

Peace Coffee Makes Global Local Through Fair Trade

Who brought your coffee this morning? It's actually not always a simple question to answer. There's the person who prepared it, but that was just the last person in a chain of people responsible for creating your morning brew. Someone delivered the beans to the store where you purchased it, and someone roasted the beans—transforming them from pistachio green to a deep chocolate brown. But before that a farmer in some distant country grew those beans.

BY LIZ POTASEK

With all of those transactions, it might seem impossible to find the source of your morning cup. But if you're drinking a cup of Peace Coffee, you'll find the answers—including a picture of the farmer who cultivated your cup—with a couple of mouse clicks at www.mapmybeans.com.

As the local food movement gains momentum, Minneapolis-based Peace Coffee makes the global local. Maybe knowing the farmer doesn't help you enjoy your coffee more, but it has helped the people at Peace Coffee develop a better product, and it's also helped them stay true to a mission that ranks relationships with people and the environment above—but not at the expense of—profits.

Since its beginnings as a one-person operation in 1996, Peace Coffee has grown by leaps and bounds. In the past three years, the company has doubled the size of its operation to accommodate a new roaster, added seven positions to its work force, increased the number of countries where it does business and expanded its sales into more restaurants and grocery stores. Plus, the company has reported annual profits, said Lee Wallace, director—or “queen bean”—of Peace



Lee Wallace, Peace Coffee director with coffee farmer, Ignacio Soto Alvarez of Cenfrocafe Co-op in southern Peru.

PHOTOGRAPH PROVIDED BY PEACE COFFEE

AN ETHICAL CUP

If you'd like to enjoy your morning java without a side of guilt, look for coffee that is organic and fair trade, recommends Lee Wallace of Peace Coffee. Organic coffee is grown without any chemicals or pesticides, and since coffee grows best when shaded by trees, organic coffee doesn't promote deforestation. When coffee is purchased through a fair trade agreement, it means that the farmers who grew the beans were paid fair, live-able wages for their product.

Coffee. And it's done all of that while maintaining its dedication to fair trade and environmental sustainability.

Although Peace Coffee is a for-profit business, it was founded by a Minneapolis-based nonprofit, the Institute for Agriculture and Trade

Policy (IATP). A portion of Peace Coffee's annual profits goes to the IATP, which is dedicated to promoting fair and sustainable food, farm and trade systems. "One of the reasons why we were founded by the Institute of Agriculture and Trade Policy is to show that you can run a company that has multiple stakeholders, is accountable to those stakeholders and still is profitable," Wallace said.

Peace Coffee is a part of

a cooperative group of roasters that buys beans from farmers and cooperatives of farmers in nations around the world. "What this allows us to do, is to be our own importer," explained Melanee Meegan, the advertising and marketing coordinator.

Importing beans directly helps the staff develop relationships and communicate with the farmers, making it easier to source the best beans. "A lot of farmers have never tasted the coffee that they grow," Wallace said. "Traveling gives us an opportunity to connect with the people who grew the coffee and explain to them what we're looking for and how we use the coffee."

The fair trade and environmentally friendly policies (Peace Coffee buys organic beans) that govern the company, also apply to its business practices in Minneapolis. The company prides itself on paying its workers live-able wages, Wallace says. And it keeps a low-carbon footprint

Peace Coffee, to page 4



Member Stores

BURNSVILLE
Valley Natural Foods
www.valleynaturalfoods.coop
 13750 County Road 11
 952-891-1212
 Mon.-Thurs. 8:00-9:00;
 Fri.-Sat. 8:00-8:00
 Sun. 10:00-8:00
 Java Drive Mon.-Sat. 6:30-8:00; Sun. 9:00-8:00

CAMBRIDGE
City Center Market
 122 N. Buchanan St.
 763-689-4640
 Mon.-Sat., 8:00-9:00
 Sun., 10:00-5:00

CHANHASSEN
Lakewinds Natural Foods
www.lakewinds.coop
 435 Pond Promenade
 952-697-3366
 Mon.-Sat., 8:00-9:00;
 Sun., 9:00-8:00

MINNEAPOLIS

Eastside Food Co-op
www.eastsidefood.coop
 2551 Central Ave.
 612-788-0950
 Daily 8:00-9:00

Linden Hills Co-op
www.lindenhills.coop
 2813 W. 43rd St.
 612-922-1159
 Daily 8:00-9:00

Linden Hills Natural Home
www.lindenhills.coop
 2822 W. 43rd St.
 612-279-2479
 Daily 9:00 a.m.-7:00 p.m.

Seward Co-op Grocery & Deli
www.seward.coop
 2823 E. Franklin Ave.
 612-338-2465
 Daily 8:00-10:00

Wedge Co-op

www.wedge.coop
 2105 Lyndale Ave. S.
 612-871-3993
 Mon.-Fri., 9:00-10:00;
 Sat.-Sun., 9:00-9:00

MINNETONKA

Lakewinds Natural Foods
www.lakewinds.coop
 17501 Minnetonka Blvd.
 952-473-0292
 Mon.-Sat., 8:00-9:00;
 Sun., 9:00-8:00

NORTHFIELD

Just Food Co-op
www.justfood.coop
 516 S. Water St.
 507-650-0106
 Mon.-Sat., 8:00-9:00;
 Sun., 10:00-7:00

ST. PAUL

Mississippi Market
www.msmarket.coop
 622 Selby Ave.
 651-310-9499
 Daily 8:00-9:30

1500 W. 7th St.
 651-690-0507
 Daily 8:00-9:30

ST. PETER

St. Peter Food Co-op
www.stpeterfood.coop
 119 W. Broadway
 507-934-4880
 Daily 8:00-8:00

STILLWATER

River Market Community Co-op
 221 N. Main St.
 651-439-0366
 Mon.-Fri., 9:00-9:00; Sat.,
 9:00-8:00, Sun., 9:00-7:00



Map not to scale.

PHOTOGRAPH BY PAULA KELLER



Derek De La Paz pulls sample beans from Peace Coffee's original roaster to check color and scent.

Peace Coffee, from 1

by making its coffee deliveries on bike or in bio-diesel vans.

Two bike messengers make deliveries in the dark of winter and the heat of summer, and they end up delivering more than just coffee. "[Our bikers] get a huge amount of interaction with people and really get to be ambassadors for our company and talk to people about what we do, talk to people about fair trade, talk to people about our coffee," Wallace said.

Peace Coffee's brew is definitely

worth talking about. While factors like fair trade and environmental sustainability might influence a purchasing decision, it's unlikely the company would be growing without a quality product.

Not surprisingly, Peace Coffee puts a lot of energy into its quality control, Wallace says. A new "cupping lab" allows roasters to keep extensive notes about

their batches, scoring brews on a variety of factors. Local businesses serving Peace Coffee attend coffee-brewing workshops in the lab.

The cupping lab is also the birthplace of Peace Coffee's latest brews, including its spring seasonal Pollinator Blend. Roasters brewed 83 cups of coffee—tasting 27 single-origin brews from beans they had on hand and

sampling different blends of those beans—before Pollinator was born.

"As people are thinking more about where their food comes from, they're also more interested in tasting and exploring, and so we've diversified a lot of our coffee offerings," Wallace said. "I think people are getting more adventurous in terms of their coffee tastes."

Liz Potasek is a Minneapolis-based freelance writer who has a difficult time making it through a day without coffee.

A portion of Peace Coffee's annual profits goes to the IATP, which is dedicated to promoting fair and sustainable food, farm and trade systems.

APECAFORMM Co-op Farmers taking a break in San Marcos, Guatemala.



PHOTOGRAPH PROVIDED BY PEACE COFFEE



MANUFACTURERS COUPON EXPIRES 07/31/10

Divine would also like to provide you with a special opportunity to enjoy our range of decadently delicious bars.

\$1.00 OFF
ANY ONE 3.5 OZ BAR

Divine CHOCOLATE

OWNED BY COCOA FARMERS,
MADE FOR CHOCOLATE LOVERS

VISIT US
WWW.DIVINECHOCOLATEUSA.COM

FIND US ON
WWW.FACEBOOK.COM/DIVINECHOCOLATE

Printer: Divine Chocolate, Inc. will reimburse you the face value of this coupon plus 9 cents handling for coupons redeemed in accordance with the offer. Business printing and name of recipient must be present. Coupon submissions are limited to one coupon per purchase and are responsible for all losses. Cash value: .0001 cents. Good all coupons to: COCA Universal, P.O. Box 222510, Milwaukee, WI 53222-2510. © 2010 Divine Chocolate, Inc.

★ SPRINGFIELD CREAMERY • FAMILY OWNED & OPERATED SINCE 1960

Nancy's Organic Yogurts - offering billions of live, healthy probiotics per spoonful. Enjoy!

USDA Certified Organic by Oregon Tillamook

CELEBRATING 50 YEARS
1960-2010
SPRINGFIELD CREAMERY

nancysyogurt.com

**Pet-Friendly.
Environmentally-Friendly.
Friendly-Friendly.**

Holistic and traditional veterinary care in a new, eco-friendly hospital.

Cathy Sinning DVM, CVA
Jim Sinning DVM, CVA
Nicole Palmieri DVM

Lake Harriet Veterinary

4249 Bryant Ave. South, Minneapolis, 55409 612-822-1545 lakeharrietvet.com