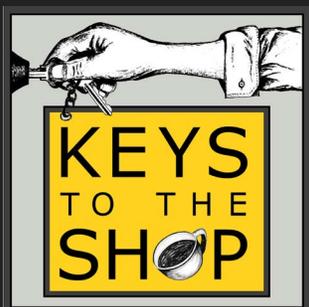


Sustainability Series

Presented By

biocaf™



CHAPTER ONE: FARM



MARCOS CROCE

Marcos Croce along with his Wife Silvia Barretto owns FAF (Fazenda Ambiental Fortaleza) FAF has been in the Barretto Family since 1850. It was still a traditional farm with 150 farm hands and conventional farm methods when Silvia Barretto inherited and along with her husband Marcos Croce began to transform the farm with their dreams. Long a steward and follower of natural and organic lifestyle; Silvia decided that if she took on the farm it would have to become organic. The idea of continuing the traditional farming methods and continuing centennial old strict relationships between farm owners and farm hands also did not appeal to them. In 2001 this transformation began as Silvia inherited the farm and they changed the name to Fazenda Ambiental Fortaleza (FAF) meaning Environmental Fortress Farm. Their dream and mission became to convert the farm into a sustainable business that took into consideration the environment and the relationships between people while producing high quality products.

This process began slowly and filled with learning experiences as in 2001 Silvia and Marcos were living in Chicago, Illinois. The transition to organic drastically reduced production as the plants suffered from the abrupt termination of chemicals. Marcos introduced a new proposal to his workers, which was to offer them a 50% ownership of the coffee they planted. A new concept to the area this also took time to mature. These attitudes gave Silvia, Marcos, and Fazenda Ambiental Fortaleza the reputation of being the 'crazy farmers' in the area. After many years and many hurdles they were able to gain awareness from a small group of American specialty coffee professionals.

In 2007 Marcos exported his first container direct to the United States and put Fazenda Ambiental Foraleza on the map. In 2008 FAF won the Sustainability award from the Specialty Coffee Association of America. As a result many roasters began to follow FAF and come visit to see what they were doing.

In 2009 Silvia and Marcos' son Felipe, who had been working at a specialty coffee micro-roastery in St. Louis called Kaldi's came to join the team. Becoming the first family member to move to the farm full time, Felipe set up a coffee lab and began separating and studying lots by varieties and processing methods. Around the same time neighbors began expressing interest in the direct trade model and efforts towards improving quality and began partnering with FAF.

Today Fazenda Ambiental Fortaleza is a farm, a network of farmers, a center of coffee studies, and an export company that mills and ships coffee worldwide.



ERIKA KOSS

Born and raised in Los Angeles, Erika Koss now lives in Nairobi, Kenya, where she is a Research Associate at the University of Nairobi. In 2018, she launched “A World in Your Cup” out of Halifax, Nova Scotia, where she is also a PhD candidate in International Development Studies at Saint Mary’s University. Erika’s research centers on gender equity, sustainability, and resilience in the global coffee trade, particularly in East Africa. A former barista and Re:Co fellow, Erika is also a SCA-certified AST for Introduction to Coffee and the Sustainability Coffee Skills programs. She is one of the Sustainability experts for BioCaf, where you can read her writing on sustainability. Other career highlights include working at the National Endowment for the Arts in Washington, DC; the National Steinbeck Center in Salinas, California; and as an assistant dean at Northeastern University. She has taught literature, writing, and politics at several universities. She holds a B.S. from The Master’s College; an M.A. in English literature from San Diego State University; and an M.A. in Political Science from Northeastern University. She is a regular contributor to several coffee magazines and is working on her first book.



ESPERANZA DIONISIO

For the past 20 years, Esperanza Dionisio Castillo has been the General Manager at the Pangoa Coffee Cooperative in Peru. She holds the distinction of being the first woman in Peru to manage a coffee cooperative and continues to work to inspire women in coffee.

CAC Pangoa or (Cooperativa Agraria Cafetelera Pangoa Ltda.) is a cooperative made up of small coffee and cacao producers of San Martin de Pangoa and the surrounding areas, in Junin, Peru. They are located in the ‘Central Selva’ region of Peru, to the east of the Andes, bordering on the Peruvian Amazon. Their location and their focus on organic, sustainable, and fair trade farming practices allows us to distribute products of superb quality internationally.

Founded in 1977, the CAC Pangoa started as a cooperative of just 50 members and has grown to over 700 farmer members producing coffee and cacao. Their small beginnings have grown into a large, influential, and standard setting community all supporting each other producing some of CAC Pangoa is the world’s best coffee in the most sustainable manner.

Fair Trade and OCIA Organic Certified plus offers a variety of high quality coffee and cacao beans, while supporting and running a number of development initiatives to improve the quality of life for members and their families.

Esperanza and CAC Pangoa are the 2019 recipients of the SCA Sustainability Award.



KIM ELENA IONESCU

In her role as Chief Sustainability Officer of the Specialty Coffee Association, Kim Elena raises awareness, develops strategy, and leads action to address the biggest social, environmental, and economic challenges facing the industry. Prior to joining the association in 2015, Kim spent a decade buying coffee and directing sustainability for Counter Culture Coffee in North Carolina, where she resides with her husband and two daughters. And although these days she is more likely to be found behind desks and podiums than cupping tables and espresso machines, Kim believes that sustainability must be firmly embedded in every stage of the coffee value chain.



VERN LONG

Vern Long is the Chief Executive Officer of World Coffee Research, the world's first global, collaborative agricultural R&D organization for coffee. A plant breeder by training, Long brings 25 years of experience in international agricultural research with a focus on smallholders, and deep expertise on genetic resources policy. Prior to joining WCR, Long served as the director of the Office of Agricultural Research and Policy at the U.S. Agency for International Development (USAID), where she managed a global program portfolio of >\$140 million per year. Long has substantial experience convening diverse stakeholders — from industry, national governments, CGIAR international agricultural research centers, university scientists, and farmers—to formulate a shared crop research agenda to improve productivity among smallholder farmers. Her work has spanned low- and middle-income countries in diverse geographies including Central America, West Africa, East and Southern Africa, and South Asia. She has served on various multi-donor working groups, including as Chair of the Agricultural Research Working Group of the Global Donor Platform on Rural Development based in Bonn, Germany. She received her PhD in plant genetics from Cornell University.



STEFANIE TYE

Stefanie is a Research Associate in the Climate Resilience Practice (CRP) within WRI's Governance Center. Stefanie co-develops frameworks, information and tools to help national and subnational decision-makers plan for and implement climate adaptation and resilience.

Currently, she is involved with the Global Commission on Adaptation's Locally Led and Nature-based Solutions Action Tracks, and with developing case studies on transformative and mainstreaming adaptation. Her past work at WRI includes technical assistance to Costa Rica's coffee sector, analysis of adaptation tools and user needs, adaptation M&E, climate change uncertainty, and the Partnership for Resilience & Preparedness (PREP).

Prior to WRI, Stefanie worked at the global Indigenous grassroots organization Land is Life.

Stefanie grew up in Mexico and has an M.A. in Sustainable International Development from Brandeis University, specializing in climate resilience and sustainable cities. She holds a B.A. from NYU in Global Liberal Studies: Politics, Human Rights & Economic Development with a minor in Latin American Studies.

Stefanie is passionate about languages and experiencing new cultures. She is also an avid reader, particularly of all things connected to behavioral economics and the circular economy.

ABOUT WRI

Founded in 1982, The World Resources Institute (WRI) is a global environmental think tank that goes beyond research to put ideas into action. Consistently ranking among the globe's top environmental policy and transdisciplinary think tanks, WRI works with governments, companies, and civil society to build solutions to urgent environmental challenges. WRI's transformative ideas protect the Earth and promote development because sustainability is essential to meeting human needs and fulfilling human aspirations, now and in the future.

The decisions we make today could lead us toward a more climate resilient future, or they could undermine food, water, and energy security for decades to come. WRI's Climate Resilience Practice (CRP, located in the Governance Center) seeks to incentivize and support actions that enhance resilience to the impacts of climate change – in a manner that promotes sustainability and gender and social equity. We do this with a focus on helping countries integrate, or mainstream climate change risks adaptation into their development and sector planning (including budgeting) and implementation. We also do this by helping countries understand whether, when, and where transformative approaches to adaptation may be needed to better manage the significant systemic adaptations that will be needed in some circumstances, and how to plan for, finance and implement such changes. CRP works with stakeholders and also convenes high-level partnerships, like the Global Commission on Adaptation, to accelerate action across the globe.

CHAPTER TWO: IMPORTER



ANDI TRINDLE MERSCH

Andi Trindle Mersch is Director of Coffee, Tea, and Sustainability with Philz Coffee. In these roles, she oversees coffee and tea sourcing and quality and leads company-wide sustainability efforts. Ms. Trindle Mersch has held a variety of responsibilities throughout more than 26 years in specialty coffee. She has published numerous trade journal articles and lectured nationally and internationally on many topics in the coffee sector and more recently in sustainability. She has held a number of leadership and board roles within the broader specialty coffee industry and is currently serving on the Food 4 Farmers Board of Directors and the newly formed Coffee Coalition for Racial Equity.



JAMES TOOIL

James has been interested in coffee since the 8th grade when he received a french press for Christmas. In his 14 years in the coffee industry he has worked as a Barista, Trainer, Roaster, Buyer, and now as the North American Sales Manager for Ally Coffee. With twin interests in coffee and organizational success he has brought a highly caffeinated and candid approach to leading teams for coffee service, production, quality control, planning, purchasing, pricing, product development, sales and marketing for coffee retailing, roasting, and importing organizations.

Between the years 2014 and 2016 James found an avenue for his coffee interests and competitive energy in SCA competitions with some success.

2014 SE Brewers Cup 3rd place

2014 US Brewers Cup 6th place

2015 US Cup Tasters 1st place

2015 World Cup Tasters 31st place

2016 US Brewers Cup 2nd place

James has had the unique and career shaping opportunity to work directly with so many great bosses/mentors, namely Amy Carrol, Matt Argo, Todd Carmichael, Chuck Chupein and Ricardo Pereira. Since 2016, James has been trying to become a better leader himself.



JEANINE NIYONZIMA-AROIAN

Businesswoman, entrepreneur and philanthropist, Jeanine Niyonzima-Aroian promotes gender equity and sustainability from seed to cup. Through her company, JNP Coffee, she teaches women in Burundi, East Africa, farming production best practices, rewards their labor with premiums for high-scoring coffee and empowers them as community leaders. A licensed Q grader, born and raised in Burundi, and a long-time US citizen, she is a great supporter and advocate for coffee farmers in her home country.

Fluent in Kirundi, Swahili, French, English and basic Japanese, Jeanine travels the world producing, promoting and trading the specialty coffee grown in the high altitudes of this small east African nation just south of the equator. In the past eight years, she has built a global network of coffee buyers who seek high-end micro-lots of Burundi specialty coffee. As a child growing up in Burundi, Jeanine recalls her mother's stories of the entire family cultivating and harvesting coffee to pay for school fees. Years later, she earned an MBA from Northwestern University's Kellogg School and had a 20-plus-year international business career that helped her find her way back to Burundi and to coffee. It was at a "Cup of Excellence" competition that she recognized the potential of the exceptional coffees of Burundi. She saw the opportunity to promote these coffees in the global market as a means of helping the farmers, her people.

In 2016, she began a first-of-its-kind bonus payment program that rewarded members of the Burundi chapter of the International Women's Coffee Alliance (IWCA) for their high-scoring coffee. JNP Coffee underwrites 100 percent of their production, and the premiums have enabled some 2,000 farmers (including some men) to invest in their communities and grow their businesses. In 2018, she expanded her premium program to new groups in Burundi. Called Dushime TM in Kirundi, it means "Let's be thankful."

In addition to her role as a supporter of IWCA's global network, Jeanine is also the founder and executive board member of Burundi Friends International, a nonprofit committed to fighting poverty by sustaining communities through partnerships in education, healthcare and economic empowerment. She supports the US coffee community in her role as Northeast Regional Coordinator for the Specialty Coffee Association's US Chapter. She is a member of the National Coffee Association as well as the African Fine Coffee Association.

The keynote speaker for the IWCA at the 2019 African Fine Coffee Association conference in Kigali, Rwanda, Jeanine and her work in partnership with nonprofit organizations was celebrated later that year at the IWCA breakfast in Boston, Massachusetts. She has presented at the New York Coffee Fest several times and this past spring, participated in the virtual Re:Co Symposium.

Jeanine's commitment to changing lives through coffee production has been featured in leading trade publications, including Roast magazine, Coffee Talk, Barista, Fresh Cup and Coffee Review. As a Black business owner, she has spoken in roundtable discussions on responses to the recent protests across the US against systemic racism. In recognition of her work supporting women as community builders, the YWCA in Central Massachusetts presented her with their Katharine F. Erskine Award for Business and Law in 2019.



LEE WALLACE

Lee Wallace is the owner and Queen Bean of Peace Coffee, a company on a mission to craft a delicious coffee experience with communities around the globe. A rare CEO whose area of expertise resides in, in her words, “that intersection between mission and money,” she is a sought-after writer and speaker as well as a recognized leader and expert in multiple fields: social enterprise businesses, fair trade enterprises, and specialty coffee importers. Lee sits on the Research Advisory Council for the Specialty Coffee Association, and holds active leadership roles in the Climate Collaborative, and the B Corps movement. In her spare time, she enjoys traveling to new places, puttering around in her garden and hanging out with her dogs Ruby and Felix.

Based in the heart of Minneapolis, Peace Coffee has been proudly roasting, pedaling and brewing outstanding coffee since 1996. Under Lee’s leadership the company has garnered local, national and international recognition – from being named one of the 10 Most Sustainable Coffee Businesses in the U.S. by Civil Eats, to earning the Best Coffee Roaster title by Minnesota Monthly and Growler magazines, to being recognized as one of the top places to work by Minnesota Business Magazine. The company has also been honored with list placements on Best for the World, Community, B Corp, 2018 and 2019; Ten Most Sustainable U.S. Coffee Businesses; and Most Ethical Coffee Companies, Fair World Project.



JOE MARROCCO

Joe Marrocco is a father and husband in Saint Paul, MN. His work is helping to head up the U.S. division of the green coffee importing company, List + Beisler. He has been an accomplished coffee professional since 2005: barista, café manager, roaster, educator, green coffee trader, leader in the Barista Guild of America and the Roasters Guild, and barista/roaster competitor/judge. Prior to List + Beisler, he was the long-time Sr. Sales Associate and the Director of Education at Café Imports, and then Educator and Sales at Mill City Roasters. He is also a media guy with a brand-new podcast set to be released this fall called Get Coffee, a former podcast called Opposites Extract, and tons of roasting tutorials on YouTube. He is widely considered the go-to guy in the industry for deeply useful and practical knowledge in all things roasting, brewing, and sourcing, and consults coffee professionals of all types on all things coffee. Joe also loves to cook, mix drinks, forage, and sing.



MONIKA FIRL

Monika Firl has worked very closely with small-scale, organic coffee farmer organizations for more than 25 years --- initially while living and working in Central America and Mexico (1991 – 2000) facilitating farmer-to-farmer learning and exchange, and since moving to Montreal in 2000, as the Coop Coffees Producer Relations Manager and now Director of Sustainability, where she directs the organization's Carbon, Climate and Coffee Initiative. This cumulative work has fueled her keen interest in living soils and the symbiotic role of healthy soils, carbon sequestration and reversing climate change. Monika is a champion for integrated and nature-based solutions... and strongly believes in the power of engaged and informed collaborative movements in order to achieve the transitions necessary for our future and a healthy planet.

Monika holds a Master's Degree in Journalism as well as a BA in International Relations and German.

ABOUT COOP COFFEES

Coop Coffees is an importer of high quality, fair trade and organic coffees, collectively owned by 23 independent coffee roaster companies from across Canada and the USA. Since our founding in 1999, Coop Coffees has held true to its purpose -- to make trade a force for good. In supporting small-scale coffee farmers and their cooperative organizations with access to knowledge and resources for sustainable production and trading practices, we're also supporting our ultimate goal to make coffee-growing a sustainable and beneficial endeavor for farmer families and their communities in coffee-grower regions around the world. Over time, we've seen that this little bit of extra effort has translated directly into better prices for farmers, better quality for roasters, and fewer surprises and less risk for us, as the importer. And ultimately, this has resulted in a more stable and a more sustainable way of doing business!

CHAPTER THREE: CAFE



COSIMO LIBARDO

Cosimo throughout his career has improved market positioning of various coffee and equipment brands, providing clear strategic direction while solidifying and growing their business.

He has over 22 years of experience in internationalization, with a deep passion for strategy, innovation, sustainability applied to the business of great coffee.

Some of his most relevant work in his 16 years at Simonelli Group, was the achievement of WBC sponsorship and re-launch of the Victoria Arduino brand with new product technologies, that allowed the company substantially grow its business and market influence.

In Australia, while managing Toby's Estate Coffee, he led the launch of several innovative coffee concepts and direct buying relationships that allowed strong brand growth in the Asia Pacific region, Middle East and in the US. One of the most noticeable contributions to Toby's brand awareness in Australia and globally, was the series of industry leader's talks aiming at educating the industry, named "Knowledge Talks" which he conceived, organized and hosted.

In his recent experience at Carimali, in a short time, he managed to generate brand growth, through business acquisitions and innovation with the launch of the induction heating technology.

Firm believer in the scalability and sustainability of specialty coffee, Cosimo has comprehensive industry knowledge, due to his continued involvement with the global coffee sector, along with volunteering in various director roles for key specialty coffee organizations such as SCAE and SCA: Cosimo since 2011 has sat on several task forces and committees, becoming SCAE President in 2014. He is currently sitting on the SCA Board of Directors.

Cosimo is also a CQI certified Q Arabica grader since 2016, calibrated in 2019 and Q Processing Generalist certified in 2019.



KAREN LIKTEIG

Karen Lickteig is the Marketing & Sustainability Director for Nossa Familia Coffee, where she leads all thing marketing & communications, community engagement, and sustainability efforts, including B Corp Certification. She loves to travel, and coordinates and leads yearly coffee origin trips to Guatemala to connect customers and staff to the source of their coffee. She holds a Bachelor's degree in International Studies from Portland State University, and is currently pursuing a Master of Urban Studies also from PSU with a focus on Sustainable Development. Prior to working at Nossa Familia, she held positions with Edible Portland Magazine and the Middle East Studies Center and Urban Sustainability Accelerator at Portland State. She has completed the Master Recycler program and is a self-professed recycling and zero waste nerd, and was the architect of Nossa Familia's pioneering to-go cup upcharge. She has appeared in articles in Forbes, Oregon Business Magazine, Sprudge, Fresh Cup Magazine, Barista Magazine, Roast Magazine, Daily Coffee News, and on OPB's Think Out Loud show. She has previously served on the Oregon Coffee Board, and currently serves on the Boards of Directors for The Street Trust and B Local PDX.



UMEKO MOTOYOSHI

Umeko Motoyoshi is an award-winning coffee writer, educator, and activist. Through their work across platforms, they seek to make coffee accessible, empowering and welcoming for people of all identities.

A licensed Q-Grader with fourteen years of experience, Umeko is the founder of Umeshiso.com, an online coffee supply shop specializing in rainbow cupping spoons. They run the Instagram platform @umeshiso_, which focuses on coffee through a social justice lens. They also founded coffee sustainability platform @wastingcoffee and authored the book *Not Wasting Coffee*, which won the 2019 Sprudge Award for Best Coffee Writing.

Umeko hosts a podcast, *A Better Table*, on the Sprudge Podcast Network, where they examine social, economic and environmental sustainability in the coffee sector. They are the 2018 recipient of the Sprudge Award for Outstanding Achievement in the Field of Excellence. They hold two patents for coffee technology through their work in the specialty instant coffee space. And they are proud to have worked as a barista for ten years. Currently Umeko spends much of their time consulting on social media for coffee businesses, while shipping rainbow cupping spoons on the weekends.

Umeko grew up on the West Coast, the child of a Japanese tea ceremony master and an organic gardening educator. They now reside in Kansas City, MO, with their cat, Chip.

CHAPTER FOUR: CONSUMER



ERIKA VONIE

Erika Vonie is a Q grader and consultant with an extensive 15 year history in the specialty coffee industry. Having grown from beginning as a barista, through cafe management, QC implementation, green buying, green selling, and all the way into the tech world of coffee subscriptions. She competed for years in addition to my shift work, gaining knowledge about coffee production, processing and hospitality as well as opening up my world to an entire network of coffee professionals. As her desire to understand the nuances of green coffee production and the impact roasting has on our sensory perception grew, She achieved my Q Arabica Grader Certification and began creating QC programs from the ground up. Her thirst for the stories of the people that connect the supply chain sent her on a journey to understand the global financial network behind coffee, and the intricacies of green coffee trading. As Erika's network of professionals continued to expand, and her skill sets grew, she was tapped for consulting work in China, and for equipment companies all over the United States. Her work in the tech realm gave me valuable insight into consumer preference as well as propelled me into a world of digital content creation, and customer facing media channels.

Throughout her 15-year career she firmly believes that coffee is a global connector of everyone on this planet, and, whether you drink it or not It's never just about coffee, it is about people..



FELIPE CROCE

Felipe Croce is the farm manager for FAF Brazil which he runs with his Father and mother, Marcos Croce and Silvia Barretto. Felipe is responsible for driving the farm's innovation, quality control standards, organic standards, and operational excellence.

In addition Felipe has worked to create strong connections to the greater industry worldwide and has trained with some of the worlds best cafes and roasteries including Kaldis in St.louis, Missouri, and Tim Wendelboe in Oslo Norway.

He has appeared on many media outlets around the industry helping to inspire others through the ground breaking sustainability work they do at FAF Brazil.



HEATHER WARD

Heather is SCA's Content Strategy Director and is responsible for providing leadership and vision in the development of virtual and in-person event content programs. Heather also continues to advise on SCA market research projects with the Coffee Science Foundation. Her previous role at SCA was market research manager where she gathered, analyzed, and reported on coffee-related industry research, focusing on the specialty coffee consumer. Before moving into the coffee industry in 2012, she completed her MBA at Point Loma Nazarene University in San Diego, CA with studies focusing on the economics of coffee. She is passionate about coffee, market analysis, and helping the coffee community better understand the landscape of the industry.



SPENCER M. ROSS

Spencer M. Ross, Ph.D., is Assistant Professor of Marketing at University of Massachusetts Lowell's Manning School of Business. His dual research interests focus both on the intersection of consumer marketing and society and on consumer engagement with digital marketing technologies.

In a transformative consumer research/public policy context, Spencer primarily researches prosocial (sustainable) consumption behaviors; he has published articles on consumer dispositions toward fairness in prosocial consumption, both in the *European Journal of Marketing* and in the *Journal of Business Ethics*. He has also published on topics of consumer well-being in the *Journal of Business Research*, *Journal of Public Policy & Marketing*, and *Journal of Consumer Affairs*. Spencer has presented research at conferences for the American Marketing Association, Academy of Marketing Science, Marketing & Public Policy, and Direct/Interactive Marketing Educational Foundation. His current research projects bridge both the sustainability and digital marketing contexts, looking at how the transformation to a cashless society affects consumers' donation behaviors, as well as how consumers process the traceability and transparency of sustainability information derived from blockchain technology.

As a specialty coffee enthusiast, Spencer values coffee as a basic entry point to sustainable consumption, regarding consumers as important stakeholders for the specialty coffee value chain to engage. He presented a talk on consumer indifference to sustainability at the 2019 SCA Coffee Expo in Boston as well as a COVID-19 response webinar for the SCA in April 2020. Additionally, his family's cat is named "Yukro" as an homage to the Ethiopian coffee co-operative.

Spencer holds a Ph.D. in Marketing from the Isenberg School of Management at UMass Amherst, an MBA in International Business from St. John's University, and a BA in Political Science/Comparative Government from McGill University. He can be reached around the net @srossmktg.



SUKHBIR SANDHU

Dr Sukhbir Sandhu is a Senior Lecturer in Sustainability and Ethics at the University of South Australia Business, and a researcher within the Centre for Workplace Excellence (CWeX). Dr Sandhu's research focuses on social and environmental sustainability issues that confront organisations and societies. Her current research involves an Australian Research Council (Discovery) project that investigates the external drivers that push organisations to act on sustainability issues and the internal strategy and structure changes required to successfully accommodate these social and environmental initiatives.

Dr Sandhu has a PhD in Strategy (Sustainability Strategies of Firms) from Lincoln University, New Zealand. Dr Sandhu has published in leading management and sustainability journals (e.g., Administrative Science Quarterly, Academy of Management Learning and Education, Business and Society, Ecological Economics, Journal of Cleaner Production, Business Strategy and Environment). She has also published two books on social and environmental sustainability.

Her research on organisational sustainability has been recognised by the prestigious Research Impact on Practice Award from the Network for Business Sustainability. Her research has also been listed in the Financial Times "all-time top 100 social science research" articles that can lead to meaningful social impact and help improve society.

Dr Sandhu has also won numerous other awards for her research and teaching. In 2019 she was awarded the Top Mid-Career Researcher, the Top Mid-Career Teaching, and the Top Research Team awards. Dr Sandhu has also received the Outstanding Contribution to Teaching and Learning - Excellence Awards (2019, 2018, 2017, 2016). She received Vice Chancellor's Outstanding Contributions to Digital Learning Award (2016). She was also awarded the Emerald Literati Outstanding Reviewer (2017). She has been a Finalist in Wharton-QS Stars Reimagine Education Awards (2017, 2016) and a finalist for the Australian National Citation for Outstanding Contributions to Student Learning (2017).

Dr Sandhu has been elected to the five-year leadership track at the Organisations and Natural Environment (ONE) Division of the Academy of Management (2019 – 2023). She has previously chaired ONE award committee (2016 - 2018). She serves on the editorial board of the Journal of Business Research. Dr Sandhu serves as UniSA Business School lead for the United Nations Principles of Responsible Management Education (PRME).



THALEON TREMAIN

Thaleon Tremain is the CEO and co-founder of Pachamama Coffee Cooperative, a vertically-integrated cooperative representing more than 240,000 smallholder coffee farmers around the world. Launched in California in 2006, Pachamama is the first coffee roaster in North America to be 100% owned and governed by farmers in Africa and Latin America. Thaleon has led Pachamama Coffee's formation and growth since 2003.

Pachamama Coffee is wholly owned by its five member-cooperatives and its board of representatives is entirely composed of farmer representatives. The currently elected president of Pachamama's board of directors is Ms. Merling Preza of Nicaragua. Pachamama allows farmers to maintain quality control of their roasted coffee, while creating a brand and a simple path to share their own story with their own customers.

The five founding members of Pachamama Coffee are COCLA (Peru), PRODECOOP (Nicaragua), Manos Campesinas (Guatemala), La Union Regional (Mexico), and OCFCU (Ethiopia). With a roasting facility in Sacramento, Pachamama operates three local cafés, offers direct-to-consumer subscriptions, and has a wholesale business distributing freshly roasted coffee throughout the United States. In 2018, Pachamama Coffee won two Good Food Awards for Certified Organic coffees from smallholder farmers in Ethiopia.

Thaleon's passion for the cooperative business model began at an agricultural cooperative in rural Bolivia, where he worked as a Peace Corps Volunteer in the mid 1990s. In pursuit of a better ownership and governance structure for economic development, Thaleon is a dedicated advocate for the cooperative model. He lives in Sacramento with his wife and two sons.



WHO WE ARE

Biocaf is a new brand of plant- and mineral-based cleaning products from Urnex. Each Biocaf product has been thoughtfully formulated to consider its environmental impact during manufacturing, use and disposal, and thoroughly tested for performance in busy cafés and commercial settings. All ingredients are found in nature, are free of harmful chemicals, and are safe to put back into the environment. And Biocaf products tackle grimy groupheads, soiled steam wands, and oily grinder burrs with ease.

With Biocaf, our mission is simple: we want to make it easy for coffee professionals to do good for both their equipment and the environment.

biocaf[™]
coffee equipment cleaners

Coffee equipment cleaners made from plants and minerals. Built to perform in busy cafés and commercial settings.

natural
biodegradable
no phosphates

PRODUCTS

Coffee Equipment Cleaning Powder

A backflush detergent that eliminates residue in group heads, valves, and lines.

Coffee Equipment Cleaning Tablets

1.3 gram cleaning tablets that offer a convenient dosing option for superautomatics and traditional espresso machines.

Coffee Grinder Cleaning Tablets

Organic and gluten free tablets that remove residue and coffee particles from grinder burrs and casings.

Milk Frother Cleaning Liquid (Alkaline)

An alkaline-based cleaner that removes fats and proteins found in both dairy and plant-based milks.

Milk Frother Cleaning Liquid (Acid)

An acid-based cleaner that removes mineral deposits from dairy milk in steam wands, auto frothers, milk lines and pitchers.

Coffee Brewer Cleaning Tablets

Cleaning tablets that remove coffee oils from filter baskets and servers in a single step.

Coffee Equipment Descaling Powder

A powdered descaler that removes mineral deposits from hot water tanks, kettles, and other coffee and espresso machine components.



All ingredients in Biocaf products are made from plants - like coconuts - and minerals.

APPENDIX

CHAPTER ONE RESOURCES

ERIKA KOSS

- Website: <https://www.aworldinyourcup.com>
- Instagram: @aworldinyourcup
- Article: <https://www.biocaf.com/articles>

MARCOS CROCE

- Website: <http://www.fafbrazil.com>
- Website: <http://bobolinkcoffee.com>

KIM ELENA IONESCU

- Website: <https://sca.coffee>

ESPERANZA DIONISIO

- Website: <https://cacpangoa.com>

VERN LONG

- Website: <https://worldcoffeeresearch.org>

STEFANIE TYE

- Website: <https://www.wri.org>

CHAPTER TWO RESOURCES

ANDI TRINDLE MERSCH

- Website: <https://www.philzcoffee.com>
- LinkedIn: <https://www.linkedin.com/in/andi-trindle-mersch>

JAMES TOOIL

- Website: <https://allycoffee.com>
- LinkedIn: <https://www.linkedin.com/in/james-tooil-33748b75/>

JEANINE NIYONZIMA-AROIAN

- Website: <https://www.jnpcoffee.com>
- Website: <https://bufri.org>

JOE MARROCCO

- Website: <https://www.list-beisler.coffee>
- LinkedIn: <https://www.linkedin.com/in/joe-marroccoo-4aba5148/>

LEE WALLACE

- Website: <https://www.peacecoffee.com>
- LinkedIn: <https://www.linkedin.com/in/lee-wallace-78319a7/>

MONIKA FIRL

- Website: <https://coopcoffees.coop>
- LinkedIn: <https://www.linkedin.com/in/monika-firl-663a151a/>

CHAPTER THREE RESOURCES

COSIMO LIBARDO

- Website: <https://www.carimali.com/en/>
- LinkedIn: <https://www.linkedin.com/in/cosimo-libardo-64899913/>

KAREN LICKTEIG

- Website: <https://www.nossacoffee.com>
- LinkedIn: <https://www.linkedin.com/in/karen-lickteig-she-her-13003538/>

UMEKO MOTOYOSHI

- Website: <https://umeshisho.com>
- Podcast: <https://sprudge.com/category/podcasts/a-better-table>
- LinkedIn: <https://www.linkedin.com/in/umeko-motoyoshi-570591130/>

CHAPTER FOUR RESOURCES

ERIKA VONIE

- Website: <https://www.erikavonie.com>
- LinkedIn: <https://www.linkedin.com/in/erika-vonie-898146149/>

FELIPE CROCE

- Website: <http://www.bobolinkcoffee.com>
- LinkedIn: <http://www.fafbrazil.com>

HEATHER WARD

- Website: <https://sca.coffee>
- LinkedIn: <https://www.linkedin.com/in/hward-mba/>

SPENCER M. ROSS

- Socials: @scrossmktg
- LinkedIn: <https://www.linkedin.com/in/srossmktg/>

THALEON TREMAIN

- Website: <https://pachamamacoffee.com>
- LinkedIn: <https://www.linkedin.com/in/thaleon/>

THALEON TREMAIN

- Article: <https://theconversation.com/what-makes-people-switch-to-reusable-cups-its-not-discounts-its-what-others-do-142254>
- Article: https://www.researchgate.net/publication/334850791_Coffee_on_The_Run_Cultural_and_Institutional_Factors_in_Waste_Behaviors
- LinkedIn: <https://www.linkedin.com/in/sukhbir-sandhu-a9b25855/>