



For Immediate Release

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Portland Roasting Receives Coveted Award

Recognized by Industry for Supporting Sustainability Throughout the World

Portland, OR. - (February 25, 2005) Portland Roasting, one of the fastest growing specialty coffee micro-roasters in the Northwest, is pleased to announce it has been awarded the Specialty Coffee Association of America (SCAA) 2005 2nd Annual Sustainability Award for its Farm Friendly Direct™ programs.

The SCAA Sustainability Award recognizes specialty coffee companies that have created innovative projects to expand sustainability within the coffee world while inspiring others to do the same. Represented by some of the most progressive minds in the industry, the Sustainability Committee awarded Portland Roasting for its outstanding contributions to fostering a more sustainable coffee community.

“We are thrilled to have been chosen to receive this award,” said Mark Stell, managing partner of Portland Roasting. “It has long been our goal as a company to help coffee farmers with making their farms a better place to not only grow coffee but to live and raise families. With our sustainable programs we are making a real difference in these communities by addressing both the immediate and long-term concerns of the farmers by first guaranteeing a market for their coffee.”

Farm Friendly Direct™ Programs

The foundation of Portland Roasting’s coffee sourcing is the Farm Friendly Direct™ programs the company started several years ago. Focusing primarily on sustainable, shade grown, and organic coffees, these community-based programs involve paying growers a premium above the negotiated market price for their coffee, with 100% of the

premium going back into the farming community thereby creating long-term sustainable infrastructures. Portland Roasting has developed sustainable programs with farming communities in Guatemala, El Salvador, Papua New Guinea, Peru, and Costa Rica with several more programs planned in the near future with farmers in Ethiopia, Tanzania, and other farming communities.

Each community has its own needs and concerns. With this in mind, Portland Roasting creates programs that work to directly help individual communities most directly and effectively whether the sustainability need is environmental or social.

Portland Roasting's environmental sustainability programs include: in El Salvador Santa Leticia for every bag of coffee purchased a shade tree is planted; in Guatemala Finca El Paternal the money raised as been used to created a water treatment facility; and in Peru Café Selvanica three trees are planted for every bag of coffee purchased. Social sustainability programs include: in Costa Rica La Trinidad a computer instructor's salary is subsidized; and in Papua New Guinea Kinjibi Estate the program subsidizes the building of a new schoolhouse and a teacher's salary.

To find out more about our Farm Friendly Direct™ programs and Portland Roasting visit www.PortlandRoasting.com or call 1-800-949-3898. For more information on SCAA visit www.scaa.org.

About Portland Roasting

Headquartered in Portland, Oregon, Portland Roasting is a wholesale coffee micro-roaster that is one of only a few Northwest specialty coffee companies to utilize a European drum roaster to roast fine coffees and espressos. Portland Roasting maintains purchasing relationships with coffee growers in all the major growing regions of the world, including several involved in the shade grown organic and farm friendly coffee environments. In addition to coffees, Portland Roasting offers a complete line of specialty beverage products to the food and beverage service industry. Its coffees and espressos are available at finer coffeeshouses, restaurants and specialty food stores worldwide. Visit Portland Roasting on the Internet at www.portlandroasting.com.

