



Carbon Negative Sustainability Initiative 2010

We are partnering with Ecuador's Mindo Cloudforest Foundation (MCF) and their CarbonNeg offsets, Shadier Coffee and a nascent, Ecuadorian coffee growers' association in a multifaceted initiative to make our carbon footprint net negative while helping to protect threatened Cloudforest in northwest Ecuador. With on the ground quality assurance and cupping control efforts begun a year ago, as soon as fall 2010 we will feature sustainably grown coffees from the Mindo and Pacto regions, a slice of the western Andean slope smack on the Equator.

offset plan information available at www.mindocloudforest.org



MCF employee Miguel Vera laying out a reforestation area that is now a shade coffee mixed fruit plantation.

2 x Offseted = CO₂ Net Negative

As detailed on page 2, our current carbon footprint works out to 4 pounds of CO₂ emitted for every pound of coffee we roast and deliver. We are doubling down and purchasing 8 pounds of offsets from CarbonNeg for every pound of green coffee we purchase, going net negative to signal our commitment and belief in giving something back with 4 pounds extra CO₂ equivalent sequestered per pound of coffee sold.



Masked Trogon - photo by Glenn Bartley

Gourmet Carbon

This is not just any old carbon, the offsets we purchase fund native tree species reforestation of clear-cut pasture land. Sequestering carbon in one of the Earth's wettest and most biodiverse forest areas: the Chocó bioregion. A place you can visit, learn about and explore with the folks from MCF. The offsets will also help to buffer Mindo Cloudforest Foundations' bird sanctuaries, three Birdlife International designated Important Bird Areas (IBAs) and create jobs in rural Ecuador.

Retail Marketing

As we all know, be it Organic, Fair Trade, Rainforest Alliance, Shade Grown...there is consumer demand for sustainably grown coffee. But what about the rest of the supply chain? Let your customers know your coffee is sustainable from tree to cup by displaying the CarbonNeg graphic and related materials when you serve our coffee (basis approval from CarbonNeg). We will also be able to help retailers interested in taking the entirety of their business operations carbon net negative through CarbonNeg offset purchases.

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Carbon Footprint

Our carbon footprint was calculated by CargonNeg using data from our operations from October 2008 to October 2009. As the effects of our corporate sustainability plan and more precise data from our direct suppliers become available we expect to drive our footprint down to 3 lb. of CO₂ per lb. of green coffee we roast.

Sustainability Initiative

Coffee Purchasing

- ◆ Encourage farms and importers to adopt best environmental practices through active dialogue and our purchasing dollars.

Electricity

- ◆ Exel Energy Windsource® 100% partner.
- ◆ Retrofit of all of our 91 lighting fixtures to energy efficient T-8 fluorescent bulbs powered by new electronic ballasts in Q3.
- ◆ Replace our old 10-ton heating and cooling rooftop unit with a new high efficiency 6-ton unit in Q3.
- ◆ Replace outdated computer workstations with new energy efficient computers. Two new computers with energy sipping Intel Atom processors to date.
- ◆ Unplug training room refrigerator.
- ◆ Aggressive use of programmable thermostat during summer months--wear shorts.
- ◆ Warehouse and roasting space cooled with fans.

Natural Gas

- ◆ Roaster retrofitted with microprocessor controlled fuel-efficient burners.
- ◆ Aggressive use of programmable thermostat during the winter--bring a sweater.
- ◆ Warehouse and roasting space set at 60 degrees day and 50 degrees night.

Packaging

- ◆ Packaging and label redesign in process.

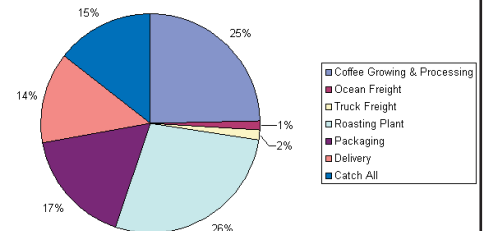
Waste

- ◆ Comprehensive re-use and recycling plan.

Gasoline

- ◆ Plan trips.
- ◆ Move more deliveries from cars and trucks to common carriers.
- ◆ Purchase fuel efficient vehicles when needed.

	lb. CO ₂ / lb. Coffee	
Coffee Growing & Processing ¹	.99	25%
Ocean Freight ²	.05	1%
Truck Freight ³	.06	2%
Roasting Plant ⁴	1.09	27%
Packaging ⁵	.68	17%
Delivery ⁶	.54	14%
Catch All ⁷	.58	15%
Total	4	100%



1) Middle value from E.D.E consulting study. We firmly believe Organic coffee production has a lower footprint: will update this figure when able.

2) Figure reduced by 33% to include carbon purchases from carbon neutral importer. Purchases will be greater than 33% going forward.

3) Same as ocean freight.

4) Roasting plant figure includes utilities; employee commute; car and truck miles incurred in customer service, repair work, sales, local delivery; office supplies; non-auto travel; trade shows; and waste.

5) Packaging figure is before introduction of footprint reduction changes.

6) Common carrier (UPS, SPEEDEE) outbound freight.

7) Due to lack of exact figures from some suppliers and possible un-captured business activity a catch all was added to round the final number to 4.

