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S E R V I N G P E O P L E S E R V I N G C O F F E E

ROASTER, CAFÉ AND FARM CREATE PILOT INITIATIVE TO FIGHT GLOBAL CLIMATE CHANGE



Counter Culture Coffee, Peregrine Espresso, and Finca Mauritania have embarked on a groundbreaking pilot project to fight global climate change and protect the soil, water, and biodiversity of the Santa Ana, El Salvador-based coffee farm Finca Mauritania.

Beginning November 1, Washington, D.C.-based Peregrine Espresso began contributing 25 cents per cup and one dollar per pound of Finca Mauritania coffee sold to a tree-planting program on the farm. Peregrine owner Ryan Jensen has also pledged to match contributions to the program up to \$500. Durham, N.C.-based Counter Culture Coffee, which supplies Peregrine with its single-origin coffees and espresso blends, partners directly with Finca Mauritania owner-operator Aida Batlle to source, roast and market coffee from the farm in the United States. Together, representing the foundational elements of the coffee supply chain—farm, roaster, and retailer—Finca Mauritania, Counter Culture Coffee and Peregrine Espresso hope the reforestation project not only helps fight global climate change, but also helps protect the ecosystem around the farm and raise awareness about the direct correlation between coffee quality and sustainability.

“Peregrine Espresso is proud of our role in this project and invites our customers to join in this initiative to fight global climate change and create a more sustainable coffee trade,” said Peregrine manager Meredith Taylor. “Our hope is that 25 cents per cup and one dollar per pound will not only make an impact on Aida’s farm, but that this project will also help our customers to connect their coffee experience with the work farmers are doing at origin.”

Aida Batlle, owner-operator of Finca Mauritania, stands out as one of coffee’s most innovative and passionate individuals. Aida has established

Finca Mauritania as a model of sustainable agriculture and fair working conditions, and after three challenging years of transition, she successfully obtained organic certification for the farm in 2008. As Aida often remarks, her ability to produce great-tasting coffee depends on the health of her coffee plants, which in turn depends on the health of the natural environment.

“Everyone at Finca Mauritania is thrilled to be a part of this project, which will contribute to both the ecological health of our farm and the long-term quality and sustainability of our coffee,” said Batlle.

The tree-planting project is scheduled to begin in summer 2010 between Finca Mauritania’s next two coffee harvests. A diverse mixture of trees, including nitrogen fixers, lumber producers, and fruit trees will be selected for planting.

PORTLAND ROASTING AIMS TO REDUCE ILLITERACY IN PAPUA NEW GUINEA THROUGH READY TO READ



In support of its Farm Friendly Direct relationship with the Madan Estate in Papua New Guinea, Portland Roasting Coffee Company has launched Ready to Read, a book drive aimed at increasing literacy in the Western Highlands Province of Papua New Guinea.

From October through November, Portland Roasting invited its wholesale customers and their coffee-drinking customers to donate new or gently used children’s books, or unused encyclopedia sets, to Ready to Read. The books will stock the shelves of a future community center and adjoining preschool on the grounds of the Madan Estate, which is located about 12 miles outside of Mount Hagen, the capital and largest city of the Western Highlands Province of Papua New Guinea.

“Papua New Guinea has a high rate of illiteracy, and books are scarce,” said Aarlle Hull, owner of New Guinea Traders LLC, which owns the Madan Estate. “The women of our community are mostly illiterate and are very motivated to learn to read and write. It is only logical that we provide them with the tools to help them learn.”

“Our goal is to create a well-stocked library for the families and community of the Madan Estate,” said Mark Stell, founder and managing partner of Portland Roasting. “We’re looking forward to seeing how many books we can fit into a shipping container.”

Through New Guinea Traders LLC, Portland Roasting has been purchasing coffee from the Madan Estate since 2003. In 2004, the roaster previously partnered with the Madan Estate to build a Kinjibi tribal school.