



The Perfect Cup

VOLUME ONE, ISSUE FOUR • APRIL 2007

BUILDING BETTER COFFEE COMMUNITIES



As consumers' taste in coffees has evolved, so has their awareness of where and under what conditions their coffees are grown. Many certifications, alliances, and consumer groups now grade, study, and report on coffee culture. This issue of our newsletter highlights programs and organizations that strive to build better coffee communities by promoting economically viable agro-ecosystems, environmental stewardship, or producer prosperity.

◀ *Ted Lingle, of the Coffee Quality Institute, helps to plant new coffee crops.*

Organic and Sustainable Coffee

The **Rainforest Alliance** is the best known non-governmental organization promoting sustainability. It focuses on the social, environmental, and economic sustainability of farm management, teaching farmers how to produce a premium, sustainable product and compete in the marketplace.

“Corporate Social Responsibility (CSR) ... is closely linked with the principles of Sustainable Development, which argues that enterprises should make decisions based not only on financial factors such as profits or dividends, but also based on the immediate and long-term social and environmental consequences of their activities.”

— from the Wikipedia website

Boyd Coffee Company proudly offers the following sustainable certified coffees: **Viaggio® Bucaramanga**, **Boys Coffee® Café Rojas®** regular and decaffeinated, and **Coffee House Roasters® High Mountain Organic**. When you purchase Organic and Rainforest Alliance certified coffees, you join us as conscientious stewards.

Fair Trade Coffee

The mission of the **Fair Trade Coffee Certification** program is to help ensure equitable trading arrangements for disadvantaged farmers, who are organized into cooperatives. Recently, Fair Trade Certification has come under scrutiny, with questions about the co-ops' disbursement of funds, but the basic goal of assisting the farmer remains.

Shade-Grown Coffee

The **Northwest Shade Coffee Campaign** aims “to protect habitat for wintering neo-tropical migratory birds in Latin America and the Caribbean by increasing consumer demand for shade-grown coffee.” Greater demand for shade-grown coffee means more incentive for farmers to replant shade trees and preserve bird habitat.



Coffee growing in Brazil

Did you know...

Boyd Coffee Company—the first U.S. company to have an organically certified roasting facility—provides its customers with coffee that is grown using environmentally sound practices. Not only does a sustainably grown coffee treat the earth and its people better—it also produces higher-quality coffee.

For more information on this topic, visit our web page at:

www.boyds.com/coffee/sustainability/



Socially Responsible Organizations in the Coffee Community

Improving Trade Practices

The **Coffee Community Association (4C Association)**, founded in 2006, aims at increased efficiency, profitability, and transparency in coffee production, securing long-term benefits to consumers as well as coffee producers and workers. The Common Code of the 4C Association is defined on its website as a “global code of conduct aiming at social, environmental and economic sustainability in the mainstream coffee sector.”

In 1997, Guatemalan coffee producers, in concert with the Dutch coffee roaster Ahold Coffee Company, created **UTZ CERTIFIED “Good Inside”**; the organization’s website describes its mission “to create recognition for responsible coffee producers and tools for roasters and brands to respond to a growing demand for assurance of responsibly produced coffee.”

Improving the Social Conditions of Coffee Workers

Coffee Kids is an international nonprofit organization established to improve the quality of life for children and families who live in coffee-growing communities around the world.

The mission of **Oromia Coffee Farmers Cooperative Union (OCFCU)** is to make small coffee producers in Ethiopia economically self-sufficient and food-secure through a privately owned and democratically controlled coffee producer’s cooperative union.



A worker sorts green coffee beans.

Grounds for Health works to increase the availability of health care services, especially early cervical cancer detection, to coffee-growing communities in Central America and Mexico.



A coffee worker on his way home from the fields

For more information on organizations working to improve the coffee community, visit these websites:

Rainforest Alliance	www.rainforest-alliance.org
Coffee Kids	www.coffeekids.org
Grounds for Health	www.groundsforhealth.org
Northwest Shade Coffee Campaign	www.shadecoffee.org/shade-coffee
Coffee Community Association (4C Assoc.)	www.sustainable-coffee.net
Oromia Coffee Farmers Cooperative Union (OCFCU)	www.greendevlopment.nl/progreso/ocfcu
UTZ CERTIFIED	www.utzcertified.org
National Organic Program	www.ota.com/standards/nop/index.html

NEXT MONTH’S TOPIC: The History of Coffee in the United States

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