

CAFFÉ PRONTO

Coffee Roastery

Sustainable Coffee

Coffee, next to oil and steel, is one of the world's largest commodities. Coffee is grown primarily in developing regions: Central America, South America, Africa, and Indonesia. Many of these countries depend primarily on coffee for economic security, and many farmers depend on coffee for their livelihood. And yet the temptation to exploit workers and destroy ecosystems for the sake of a cheaper cup of coffee persists.



Fortunately, movements in the specialty coffee industry promoting economic responsibility have been increasingly successful, especially among family-owned farms. These movements have led to a greater selection of organic, fair trade, Bird Friendly, and Rainforest Alliance certified coffees for both roasters and the everyday consumer. Such coffees are considered sustainable, which is a broad term indicating that a coffee grower practices social and ecological responsibility.

Organic

Organic coffee is coffee that has been produced without the use of pesticides or herbicides. Organic advocates are not concerned as much about the coffee – processing removes all chemicals from the coffee bean – as they are the land. Therefore, the definition of organic can be extended to include an emphasis on recycling, composting, soil health, and protection of the environment.

Many farms around the world have used organic methods without official certification for hundreds of years. Yet many farmers, especially sustenance farmers, cannot afford the expense of becoming certified organic. An origin coffee such as Yemen Mocca or Ethiopian Harrar is most likely – but not guaranteed – organic.

Bird-Friendly



Bird Friendly shade grown coffees are coffees that are grown in the midst of other trees and vegetation that provide a home for migratory birds. The Smithsonian Institution certifies "bird-friendly" coffees, currently focusing on Central and South American farms.

Not all coffee can tolerate dominating shade, however. Some farms compromise by providing partial shade for their coffee, which encourages slower development and therefore a better tasting bean, while allowing enough sun for plant health and fungal resistance.

Fair Trade

The "Fair Trade" label signifies that the grower has been paid a guaranteed price for their coffee; this price is a set price *above* the coffee commodity. In addition, workers receive a fair wage for their work on farms and/or co-ops. Local growers, usually sustenance farmers, form co-ops that sell their coffee at market themselves, rather than selling for less money to a middleman. Not all farms qualify for co-ops, but the farms that do qualify have a wonderful opportunity to better themselves and their families economically.



Rainforest Alliance



The Rainforest Alliance works to promote and sustain social and environmental practices among coffee-growing farms and communities. Coffees that are Rainforest-Alliance certified are grown on farms or co-ops which practice methods of growing and harvesting that help to conserve the ecosystem. This certification is not limited to rainforests, as the name suggests, but includes many other forms of ecosystems and landscapes. All farms earning this certification are visited and evaluated annually to ensure that the Rainforest Alliance standards are continually met and practiced.

In addition, these farms also maintain fair treatment and good working conditions for the employees, including access to medical care, free education and dignified housing. Rainforest-Alliance certified coffees undoubtedly foster community growth and sustainability.

Caffé Pronto and Coffee Ethics

Caffé Pronto never chooses coffee just for the sake of it being certified fair trade, organic, Bird Friendly or Rainforest Alliance: the coffee must also meet Caffé Pronto quality standards. Look for the sustainable labels on our coffee bags to identify those that meet such standards.



Many coffee farms that are not certified organic, fair trade, Bird Friendly or Rainforest Alliance still contribute positively to its workers and the environment. Caffé Pronto carefully evaluates all farms, mills, and importers before selecting a coffee. We also make one or two origin visits a year and maintain close relationships with our buyers.