

# PORTLAND ROASTING *Coffee*

## **BACKGROUND**

A premium roaster of coffee and espresso, Portland Roasting Coffee Company started in 1996 as a wholesale provider of coffee for the Greater Portland, Oregon community. Today, Portland Roasting enjoys a customer base that spans the country, and parts of Japan, through a variety of retail, corporate, institutional, hospitality and specialty venue accounts. Portland Roasting founder and managing partner, Mark Stell, honed his roasting skills in the back of two bustling cafes he owned and operated in Portland in the early 1990s. Wanting to focus more exclusively on the roasting side of coffee, Stell left the hospitality industry, and along with a partner who has since sold his share of the company, entered the burgeoning coffee roasting market in Portland.

In 2005, Portland Roasting moved into its company-owned headquarters in Southeast Portland, effectively doubling its capacity and making way for growth well into the next two decades. The facility comfortably accommodates all 27\* of the company's employees, including those in production, sales, purchasing, customer service, marketing and administration. (\*One of the company's employees spends most of his time working from Colombia. In its first year of operation, Portland Roasting sold 40,000 pounds of coffee beans, most of which was purchased by one client. For each of its 13 years in business, Portland Roasting has since enjoyed up to 20 percent growth per annum. Revenue for the company was \$4.7 million in 2006, \$5 million in 2007, and \$5.7 million in 2008. For 2009, Portland Roasting is on track to sell 1 million pounds of coffee beans this year and top \$6 million in revenue.

From the outset, Stell has positioned Portland Roasting as a high-end roaster, and as such, he strives for growth and profitability. Yet he has channeled the company's focus on more than balance sheets. The heart of Portland Roasting lies in its Farm Friendly Direct™ coffee-sourcing program, which creates a direct link with growers and their communities, and in the process, promotes a cooperative relationship that yields high-quality coffee. Farm Friendly Direct™ premiums paid for coffee are funneled back to the farm or surrounding community to fund needed projects. Projects have included tree plantings, constructing water treatment facilities, community centers and schools, and funding teacher's salaries – among others.

Portland Roasting is guided by a set of sustainability values that affects every decision it makes with regard to its customers, farmers, products and employees. In 2007 Portland Roasting started providing its customers with the eco-friendly ecotainer™ to-go coffee cup. With an inside lining of bio-plastic made from corn, and an outer layer of paper harvested from trees managed in accordance with Sustainable Forestry Initiative guidelines, the ecotainer™ cup can, under the proper conditions, break down into water, carbon dioxide and organic matter. In 2006 Portland Roasting formed an inhouse environmental team responsible for finding eco-friendly alternatives for all of its operations. Resulting company initiatives include a carbon offset/tree planting program, composting, recycling and company-wide use of earth-friendly cleaning products. Portland Roasting has earned some impressive awards. In 2007, the City of Portland granted Portland Roasting a 2007-2009 Recycleworks Award and proclaimed the company a Blue Works Business. In 2005, the Specialty Coffee Association of America granted the company the coveted Sustainability Award. In 2006, 2007 and 2008, Portland Roasting achieved finalist rankings for "Roaster of the Year" by *Roast Magazine*. And for the last five years straight, Portland Roasting has ranked on *The Business Journal's* Top 100 Fastest-Growing Private Companies in Oregon list.

Short-term goals for Portland Roasting include further expansion of its Western states client base, particularly on the retail grocery level, and opening a flagship retail site in Portland. Long-term goals include national expansion through chain contracts. Portland Roasting brews innovation as it grows with the industry, all the while remaining committed to working with its farmers to provide the best of the harvest, every season, every cup.

## **MEDIA CONTACT**

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# PORTLAND ROASTING *Coffee*

## CHRONOLOGY

Established in Portland, Ore. in 1996, Portland Roasting is a premium roaster of coffee and espresso for wholesale and consumer customers. The heart of Portland Roasting lies in its Farm Friendly Direct™ coffee-sourcing program in which it pays its growers above market prices to ensure quality coffee while sustaining the families and enriching the communities in which the farmers live.

Following is a chronology of key developments for Portland Roasting:

- 1996** Portland Roasting, one of Portland's original micro-roasters, opens in a 2,500 square foot location in Southeast Portland.
- 1998** Portland Roasting successfully launches international sales efforts in Japan and Singapore.
- 1999** Portland Roasting moves to Northeast Portland and initiates its first ever direct relationship purchase with Coffee Source in Costa Rica. The company establishes a relationship with the Santa Leticia farm in El Salvador, which eventually becomes a Farm Friendly Direct™ project.
- 2000** The first "Employee of Year" trip is awarded; the lucky employee jets off to Guatemala.
- 2001** Portland Roasting establishes its first Farm Friendly Direct™ program in Costa Rica, at La Hilda Estate.
- 2002** Portland Roasting hits the retail market with organically grown coffees in Portland, Oregon-based New Seasons Markets.
- 2003** Portland Roasting is recognized by the National Organic Program as a certified organic roasting facility.
- 2004** Portland Roasting introduces online ordering as a result of increased demand beyond the Portland area. Fred Meyer stores begin retailing Portland Roasting coffee.
- 2005** Portland Roasting is awarded the Specialty Coffee Association of America Annual Sustainability Award for its Farm Friendly Direct™ program. Portland Roasting earns a spot on The Business Journal's Top 100 Fastest-Growing Private Companies in Oregon List. Portland Roasting moves to company-owned headquarters in Southeast Portland and doubles its space to 18,000 square feet. The company installs a new 120-kilo roaster and increases production and customer service staff by 20 percent.
- 2006** Portland Roasting is recognized for its progressive business practices and quality brew by Roast Magazine, which names the company a finalist for the "Roaster of the Year" award. Portland Roasting is again on The Business Journal's Top 100 Fastest-Growing Private Companies in Oregon List. Portland Roasting earns an "Oregon Ethics in Business" award from the Willamette University's Atkinson Graduate School of Management for going "beyond the expected" in ethical business behavior.
- 2007** Portland Roasting re-brands its look with a new logo and photography that reflects the company's Farm Friendly Direct™ program, its sustainable business practices, and overall sensibility. Portland Roasting ranks as a finalist for the second year running for Roast Magazine's "Roaster of the Year" award. For the third consecutive year, Portland Roasting ranks on The Business

Journal's Top 100 Fastest-Growing Private Companies in Oregon List. The Specialty Coffee Association of America gives a nod to Portland Roasting with a "Best New Product – Packaging" award. Portland Roasting provides its customers with the eco-friendly ecotainer™ to-go coffee cup. The City of Portland grants Portland Roasting a 2007-2009 Recycleworks Award and proclaims the company a Blue Works Business.

- 2008** Portland Roasting launches a hotel pack for single and four-cup brewers featuring the company's distinctive Farm Friendly Direct™ coffees. Portland Roasting lands shelf space at prominent Portland-based grocery retailers Zupan's Markets and Sheridan Fruit Company. Portland Roasting signs with Northwest-based Food Services of America to provide a variety of its premium sustainably-grown coffees to commercial accounts in Oregon, southwest Washington and northern California. For the fourth consecutive year, Portland Roasting ranks on The Business Journal's Top 100 Fastest-Growing Private Companies in Oregon List. Portland Roasting ranks as a finalist for the third year running for *Roast Magazine's* "Roaster of the Year" award. Portland Roasting places as a notable rebrand in the 2008 ReBrand 100® Global Awards competition, recognizing the company's new branding platform implemented in 2006.
- 2009** For the fifth year straight, Portland Roasting earns a spot on The Business Journal's Top 100 Fastest-Growing Private Companies in Oregon List.

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## COMPANY FACT SHEET

### PEOPLE

**MARK STELL:** Founder and Managing Partner

**MARIE FRANKLIN:** National Sales Manager

**PAUL GILLES:** Vice President of Operations

### COMPANY AND COFFEE

Established in Portland, Ore. in 1996, Portland Roasting is a premium roaster of coffee and espresso for wholesale customers and consumers. Portland Roasting products are sold throughout the United States and in parts of Japan. Portland Roasting produces Farm Friendly Direct™, organic, shade grown, single varietals, blends and decaffeinated coffees. The heart of Portland Roasting lies in its Farm Friendly Direct™ coffee-sourcing program in which it pays its growers above market prices to ensure quality coffee while sustaining the families and enriching the communities in which the farmers live. Consumers can purchase Portland Roasting coffee direct through the company's website. [www.portlandroasting.com](http://www.portlandroasting.com). or by calling 800-949-3898.

### CUPPINGS

Portland Roasting invites groups and individuals to sniff, sip, sample and savor freshly roasted beans from around the world. Portland Roasting makes its cupping room available for events or meetings. Customers must call 48 hours in advance to make reservations for a cupping or to use the space.

### TRADE AND COMMUNITY CONNECTIONS

- Northwest Shade Coffee Campaign
- Specialty Coffee Association of America
- Oregon Natural Step Network
- Food Alliance
- Chef's Collaborative
- Portland Business Alliance
- Central Eastside Industrial Council
- Better Business Bureau
- Japan-American Society of Oregon
- Plate and Pitchfork
- Travel Portland
- Oregon Restaurant Association Awards and Acknowledgements:
- Specialty Coffee Association of America "Sustainability Award" for Farm Friendly Direct™ program (2005)
- Willamette University Ethics in Business Award (2006)
- Ranked on The (Portland) Business Journal's Top 100 Fastest Growing Private Companies List (2005, 2006, 2007, 2008 and 2009)
- Roast Magazine "Roaster of the Year" Finalist (2006, 2007 and 2008)
- Recycleworks Award/proclamation as a Blue Works Business by the City of Portland (2007)
- Ranked as a notable rebrand in the 2008 ReBrand 100® Global Awards

### LOCATION

340 SE 7th Avenue  
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### COMMUNICATION

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## **FARM FRIENDLY DIRECT™ FACT SHEET**

Premium Coffee is achieved Through a commitment to farmers and their communities. The heart of Portland Roasting lies in its Farm Friendly Direct™ coffee-sourcing program in which it develops relationships with farmers and establishes above market pricing for the purchase of green coffee grown to Portland Roasting's quality standards. The program creates a direct link with growers and their communities, and in the process, promotes a cooperative relationship that yields world-class coffee. Farm Friendly Direct™ premiums paid to the growers provide financing for critical community projects. Portland Roasting's first Farm Friendly Direct™ project was initiated in Costa Rica in 2001. Serving a variety of needs ranging from conservation to education, the projects are planned with an eye toward the future – reinforcing the company's ongoing commitment to the growers and their farmland, and the communities in which the growers live.

Woven throughout the fabric of the Farm Friendly Direct™ program are the \*United Nations Millennium Development Goals, a set of quantifiable goals that seek to meet the needs of the world's poorest. These goals – which range from ensuring environmental sustainability, to developing global partnerships for development, to achieving universal primary education – help Portland Roasting establish guidelines for its Farm Friendly Direct™ program.

Each year Portland Roasting adds more farms and additional projects to its Farm Friendly Direct™ program. Given the ever-changing dynamics of farm and community needs, and fluctuations in coffee crops, some projects are one-time contributions while others are ongoing initiatives.

## **FARM FRIENDLY DIRECT™ GROWERS AND PROJECTS**

### **COSTA RICA**

**FARM:** La Hilda Estate

**PROJECT:** Computer Primer

Costa Rica enjoys a higher standard of living than other coffee growing regions. Yet, its rural communities lag behind more developed countries, particularly when it comes to computer technology. To support their quest to attain more technological expertise, Farm Friendly Direct™ provides a computer instructor to teach all grades at the school that serves the children of La Hilda Estate. Portland Roasting brought Internet access to the school and is currently working on implementing a pen-pal program between students on the La Hilda Estate and their peers from Spanish Immersion programs in the Portland Public Schools. This program makes strides toward the Millennium Development Goal that seeks to provide universal primary education.

### **EL SALVADOR**

**FARM:** Nombre De Dios

**PROJECT:** Tree Planting

This Farm Friendly Direct™ coffee, a 2007 Cup of Excellence® winner, hails from Nombre de Dios, a fourth generation farm run by Maria Elena Calderon, her two sisters, and a whole slew of family members. For this Farm Friendly Direct™ project, Portland Roasting has teamed up with Trees for the Future, a non-profit organization that plants trees in an effort to offset carbon output. Working with the growers represented by the Ucraprobex Cooperative, Portland Roasting is responsible for the funding to plant 15,000 trees in the region. These shade trees preserve the cycle of sustainable farming by providing a canopied habitat for birds that would otherwise be displaced by low-growing coffee shrubs. Shade trees also protect plants from rain and sun and help maintain soil quality. The shade tree's deeper root systems prevent topsoil erosion, and the fruit supply the farmers with a secondary source of income.

### **ETHIOPIA**

**COFFEE:** Sidamo

**PROJECT:** Water Pumps

In 2009, Portland Roasting kicked off its inaugural World Water Day fundraiser in Portland. The monies raised from the walk-a-thon event were poured into the coffers of Water for All, a non-profit organization that builds and installs

water pumps throughout sub-Saharan Africa. As a result of the fundraiser, two water pumps that do double-duty as merry go-rounds were installed in the Yirgacheffe region of Ethiopia. Access to clean water for sub-Saharan African countries is extremely limited and makes the simplest daily tasks onerous. This means that women and children, who bear the brunt of this duty, spend hours transporting water back to their families, thus taking time away from school. Additionally, lack of clean water creates unhygienic conditions that breed disease. Clean, easy-to-access water leads to huge leaps in quality of life for communities throughout this region.

**PREVIOUS PROJECTS IN ETHIOPIA**

**PROJECT:** Community Assessment

In this Farm Friendly Direct™ project, Portland Roasting partnered with Mercy Corps, a non-governmental organization that provides both emergency and long-term aid to countries around the world. To better determine how monies could help farmers, a community assessment report was conducted for the region in which Portland Roasting purchased coffee. Not surprisingly, access to clean water topped the list of needs. Portland Roasting continues to work with non-governmental organizations such as Mercy Corps to meet the varied needs of Ethiopian coffee growers and their communities. This program makes strides toward the Millennium Development Goal that seeks to ensure environmental sustainability, as well as the goal that seeks to create a global partnership for development.

**GUATEMALA**

**FARM:** Finca el Paternal

**PROJECT:** Fertilization Program

In 2008, Portland Roasting embarked upon on a five-year fertilization program, Balanced Plant Nutrition™ that seeks to double the yield of the farm's coffee plants. This cross-cultural exchange has Portland Roasting working with Karnataka Coffee Estates of India and the Indian company, Ramaday Micronutrients, to assess the results of soil and leaf sampling. By balancing ratios of essential nutrients within the plant, the farmer can maximize the output of the crop. The long-term goal is to provide coffee farmers with ways of refining their growing methods, and ultimately, reap the most from their land without sacrificing soil or air quality. Additionally, Portland Roasting is working to earn Rainforest Alliance certification for Finca El Paternal, which would make this farm the first in the area to be certified. Rainforest Alliance works to integrate productive agriculture, biodiversity conservation and human development.

**PREVIOUS PROJECTS IN GUATEMALA**

**FARM:** Finca el Paternal

**PROJECT:** Water Treatment Facility

At the urging of respected plantation owner and grower, Miguelina Villatoro del Merida, Portland Roasting invested proceeds from the Farm Family Direct™ program to design a much needed water treatment facility at her El Paternal farm. The facility sends leftover water from coffee production through a series of filtering tanks. The end result is water that can be reused several times, and clean water is returned to the river free of contaminants. The state-of-the-art facility is now looked to as a successful model, and tours are arranged so growers throughout the region can learn about the benefits of water treatment and conservation. This program is making strides toward the Millennium Development Goal to develop a global partnership for development, and is making strides toward the Millennium Development Goal to ensure environmental sustainability.

**INDIA**

**FARM:** Karnataka Coffee Estates

**PROJECT:** The Opportunity School

Portland Roasting buys Robusta and Arabica beans from Sethuraman Estate and Karnataka Coffee Estates to use in its blends. Portland Roasting donated funds to The Opportunity School to provide school supplies and work skills training for deaf and mentally challenged students. Portland Roasting is also assisting the growers in developing a pulp-natural process that eliminates excess water used in processing coffee beans. The roaster also assists in taste analyses

to help find an eco-conscious method of processing that doesn't sacrifice flavor. And finally, Portland Roasting is also implementing the same soil micronutrient program that it utilizes in its Guatemala Farm Friendly Direct™ program. The roaster is working to improve plant health by analyzing soil and leaf nutrients and determining the best "diet" for maximum yield. This program makes strides toward the Millennium Development Goal that seeks to achieve universal primary education.

**PAPUA NEW GUINEA**

**FARM:** Madan Estate

**PROJECT:** Literacy Program

Portland Roasting is working with the Madan Estate owners to support their Women's Literacy program that seeks to expose women to the joys of reading. Portland Roasting, and its customers, are soliciting new and used book donations that will be shipped to the estate for distribution. In addition, Portland Roasting has pledged to donate three cents to the Madan Estate for each pound of Papua New Guinea coffee purchased, which amounts to roughly \$6,000 this year. These monies will help fund various aspects of the program such as reading instruction, and will contribute to the bigger goal of a community education center.

**PREVIOUS PROJECTS IN PAPUA NEW GUINEA**

**FARM:** Kinjibi Estate

**PROJECT:** Schoolhouse construction

The Papua New Guinea Project began with a partnership with New Guinea Traders, a coffee trading company. Together with New Guinea Traders, Portland Roasting built a schoolhouse for the children in the Kinjibi Tribal community. This program makes strides toward the Millennium Development Goal that works to achieve universal primary education.

**SUMATRA**

**FARM:** Family Farms of Bonkawan, Northern Sumatra

**PROJECT:** Support of local foundation

Portland Roasting purchases organic shade grown Sumatra coffee beans from a division of Ecom Coffee Group called PT Indo Cafco, a cooperative that represents a number of small family farms in Bonkawan in Northern Sumatra. Congruent with this arrangement, Portland Roasting worked directly with a foundation in Northern Sumatra called Yayasan Bani Adam Permata Hati, to rebuild the Pembangunan orphanage in the Takengon/Lake Tawar communities where the roaster's newest coffee is grown. And, during its most recent visit, Portland Roasting donated school uniforms and supplies. Portland Roasting's long-term goal is to assist farmers and their families in projects that will nurture their communities for years to come.

**TANZANIA**

**FARM:** Acacia Hills

**PROJECT:** Soil and Leaf Analysis Program

Acacia Hills is Portland Roasting's most recent addition to the Farm Friendly Direct™ family. Owned by a small group of private investors, including Portland Roasting's Mark Stell, this farm is currently being rehabilitated. One effort is an in-depth soil and leaf analysis to ultimately glean the formula for maximizing the health of and doubling the yield of each season's coffee crop. The farm is divided into micro-lots – by manipulating the soil micronutrients, Portland Roasting is able to identify the best producing lots. The plan is to replicate the favorable conditions in all of the lots. Portland Roasting is also examining faulty and/or inefficient processes throughout the production cycle – from milling to drying and fermentation – and making adjustments along the way to streamline the whole operation. Ultimately, the information gleaned from lessons learned on Portland Roasting's laboratory-style farm will be shared with all the farmers in the Farm Friendly Direct™ community.

**PREVIOUS PROJECTS IN TANZANIA:**

**FARM:** Kigoma Cooperative

**PROJECT:** Donations for quality control lab

Portland Roasting donated a moisture meter to the Jane Goodall conservation label coffee program, which directs proceeds from the sale of the Tanzanian coffee toward efforts to preserve chimp habitat in the Gombean National Forest. Portland Roasting's work in Tanzania makes strides toward the Millennium Development Goal that seeks to ensure environmental sustainability.

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