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## **Organic Coffee is 'Hot' Topic at Specialty Coffee Association of America Conference in Anaheim, CA**

Apr 07, 2010 (PRWeb.com via COMTEX) ----Leaders in the 1.3 billion dollar organic coffee North American industry-participants in the Organic Coffee Collaboration, a project of the Organic Trade Association ([http://www.ota.com/organic\\_and\\_you/coffee\\_collaboration.html](http://www.ota.com/organic_and_you/coffee_collaboration.html)) (OTA)-will be attending, hosting booths, and speaking at the Specialty Coffee Association (SCAA (<http://www.scaaexposition.org/?p=lectures>)) Annual Conference in Anaheim, CA, April 16-18.

Speakers from Equator Estate Coffees & Teas, Green Mountain Coffee, and S&D Coffees will discuss the increasing availability of high quality organic coffee on menus from drive-ins to fine dining establishments, while coffee sustainability expert Daniele Giovannucci will present the latest organic coffee market trends data. In addition, Caffe Ibis will address sustainable roasting techniques and Elan Organic Coffees will discuss making coffee production financially sustainable.

Elan will host booths 2184-86, S+D Coffees booth 2441, and Swiss Water Decaffeinated Coffee booth 1832. Representatives from Beantrees, Chiapas Farms, and Control Union will also attend the conference.

According to The North American Organic Coffee Industry Survey 2009 by Giovannucci, approximately 89 million pounds of organic coffee were imported into the United States and Canada in 2008, up 12 percent from 2007. The 29 percent annual average growth rate for the organic category between 2000 and 2008 dwarfed the estimated 1.5 percent projected annual growth rate of the conventional coffee industry.

Where: The SCAA Annual Conference and Exposition will take place at the Anaheim Convention Center in Anaheim, CA, April 16-18.

Contact: Sandra Marquardt, On the Mark Public Relations (301-592-007; cell: 301-512-4781) for further details. Also, see [http://www.ota.com/organic\\_and\\_you/coffee\\_collaboration.html](http://www.ota.com/organic_and_you/coffee_collaboration.html).

Background: Organic coffee is grown using methods and materials with a low impact on the environment. Organic production systems replenish and maintain soil fertility, avoid the use of toxic and persistent pesticides and fertilizers, and build biologically diverse agriculture. Third-party certification organizations verify that organic farmers use only methods and materials

allowed in organic production. Organic coffee is grown in approximately 40 countries, including the U.S.

The Organic Coffee Collaboration - a project of the Organic Trade Association, the business association for the North American organic industry, includes:

**BEANTREES ORGANIC COFFEE:** In 1994, Beantrees brought "ultra-premium" to the organic coffee market. "Brew what you believe(R)" is its credo and compass. Beantrees continues to elevate standards for taste, integrity, service and style. Its client roster includes Yahoo!, Live Nation, NRDC, Aerosmith, Sundance, Table 52, The Police, and the Cannes Film Festival.

**CAFFE IBIS:** An award-winning "green business," Caffe Ibis is a custom coffee roasting house featuring triple certified- organic, Fair Trade, and Smithsonian Shade Grown "Bird-Friendly(R)"- coffees, mountain grown, mountain roasted. Caffe Ibis(R) also operates a celebrated gallery/delicious espresso bar. University franchise, private label, equipment programs, monthly specials, and consulting services are available.

**CHIAPAS FARMS:** Cafe de Chiapas coffee from Chiapas Farms is grown in the southern highlands of Mexico. Roasted in small batches, each cup delivers a nutty, buttery taste with a smooth, slightly sweet finish. Buy its whole-bean organic/Fair Trade dark and medium roasts in Texas retailers and online.

**CONTROL UNION:** Control Union is a leading international certification body with offices in more than 50 countries. In the coffee industry, Control Union offers numerous certification programs including organic, UTZ Certified, and Fair Trade. With two offices in the U.S. and more than 2,000 professionals worldwide, it offers quality inspections and certifications.

**ELAN ORGANIC COFFEES:** Elan Organic Coffees is a coffee developer and importer offering certified organic socially responsible and Bird Friendly(R) coffees developed through partnerships with village co-ops in coffee-producing countries. Elan has pioneered the supply of the world's finest certified organic coffees, while supporting farmers and protecting the environment.

**EQUATOR ESTATE COFFEES & TEAS:** Equator is known for its distinctive specialty coffees, socially responsible sourcing, and long-standing relationships with prominent chefs and national retailers passionate about quality. The women-owned company procures exceptional certified organic coffees from farmers who practice environmental stewardship, resulting in an empowered supply chain from crop to cup.

**GOLDEN VALLEY FARMS COFFEE ROASTERS:** Golden Valley Farms Coffee Roasters is a family-owned and operated artisan coffee roaster. It specializes in high quality, organic, Smithsonian Institution Bird-Friendly(R)-certified shade grown coffees. Its coffee is sold at convenience stores, offices, restaurants, online, and at the National Zoo.

**GREEN MOUNTAIN COFFEE:** Green Mountain Coffee is recognized as a leader in the specialty coffee industry for its award-winning coffees and socially and environmentally

responsible business practices. Green Mountain Coffee offers a broad selection of double-certified organic and Fair Trade coffees under the Green Mountain Coffee(R) and Newman's Own(R) Organics brands.

**ORGANIC TRADE ASSOCIATION (OTA):** OTA was founded in 1985 as the membership-based business association for the North American organic industry. OTA's mission is to promote and protect growth of organic trade to benefit the environment, farmers, the public and the economy. OTA's approximately 1,400 members include farmers, processors, importers, distributors, retailers, certifiers, and more.

**S&D COFFEE:** S&D is the second largest coffee roaster in the U.S. and supplies both conventional and organic coffees. The company feels strongly about fostering sustainable agriculture and promoting a healthy planet. Quality Assurance International (QAI) certifies S&D's six organic coffees sold under the Buffalo & Spring label.

**SUN COFFEE ROASTERS** is an organic and Fair Trade roaster operating according to the credo of social consciousness, environmental responsibility, and great taste. Its coffees are sold at Whole Foods, Stop & Shop, Big Y, and other Connecticut, Massachusetts and Rhode Island retailers. It also private labels coffees for numerous Northeast colleges.

**SWISS WATER DECAFFEINATED COFFEE COMPANY** uses a wholesome process for decaffeinating coffee - 100% chemical free, organically certified. It now offers improved quality with bean color more similar to the green for easier roasting, and higher retention of chlorogenic and amino acids for better in-cup performance. The SWISS WATER(R) seal is trusted by premium roasters and decaf coffee drinkers.

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Read the full story at <http://www.prweb.com/releases/organic-coffee/scaa/prweb3847424.htm>.

PRWeb.com

PRWEB.COM Newswire

<http://www.foxbusiness.com/story/markets/industries/technology/organic-coffee-hot-topic-specialty-coffee-association-america-conference/#>