

by David Rosa



green your beans

Bay Coffee started in 1997, with the objective of not just providing a wide variety of immaculate coffees from around the world, but to also make a difference in our community.

Over time this led to our strong working relationship with the Rainforest Alliance movement based in New York and our recent shift to the use of 100% Accredited GreenPower in our roasting facility.

We are proud to have been one of the first Australian coffee roasters to receive certification by the Rainforest Alliance organisation in about 2003. The movement embodies not only the critical issue of fairly traded coffees to assist farmers gain a fair price for their coffee, but also embraces the greater challenge of producing sustainable coffee practices. Bay Coffee now has a minimum of 50% Rainforest Alliance certified coffees featuring in over 90% of our coffee blends. We also carry single origin Rainforest Alliance certified coffees in our range.

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practises, business practises and consumer behaviour.

Based in New York City, with offices throughout the United States and worldwide, the Rainforest Alliance works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travellers. From large multinational corporations to small, community-based co-operatives, they involve businesses and consumers worldwide in our efforts to bring responsibly produced goods and services to a global marketplace, where the demand for sustainability is growing steadily.

They set standards for sustainability that conserve wildlife and their environment and promote the well-being of workers and their communities. Farms and forestry enterprises that meet our comprehensive criteria receive the Rainforest Alliance certification seal. They also work with tourism businesses, to help them succeed while leaving a small footprint on the environment and providing a boost to local economies.

In 2007, Bay Coffee decided to take the bigger step of trying to reduce our environmental footprint at our roasting facility. While we have always recycled where possible, we felt we had to tackle our energy usage in a more positive way and set an example within the industry by moving to 100% Accredited GreenPower. Very few small businesses in any industry are using 100% GreenPower, mainly due to the cost factor (about 50-70% more). For us, however, it's more about the long term good and reducing our environmental footprint. We're small, but every little bit counts! Our customers are happy with our move to Green Energy and we have been enriched by their show of support.

So what is renewable energy? Renewable energy is energy that never runs out. Renewable energy is energy derived from sources that cannot be depleted or energy that can be replaced, such as solar, wind, biomass (waste), wave or hydro. Renewable sources don't produce greenhouse gas pollution.

Bay Coffee has achieved Accreditation as a user of 100% GreenPower. What does this mean?

When choosing a renewable energy product, it is important to be aware of the basic differences between non-accredited renewable energy products and renewable energy products that are accredited GreenPower. Non-accredited renewable energy products are products that are often promoted as other forms of "green" or "zero carbon electricity" or 100% renewable energy, without mentioning GreenPower accreditation.

Generally, non-accredited products source their renewable energy from old sources that were established decades ago, such as large hydro-electric projects. Purchasing products sourced from old renewable energy does not contribute to further investment in renewable energy. An older hydro-electricity power station will continue operating whether or not you buy it as GreenPower. Buying older hydro-electricity does not result in any new generation that will increase the amount of renewable energy generated to power Australian households and businesses.

No independent audit process or guidelines exist to monitor non-accredited renewable energy products, so it cannot be guaranteed that the purchase of these products will contribute to further investment in clean, renewable energy in the future.

For more information on sustainable coffee practises and 100% GreenPower Accreditation, follow the links at www.baycoffee.com.au. For more information on Bay Coffee please contact David Rosa on 1300 767 754.



How Green Is Your Bean?

We roast fairly traded coffees that use sustainable agriculture in its production. Our coffee is roasted using 100% Accredited GreenPower renewable energy sourced from the sun, wind, waste & water. Contact us today to sample our award - winning sustainable coffee range.

Bay Coffee Roasters - Specialty Coffee Since 1997.
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This business powered by
GreenPower
Accredited Renewable Energy

