



GroundsforChange™
fair trade organic coffee



Making a Profit
While Making a
Difference:
*We Value What
We Measure*





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Grounds for Change is a coffee roasting business, located in Poulsbo, Washington. We roast exclusively Fair Trade Organic coffee that is shade grown.





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Grounds for Change Credo

- 1: All decisions of the company are made with their environmental and social implications in mind.
- 2: Our primary focus is on providing our customers with the highest quality product we can produce with as little waste and environmental impact as possible.
- 3: In every purchase decision we make, consideration will be made as to where the product was produced, how it was produced and by whom it was produced. We will always strive to purchase products made under fair labor conditions – whether at home or abroad.





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Grounds for Change Credo

4: We want to cultivate in Grounds for Change, an atmosphere of community. Respect for each other, for our customers and our suppliers is part of what we practice as a business. Our business operates with an 'open door' policy. We encourage open communication and an atmosphere of cooperation and group decision-making.

5: We will work to partner with organizations and like-minded businesses in whatever capacity we are able, to help support these organizations and businesses, to promote our corporate values and to educate consumers on the issues we believe to be important.





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Grounds for Change Credo

6: As part of the global community, we feel it is important to give back to the planet that we inhabit. We impose on ourselves an annual tax of one percent of our gross sales, which is monitored by the organization 1% For The Planet. All proceeds of this tax are granted to local community and environmental activism.





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Benefits of sustainable practices

We have very loyal customers in a highly competitive market

New customers tell us that sustainability impacts their purchase decision





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Operating as a Sustainable Business

Humankind has not woven the web of life. We are but one thread within it. Whatever we do to the web, we do to ourselves. All things are bound together. All things connect.

Chief Seattle, visionary, peacemaker and leader of the Suquamish tribe, 1855





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Positive change through sustainable choices

- Partner with local and national organizations
- Use 100% post-consumer content paper, recycle
- Participate in PSE's Green Power Program
- Offset 100% of our CO2 emissions - details later
- Reuse all of our burlap coffee bags
- Compost our main by-product: coffee chaff





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Grounds for Change has partnered with a local organic farmer and seamstress to convert our burlap coffee bags into reusable totes. Any leftover bags are used for landscaping projects on the 40 acre farm.





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2004-2007 Carbon Offsets - Green Tags

Grounds for Change offsets energy used in:

1. The coffee roasting process
2. Transporting green coffee beans from warehouse facilities in port cities to our roastery in WA State
3. Shipping roasted coffee to retail and wholesale customers across the country
4. Employee business travel and commutes





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2004-2007: Carbon Offsets

The Green Tags that Grounds for Change purchases through the Green Power Program help to bring essential financing to wind farms and solar power projects in the Pacific Northwest. The renewable energy that is generated from these projects is then fed into the Northwest power grid.





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2007: Carbon Offset **Certifications** - a rapidly evolving market... Next step.

Product Life Cycle Analysis (LCA)
3rd Party Consulting Firms
Carbon Offsets
Certified Carbon Neutral products





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Measurement of carbon emissions during product life cycle: roasted coffee.

From tree to cup, every step in the process.

Packaging, outbound freight.





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How to keep regulatory agencies moving forward at the same pace as green technology evolves?

Example: New generation of coffee roasters use 80% less fuel but do not meet the letter of the law for emissions. Laws should change to adapt.

