

Global Commodity Made Local

How coffee can be embraced by
the local, sustainable food
movement.



Coffee is the second most traded commodity in the world—second only to oil.



Coffee is also the world's most celebrated beverage, valued for its exquisite flavor and aroma.

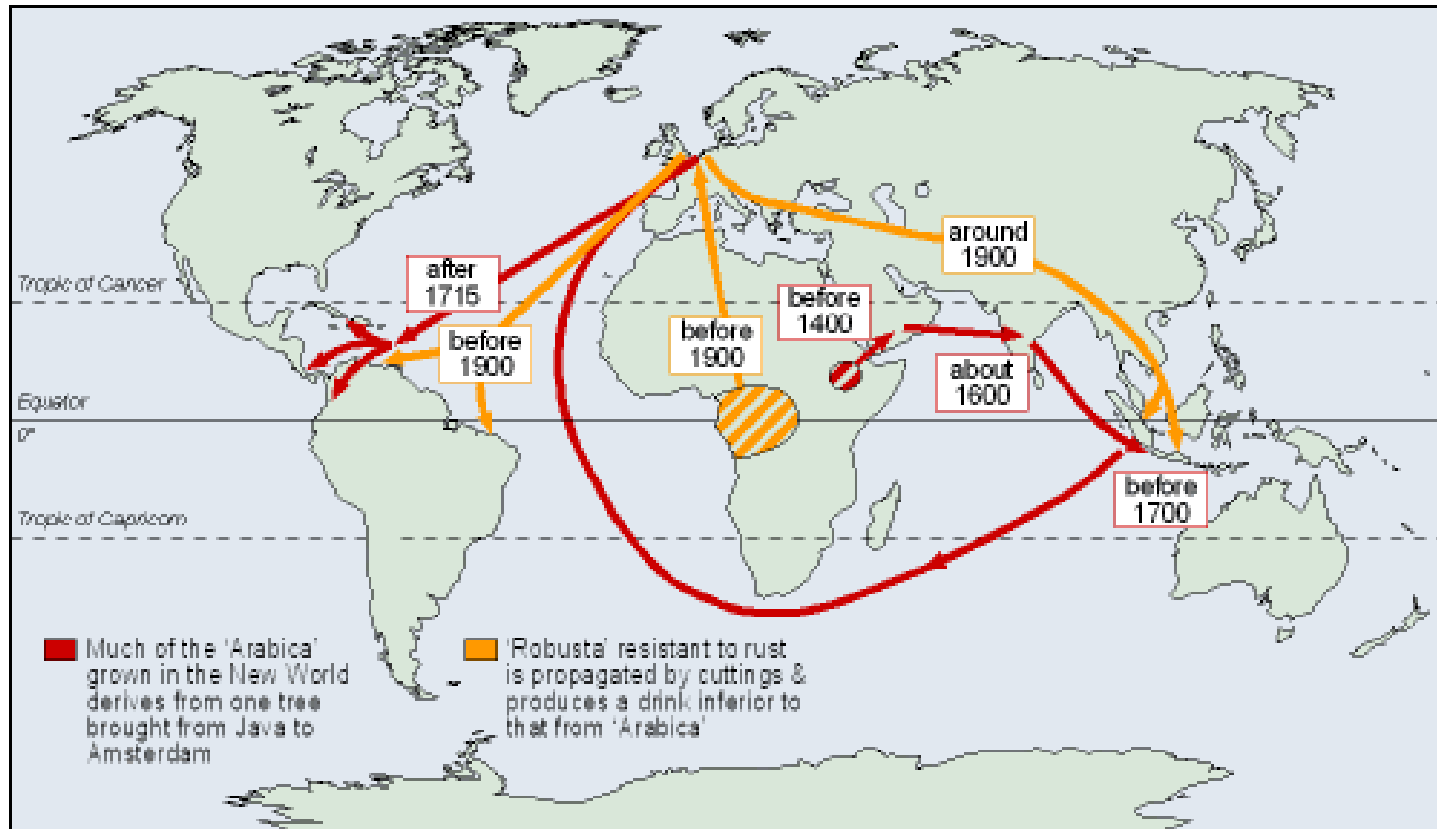




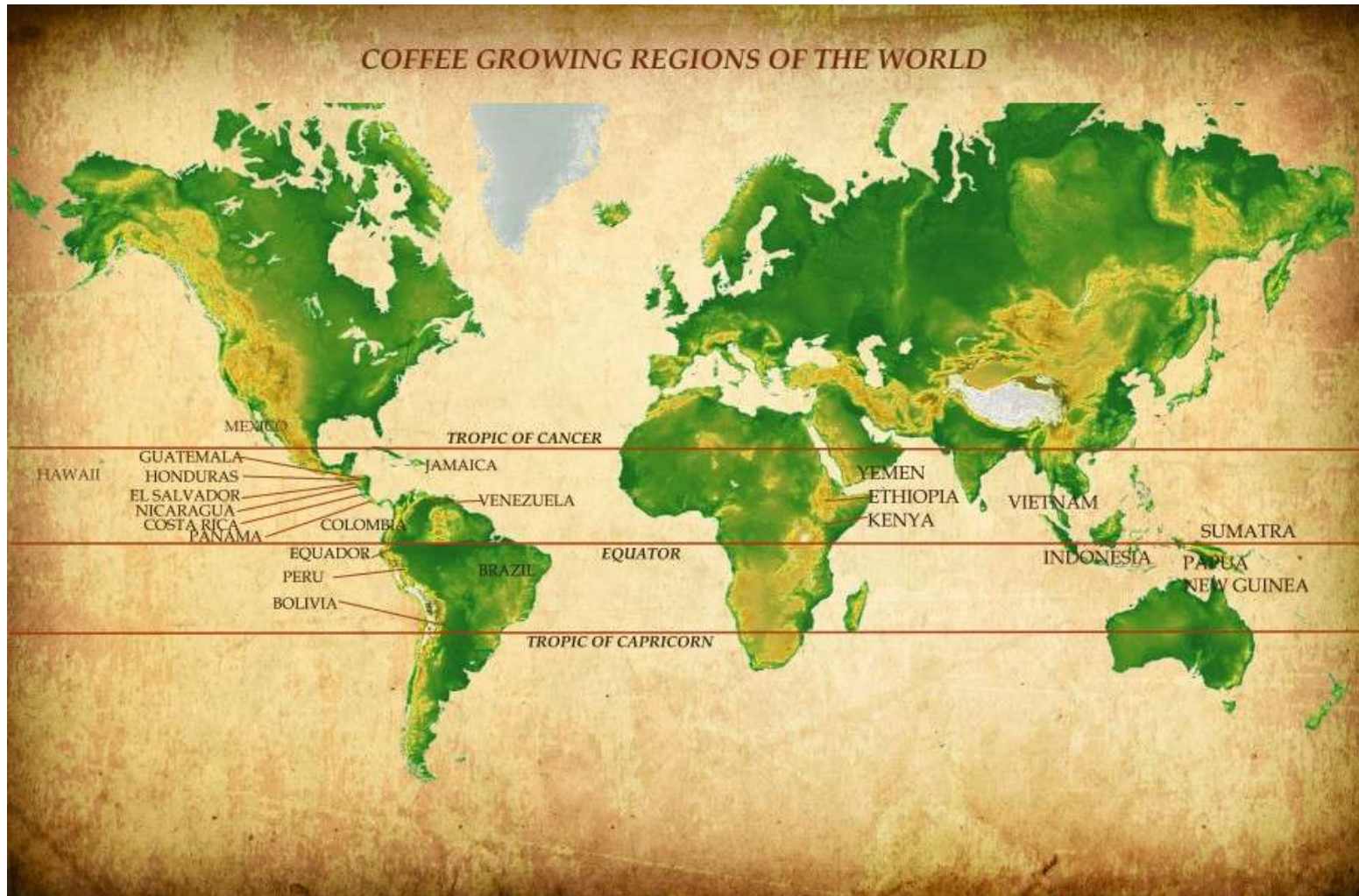
Coffea Arabica originated in the highlands of Ethiopia and spread to the Arab world by 900 A.D.



European traders introduced the beverage to their homelands and spread cultivation throughout their colonies.



The suitable range for coffee cultivation is between the tropic of Cancer and Capricorn, with the highest quality grown at elevations exceeding 5,000 feet.









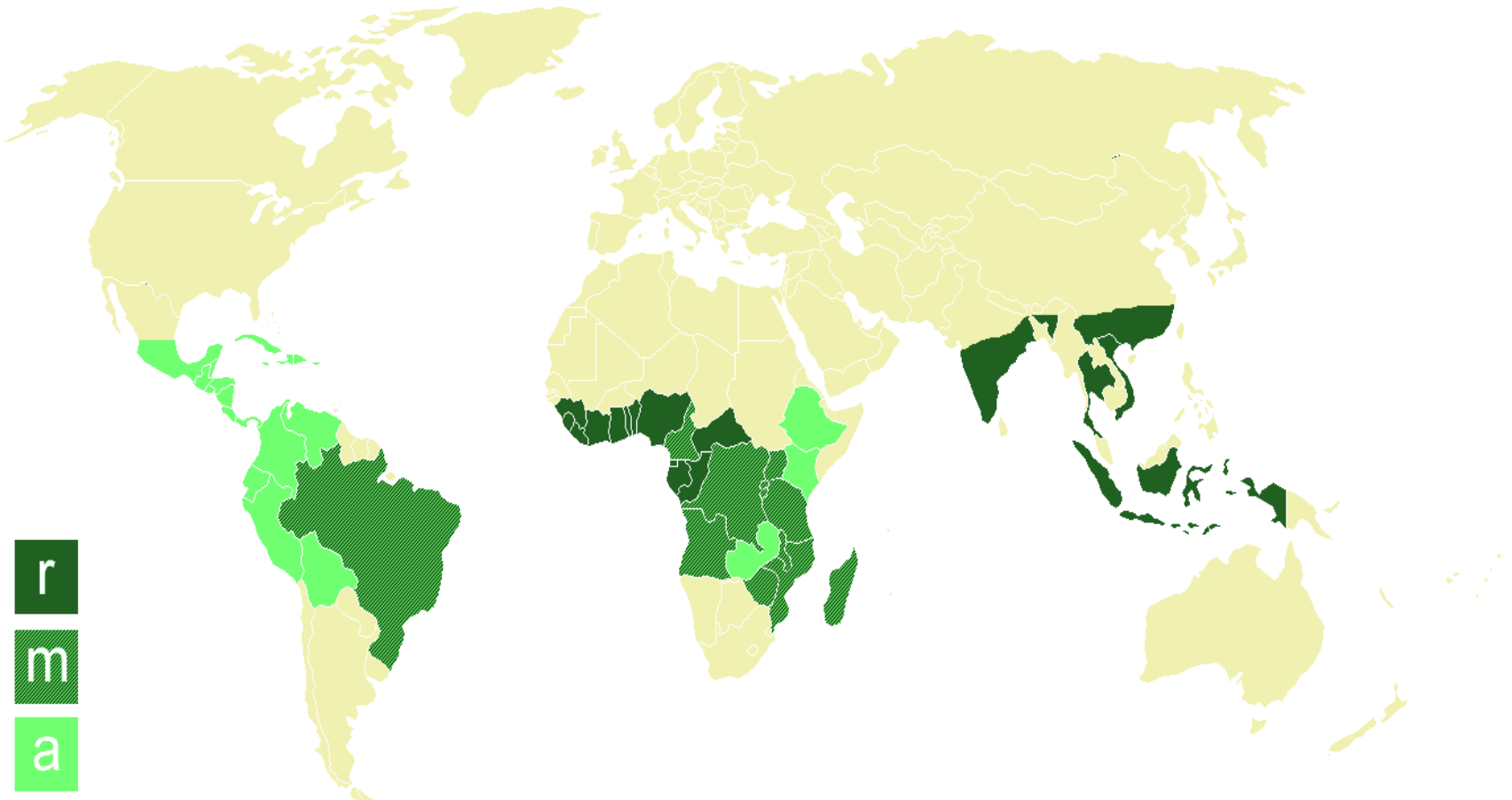






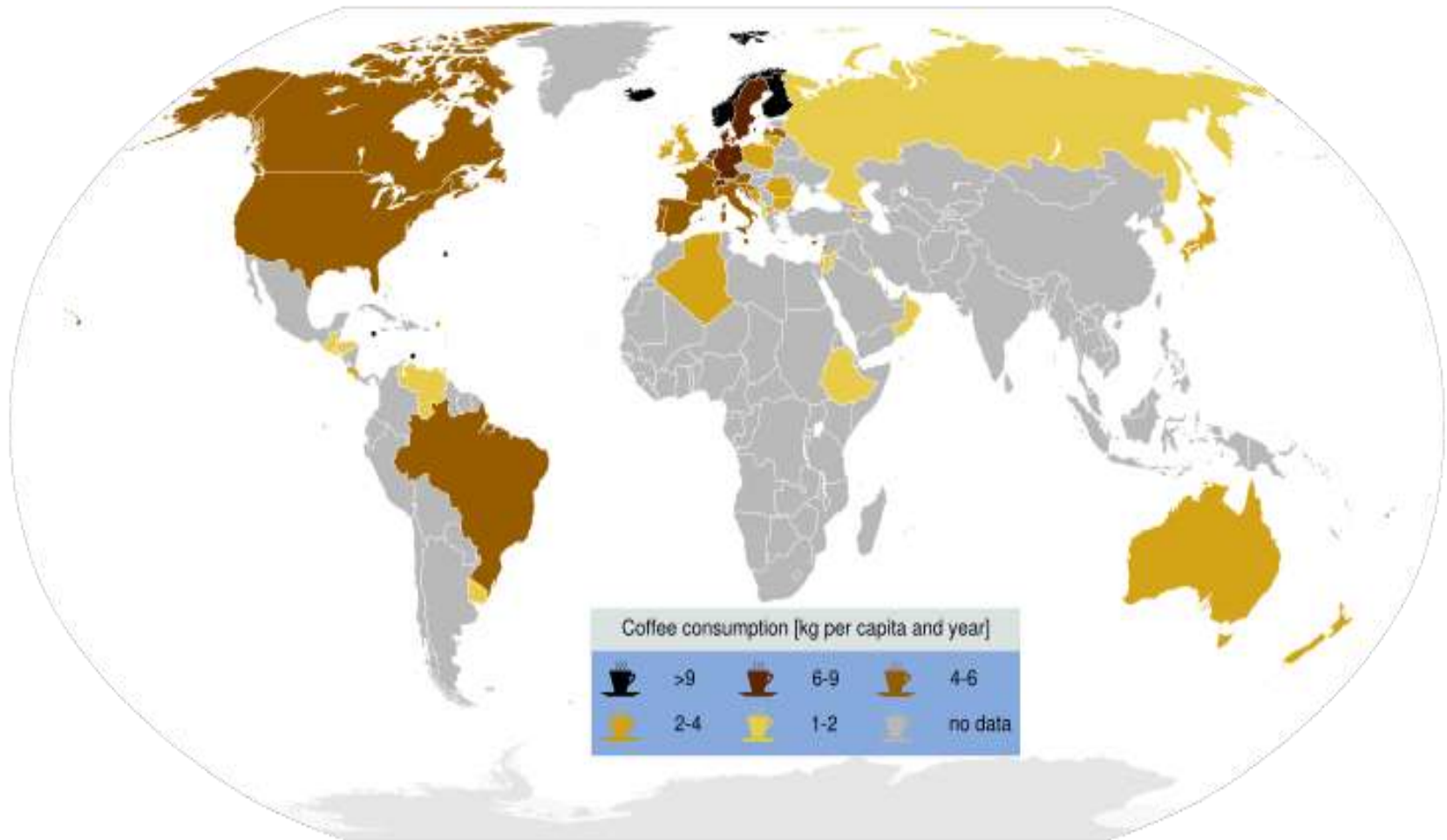


Production



Brazil, Vietnam, Colombia, Indonesia, Mexico,
India, Ethiopia, Guatemala, Honduras, Peru,
Uganda

Consumption



Norway, Finland, Denmark, Sweden, Netherlands, Germany, Austria, Belgium, France, Italy, U.S.A, Canada, Australia, Japan

Coffee



BOTTOMLESS CUP

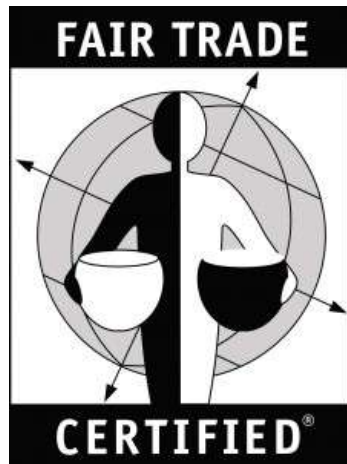
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© 1950s

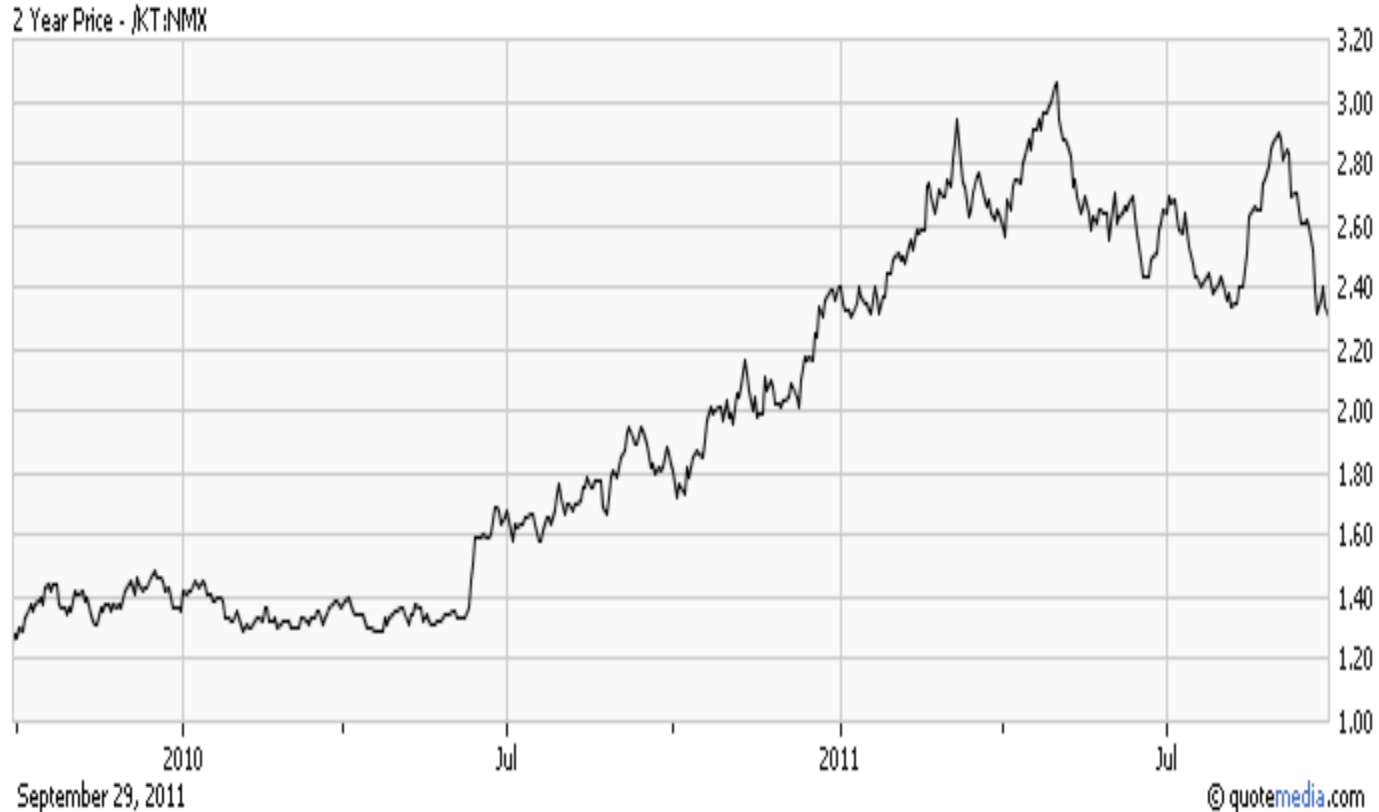
It takes approximately 4000 cherries to make
1 pound of roasted coffee.



What do they mean?



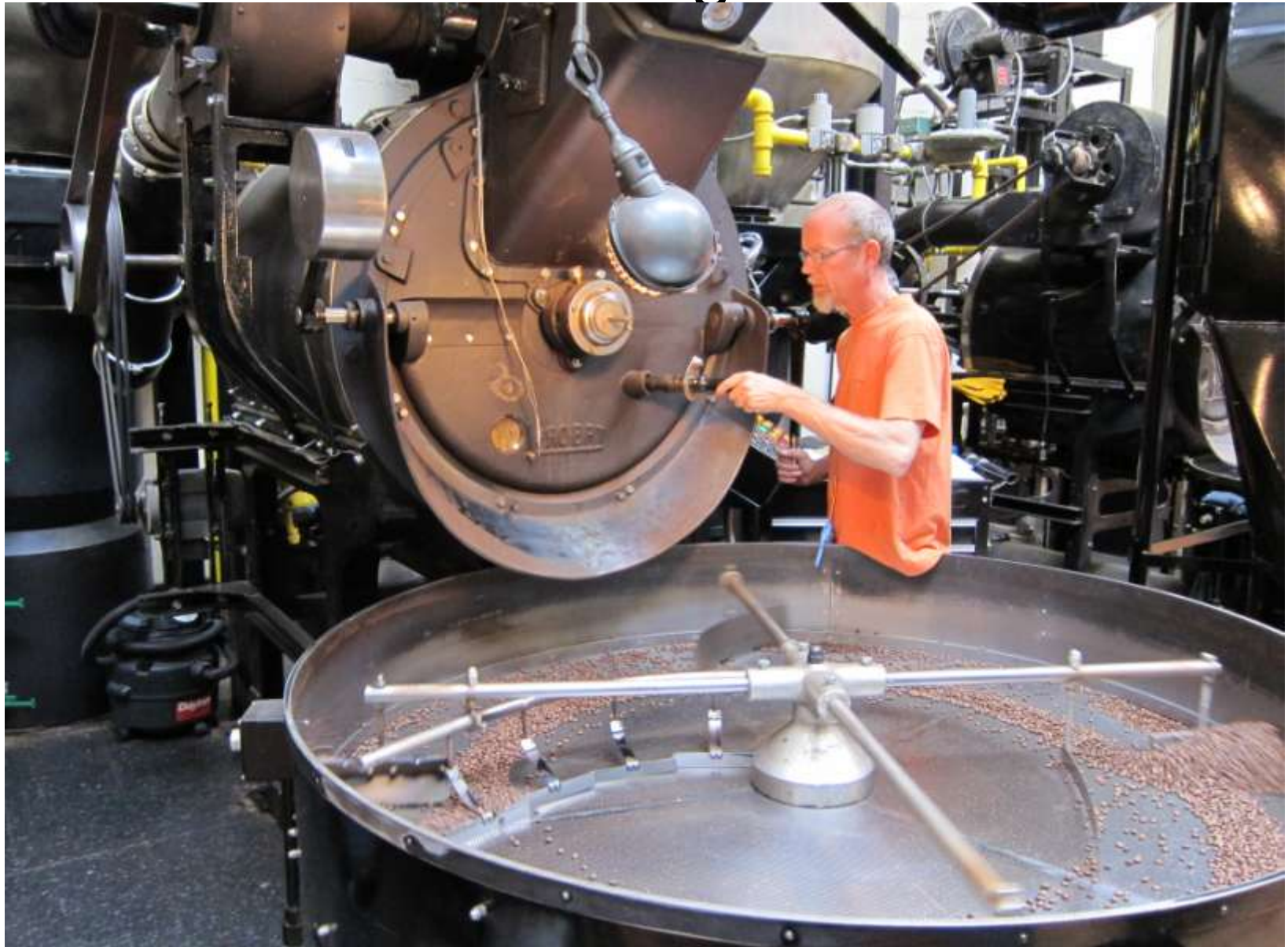
Coffee Prices on the Rise



Reasons for Increase in Price

- Climate change has brought on damaging weather patterns in producing countries
- Increased consumption in developing economies such as China, India, and Brazil
- Increased commodity investment has exaggerated prices further
- Has coffee been historically undervalued ?

The Roasting Process



Evaluating quality through cupping



The number of factors that determine the quality and profile of a given coffee are immense and must be taken into consideration.



- Elevation
- Climate
- Orientation
- Varietal
- Soil composition
- Cherry selection
- Presence of shade
- Processing method
- Storage location
- Age

Communication with growers



Promoting sustainability



Preservation of indigenous cultures



The Future



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