

SEATTLE'S BEST COFFEE'S COMMITMENT TO FAIR TRADE , COFFEE FARMERS & THEIR COMMUNITIES

Current Fair Trade Certified Seattle's Best Coffee

Seattle's Best Coffee has partnered with TransFair USA since April 2001 to offer Fair Trade Certified Organic French Roast coffee. SBC applauds and supports TransFair's goals, which are to ensure that small farmers receive a fair price for their coffee beans and to ensure that coffee farming families not only have enough money to keep their farms, but enough money to benefit from education, healthcare and housing as well as to protect the environment.

Future Fair Trade Certified Seattle's Best Coffee

In the last year, we have increased our Fair Trade certified coffee production by 30%, and we plan to expand further. We are currently meeting with TransFair certified farm co-ops around the world to find growers who can produce the quality coffee we need for our taste standards. We plan to launch new Fair Trade certified coffee lines over the coming months.

SBC's Own Committed Support of Coffee Growers, Pickers and their Communities

SBC has long-term relationships with small and large farms. The large farms we work with are too large to be certified by TransFair because TransFair's goals are to certify co-ops made up of small, family owned farms. Despite that, SBC pursues the same goals as TransFair even with our non-Fair Trade certified coffee. We have long-term and strong relationships with our growers to pay them fair price, to help them improve the communities in which they live and work and to protect the environment.

Jim Stewart, our founder and chief green buyer, lives and works in Costa Rica on his own Organic farm for six months out of the year, so his and the company's commitment to these farmers and the environment has been ongoing and passionate.

Much of our coffee is grown in high altitude regions from older plants that produce very special coffee beans. Because these farmers must grow, pick, dry and process these beans with our high standards, we often pay more money to these farmers per pound than the Fair Trade price!

Seattle's Best Coffee Cares

- The Costa Rica government presented SBC last year with an award recognizing us for our ongoing support and commitment to coffee growers in the country.
- US Aid presented SBC with an award recognizing us for buying coffee in Peru at increased prices so farmers will grow coffee not cocoa.
- SBC secures long-term contracts with growers at fair prices (often higher than the TransFair price of \$1.26 per pound) to grow our coffee. As a specialty coffee company, we are dependent upon the quality of coffee beans and the quality of the picking, drying and processing the beans, so we encourage long relationships with farmers who will meet our high standards and get paid well for their attention to quality.
- Stewart created the Vashon Island Foundation to help the people of the remote Guatemalan village of Santiago de Atitlan. To date, we have constructed two schools and a water system. We are now focusing on a health clinic. In addition, our employees, through Project Backpack, have supplied local school children with clothing and toiletries.
- SBC has also contributed to the building of schools and community churches in Costa Rica and El Salvador.
- 85% of all the beans SBC buys are shade-grown under trees that provide critical habitat for 140 different species of migratory birds. And SBC is an official sponsor of the Songbird Foundation.
- We have six varieties of Organic coffee, and just launched an Organic ground coffee sold at grocery for easier convenient use of the coffee.

A commitment to farmers, their communities and the environment runs deep at Seattle's Best Coffee. We've been operating responsibly and proactively for the past 30 years, and plan to continue and expand our efforts to support coffee growers while maintaining a high quality, smooth tasting line of coffee choices for our customers.

