaluable help with this project. Most of the information in this report comes from EXTOWNET's Pesticide Information

Profiles (PIP) whose primary files are maintained at Oregon State University. EXTTOXNET is a Pesticide Information Project of Cooperative Extension Offices of Cornell University, Oregon State University, The University of Idaho, and the University of California at Davis and the Institute for Environmental Toxicology, Michigan State University.

For more information on the ORCA Dirty Dozen, **Contact: Adam Teitelbaum at (415) 864-3830.**

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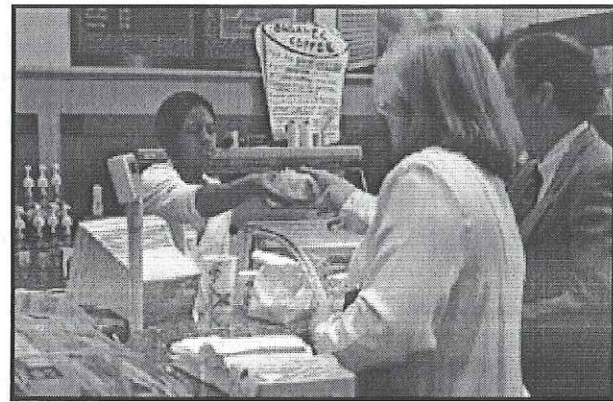
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University



Shunyoung Smith serves coffee to thirsty patrons at the Ram Cafe. At the request of students, the cafe started selling organic coffee Tuesday. (Photo: DTH/Elan Dassani)

Student's Coffee Wish Sparks Organic Options

By Denise Scott

Staff Writer

One student's request for organic coffee was fulfilled Monday after it was added to the menu of an on-campus coffee shop.

coffee shop.

State Conference Updates

The Ram Cafe, on the bottom floor of Lenoir Dining Hall, began offer coffee made with organically grown coffee beans this week.

Alumni Picnic



Scott Myers, food service director for Carolina Dining Services, said officials first investigated the possibility of offering organic coffee after student request.



"(The student) came into the office and said that she liked the organic coffee offered at the Weaver Street Market and thought that the Ram Cafe should start serving it," he said.



Two signs posted in the cafe by Student Environmental Action Coalition members proclaimed the benefits of choosing organic coffee and encouraged students to make the switch from their regular brand.

Organic coffee beans are better for the environment as they are grown without synthetic pesticides, herbicides and fertilizers, according to the signs.

The SEAC poster said the purchase of organic coffee beans helped to keep small farms in business as they are grown by small farmer cooperatives. These sales allow small farms to compete with large growers.

The farms are also home to millions of endangered migrating songbi and the business of organic coffee beans helps to preserve their environment, said junior Chiara D'Amore.

SEAC also pointed out that organic coffee provided the same taste a coffee made from regular beans, for the same price.

Myers said he then checked with the CDS coffee provider and found they offered organic coffee beans at similar price to that of the regular beans.

Ram Cafe was chosen as the place to test out the popularity of organic coffee and offered free samples all day Monday.

Official sales of the coffee began Tuesday.

Myers said that if the sales were good, he hoped organic coffee would be sold in every store that offered coffee on campus.

Shunyoung Smith, a freshman from Tarboro and a Ram Cafe employee said the coffee would sell well but was not sure because it was only the first week the coffee had been offered at campus locations.

Loren Hart, a senior philosophy major from Concord, described himself as a regular coffee drinker and seemed interested in the organic alternative as he stood in line at Ram Cafe.

Hart said, "If all those things are true about organic coffee, and it is the same price as regular, I would definitely buy it."

The University Editor can be reached at udesk@unc.edu.

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It is not the great temptations that ruin us; it is the little ones. - John
W. DeForest

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Who We Are

A World of Culture in a Cup!

California's northern redwood coast is a land of mystery, beauty and independent spirit. Located six hours north of San Francisco, the city of Eureka is at the heart of this picturesque area. Long known for its ancient trees, Eureka also supports a significant fishing industry, where ocean-faring vessels unload salmon, halibut and crab year round.

Humboldt Bay Coffee Company is located one block from Eureka's Victorian seaport. Our roastery and retail store are housed in Eureka's oldest brick building. Parisian style sidewalk seating offers an excellent view of the Old Town district and the Humboldt Bay waterfront. Several daily coffees, a full service espresso bar, loose leaf teas, deli items, fine pastries and desserts offer refreshment to customers, and live acoustic music is scheduled on weekend evenings.

Our coffees are fresh roasted on the premises in small batches by Master Roaster Christopher Goodman to ensure the best in quality and flavor. Carefully selecting only green beans from the top one percent of the world's coffee crop, we roast varietals, blends, flavored and organic coffees for both retail and wholesale customers, paying close attention to the environmental impact of our company and the products we use. Custom blending and packaging is also available. Our wholesale prices are very competitive.

Coffee roasting is treated as a true art form. All of our coffees are rigorously sampled and cupped to establish the optimum flavor profile and great care is taken to ensure consistency and freshness of all products. Our staff is knowledgeable about the history of coffee, as well as the many complexities and subtlety of coffee flavor. We take great pride in our brewing, grinding and storing methods to achieve the unique characteristics of our coffees and espresso. Because roasting is done daily, we ship customer orders on a same-day basis wherever needed.

Humboldt Bay Coffee Company is a knowledgeable contender in the fast growing espresso market. We have developed several outstanding espresso blends, which incorporate Indonesian, Central and South American coffees, and also produce very credible decaffeinated and organic espresso blends.

***Bunn-O-Matic, Nuova Simonelli and Curtis* are a few of the coffee equipment lines available for sale or lease through our company. We also distribute airpots and racks by *Update International*. Humboldt Bay Coffee Company caters to the restaurant, coffeehouse, retail store, kiosk or cart looking for only the best quality coffee.**

We offer consultation and expertise based on experience and passion for the bean. If you are looking for a coffee partner rather than just a cup of coffee, we are the professionals for you.



***Winner 1999, 2000 & 2001 TOPS
Award For Excellence!***



***"The Leaders of
Coffee Quality"***

Thanksgiving Coffee receives environmental award for packaging

11.3.2001
The Times-Standard

FORT BRAGG — As an environmentally responsible business, Thanksgiving Coffee Co., has been named a recipient of the state's 2001 Waste Reduction Award Program for outstanding efforts to reduce waste and protect the environment.

The award, presented each year by the California Environmental Protection Agency since 1993, recognizes companies that implement innovative programs to reduce the amount of waste they send to landfills. Efforts range from changing production methods and recycling waste materials to buying materials with recycled content and educating employees about the impact of their actions at work and home.

Thanksgiving Coffee is a gourmet "specialty" coffee company that imports coffee beans from more than 15 countries around the world, roasts them, and then distributes them to stores, cafes, restaurants, and individual customers in the United States and worldwide. It is available in Humboldt County.

In 1999, Thanksgiving conducted an "environmental audit" that identified eight areas in which it could cut waste and reduce its impact on the planet. This resulted in several new initiatives, including switching to a more efficient roasting oven to save propane, installing energy-saving compact fluorescent bulbs throughout its 15,000-square-foot plant, creating a worm farm to compost biodegradable waste, and partnering with a nonprofit organiza-

tion to plant more than 21,000 trees in Africa to offset the carbon dioxide emissions from its operations.

Businesses generate almost half of California's 66 million tons of solid waste each year, and have an important role to play in state efforts to cut waste. By reducing the amount they throw away, reusing materials, and increasing purchases of recycled products, they can reduce demand for raw materials, the energy used to process them, and new landfills, which contain toxic chemicals. California currently sends about 58 percent of its solid waste to landfills.

Reducing waste is not only good for the environment; it's good for the bottom line. On an annual basis, Thanksgiving Coffee now saves more than 8,000 gallons of propane and over 43,000 kilowatt hours of electricity, and pays less to dispose of waste. Collectively, all of the award winners for 2000 cut the amount of waste sent to landfills by more than 5.6 million tons.

"It's great to see how creative and innovative California businesses can be when it comes to reducing waste," said Linda Moulton Patterson, chair of the California EPA's Integrated Waste Management Board, the state's primary recycling agency. The board works with industry, local governments, and the public to reduce waste disposal and ensure environmentally safe landfills.

For more information about Thanksgiving Coffee visit www.thanksgivingcoffee.com.

San Francisco Chronicle

NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

THURSDAY, OCTOBER 14, 1999

San Francisco Chronicle

WORLD



Latin America FOCUS

Coffee Lovers Find a Cause

Support brewing for cooperatives' 'fair-trade' beans

By Robert Collier
CHRONICLE STAFF WRITER

When Bay Area coffee lovers sip a cup of java, they may find something in the swirling vapors. A flash of energy, perhaps, or inspiration, or even a bit of poetry.

Santiago Rivera hopes they will see him and his family.

To Rivera, a member of a Nicaraguan coffee-growing cooperative, and tens of thousands of small farmers in Latin America, the bean is their survival.

Now, in homes and cafes throughout the Bay Area, it seems many people are seeing Rivera in their cups. The vision is giving coffee a new cachet and offering the people who grow it a better life.

Consumer support is growing fast for gourmet coffee labeled with the "fair-trade" certification — meaning that the importers buy from cooperatives only, not large plantations; pay the growers \$1.26 per pound, more than double the average current price;

and give much-needed credit and technical assistance, such as help in transitioning to organic farming.

"Fair-trade" certified beans retail at a premium price, about \$8 to \$10 per pound — the average for gourmet coffee.

Buyers say they're saving the world one latte at a time. Growers just call it a good deal.

"With fair-trade coffee, we make a better life for our families and communities," said Rivera, whose cooperative is near the northern Nicaraguan town of Somoto.

"Coffee always has been a very unforgiving business, but to us it's a way of life, it means a lot. We're glad that Americans are starting to understand."

Like most coffee growers in Nicaragua, Rivera has been poor all his life. Preyed upon by coffee middlemen and subject to the abrupt price swings caused by international speculators, he couldn't get ahead.

In the 1980s, Nicaragua's coffee zones were ripped asunder by the Contra rebel war. In the '90s, the growers were hit again, this time by a severe credit crunch and a wave of kidnappings.

Then, three years ago, Rivera and his neighbors started selling through TransFair, a European nonprofit firm that licenses the fair-trade certification mark for 500,000 farmers in 20 countries ranging from Latin America to Southeast Asia.

The change came fast for Rivera — it has meant a new mule, new farm equipment, a better diet, schooling for his children.



Santiago Rivera handpicks coffee beans at the cooperative he belongs to near the northern Nicaraguan town of Somoto.

The fair-trade concept has had great success in Europe since it was founded there 11 years ago. Coffee brands with the fair-trade certification mark now do \$300 million in annual European sales.

But the American debut came only last month, when TransFair USA, the Oakland-based nonprofit that licenses the mark, introduced it to the Bay Area. To date, 30 coffee companies have met fair-trade requirements, and their beans are sold in 120 Bay Area cafes, restaurants and supermarkets.

The cities of San Francisco, Oakland and Berkeley have pledged to start serving fair-trade coffee in City Hall.

"Fair-trade coffee is a way of supporting a living wage for the people who grow it," said San Francisco Board of Supervisors President Tom Ammiano, who sponsored a resolution supporting the java. "It embodies all the progressive values that the people of San Francisco stand for — as well as their lust for good coffee."

Fair-trade coffee has become part of a complex consumer movement to put ethical standards on international trade.

It echoes the decade-old campaign against buying tuna caught with nets that also trap dolphins, which has resulted in more than 90 percent of tuna sold in American supermarkets carrying the dolphin-safe label. A newer example is the

This story is one in a series on Latin American issues and culture that will appear every Thursday in the Chronicle World section.

Support Brewing for Cooperatives' Coffee Beans

► COFFEE

White House-sponsored Fair Labor Association, an alliance of corporations, universities and human-rights groups that is planning a sweatshop-free label.

Other coffee-growing regions besides Nicaragua have been witness to social strife. In El Salvador, Guatemala, Colombia and Peru, coffee cooperatives have been preyed upon by right-wing death squads allied with the wealthy elites that control most of the business.

Child labor is commonplace, and pesticides such as DDT — banned in the United States — are routinely used.

Long-range success for the fair-trade movement — and the social benefits it brings for the small growers — ultimately depends on motivating large numbers of consumers to put their money where they say their principles are.

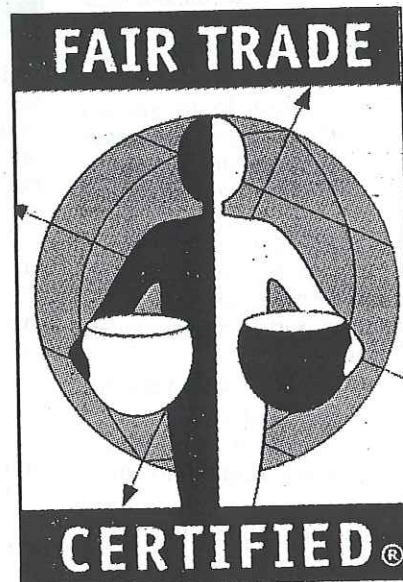
"Fair-trade coffee isn't charity, it's simply good business," said Paul Rice, TransFair USA's executive director, who started the campaign after living in Nicaragua for 11 years, working with coffee cooperatives.

"It's good for roasters and coffeehouses because more and more consumers are asking for it; it's good for consumers because it tastes great and you can feel good drinking it."

But the socially conscious status gets confusing too, as other causes and groups jump on the bandwagon.

Coffee bars now tout brews with such heart-warming adjectives as bird-friendly, shade-tree and sustainable. Starbucks has begun offering a shade-grown variety purchased from cooperatives in the southern Mexican state of Chiapas.

In Mexico and Central America, coffee plants are usually grown under a virtual forest of shade trees, while in Brazil and most other nations, they are grown with the trees stripped away — thus giving birds less habitat.



The TransFair USA seal indicates that the coffee was produced under "fair-trade" criteria.

Environmentalists say Starbucks' move is a good start. But the corporation's many detractors in the Bay Area, who blame it for homogenizing the eclectic coffeehouse scene, say the tag is just a cynical cosmetic makeover, because most gourmet coffee is shade-grown.

Never mind the controversy, Rice says, TransFair would love to sell Rivera's coffee to Starbucks.

TransFair is trying to persuade the huge firm to give fair trade a try but hasn't received an answer yet.

Some industry insiders say fair trade is a concept whose time has come.

"All these (environmentally conscious) labels are confusing, and some are nothing more than slick marketing," said Adam Teitelbaum, owner of Adam's Organic Coffees, a San Francisco-based wholesale firm that sells two varieties of fair-trade certified beans.

"When I drink coffee, I think of lots of things — the mountainside where the coffee is from, the trees, the growers, the way they take care of the land.

"Fair-trade organic coffee is a verifiable way to combine all these things."

THE WALL STREET JOURNAL

TUESDAY, NOVEMBER 23, 1999

ECONOMY

A Global Effort for Poor Coffee Farmers 'Fair Trade' Movement's Strategy Is to Bypass Middlemen

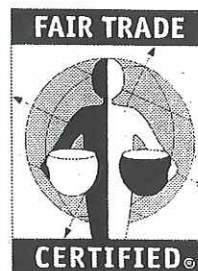
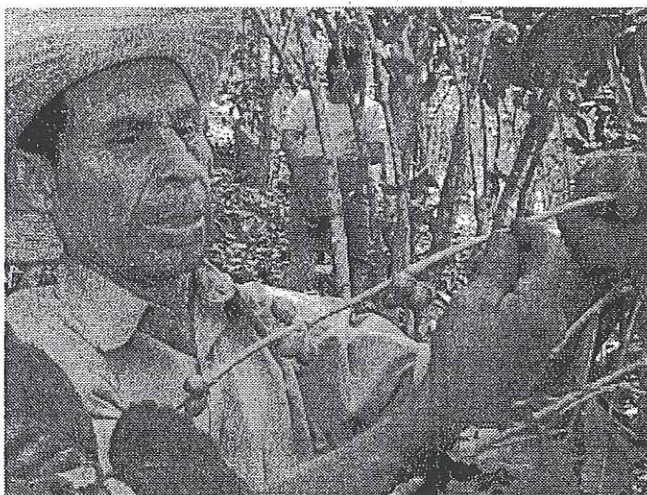
By JIM CARLTON

Staff Reporter of THE WALL STREET JOURNAL
SAN FRANCISCO—Nicaraguan coffee farmer Santiago Rivera sat at a patio table outside Caffe Saphore here not long ago, listening to a Latin band and shaking hands with customers.

A glamorous Juan Valdez, he's not. Unlike the fictitious coffee farmer who appears on television commercials for Colombian coffee, the 54-year-old Mr. Rivera is lean and wiry with callused hands and a battered straw hat. He has ventured far beyond his mountain home to publicize what is called the "fair trade" coffee movement. Since signing up to grow beans for fair trade, "my roof doesn't leak anymore," he says with a grin.

Haven't heard of fair-trade coffee? You soon may. Started in Europe 10 years ago and just making its way to the U.S., the aim of the fair-trade coffee movement is to lift the standard of living for poor farmers in developing countries by forming a system where the farmers can sell their beans directly to roasters and retailers, bypassing the customary practice of selling to middlemen in their own countries.

This arrangement allows farmers, who farm mainly in the mountainous regions of Latin America and other tropical regions where the high-flavor high-priced beans sold to gourmet stores are grown, to earn as much as \$1.26 a pound for their beans, compared with the 40 cents per pound they were getting from middlemen. Farmers



Santiago Rivera and his daughter pick coffee beans in the rugged mountains of Nicaragua. Pictured above, the TransFair Certified Logo.

who use environmentally friendly practices, such as promising not to clear-cut trees or use pesticides, are paid a premium.

The fair-trade coffee movement is the latest example of how social activists are using free-market economics to implement social change. The idea to import the movement into America came from TransFair USA, a group that launched the campaign five months ago, targeting the politically liberal San Francisco Bay area. Since then, the organizers say they have signed up eight gourmet roasters and about 120 stores, including big chains like Safeway Inc. Fair-trade coffee carries a logo identifying it as such.

While the movement has led to incidents of violence in some places in Latin America, mostly involving middlemen who are being bypassed, organizers say they have plans to extend sales of fair-trade coffee to Seattle this month—to correspond to

the meeting of the World Trade Organization—and plans to target half a dozen U.S. metro areas a year, possibly Boston and Washington, D.C., in 2000. By the year 2005, TransFair hopes to have 5% of the \$18 billion U.S. coffee market, the world's largest, and an even larger percentage of the faster-growing specialty coffee market.

"People who hear of our program are very excited to hear about an alternative to getting their products from sweatshop conditions," says Deborah James, fair-trade director for Global Exchange, a humanitarian group based in San Francisco that is working with TransFair to publicize the fair-trade coffee movement in the U.S.

Oakland's Royal Coffee shop, for instance, reports sales of fair-trade coffee have jumped to about 60 pounds a week, or 5% of total sales, in a month. "People here like what this stands for, plus the coffee is

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Effort for Poor Coffee Farmers

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great," says Michael Murphy, the shop manager.

At Equator Estate Coffees & Teas, a roaster in upscale San Rafael, officials say the coffee accounts for about 15% of their total, and would be higher if supplies were greater. The company says it weaves the fair-trade coffee into all of its blends. "Once the demand builds, there will be more supply," says Brooke McDonnell, a partner in the company. "I really think it's like a rolling thunder."

Fair trade made big inroads in Europe, where fair-trade coffee sells in 35,000 stores and has sales of \$250 million a year, according to organizers. In some countries, like Switzerland and Holland, fair-trade coffee accounts for as much as 5% of total coffee sales. Based on those successes, organizers in Europe are expanding their fair-trade efforts to include other commodity items, including tea, sugar, bananas and chocolate.

But fair-trade activists concede that selling Americans on the idea of buying coffee with a social theme will be more difficult than it was in Europe. Americans, they note, tend to be less aware of social problems in the developing world than Europeans. But when unfair business practices are made public, Global Exchange officials say, their surveys show eight out of 10 American consumers would opt for a product that is made under fair practices. "Once you give people the option, they will generally make the right decision," Ms. James says.

In Oakland, Mayor Jerry Brown is even pushing his constituents to give more thought to how they buy coffee. "I would hope that the people sipping their cappuccinos would take a moment to reflect on the sweat and labor of those who provided it."

Indeed, coffee farming is grueling. Workers often extract beans by hand from mountaintop groves, and then carry the harvest miles down in 100-pound packs.

The movement has yet to get the support of major U.S. coffee houses such as Philip Morris Cos.' Maxwell House unit and Procter & Gamble Co.'s Folgers unit, which buy their beans in volume. And most coffee sold to big companies comes from lowland coffee farms that consist of vast plantations run by corporations.

"Participating in those kinds of initiatives can be tricky," says Pat Riso, a Maxwell House spokeswoman. Quantities supplied by fair-trade farmers are still limited, while shipping schedules are subject to disruptions such as strikes, organizers say.

Another hindrance is violence against farmers by middlemen. A number of farmers have been injured or murdered, including Mariano Perez, who in 1994 was shot to death in the Mexican state of Chiapas, where he was helping organize a local fair-trade-coffee group.

Farmers generally are organized in cooperatives of as many as 2,500 members, which set prices and arrange for export directly to brokerage firms or other distributors. Middlemen—known as "coyotes" in Nicaragua—previously handled this role. So far, 500,000 of the developing world's four million coffee farmers have signed on with TransFair.

TransFair is trying to nudge Seattle's two big coffee giants, Starbucks Coffee Co. and Seattle Coffee Co., into agreeing to buy some of the fair-trade coffee. Officials at Starbucks say they plan to meet with TransFair to see how to proceed. "We are very supportive of fair-trade coffee," says Starbucks spokesman Alan Gulick.

So, apparently, are some customers. Zachary Smith, a computer architect who turned out to meet Mr. Rivera at Caffe Saphore, says he began buying the fair-trade coffee after learning the proceeds would go to help improve the lives of growers, such as Mr. Rivera. "I really believe that the way to make the world a better place is to give people that are growing things enough money to live on."