

wdefeo defeoassociates.com <wdefeo@defeoassociates.com>

2/9/2017 10:21 AM

RE: Wayne DeFeo has sent Feedback from smallworldcoffee.com

To jonmarch@smallworldcoffee.com • jessica@smallworldcoffee.com • vin@smallworldcoffee.com •
Small World Roasters <roastmaster@smallworldcoffee.com> • brantc@smallworldcoffee.com

Tania,

Thank you very much for your prompt reply. I appreciate the information.

Since asking this question, I have found another small roaster that only purchases beans from certified locations that endorse fair trade, organic and rain forest alliance certified farms.

Thus, since Small World Coffee has not chosen to make that commitment, I will be purchasing my coffee at this roaster. Thank you again for your effort and your response.

Very truly yours,
Wayne DeFeo

On February 8, 2017 at 10:06 AM Small World Roasters <roastmaster@smallworldcoffee.com> wrote:

Hello Wayne and thank you for your inquiry,

we always appreciate when our customers take an interest in our product.

Small World Roasters itself, as a processor of coffee beans, is not a Certified

USDA organic business. We have considered getting certified but it is not a straight forward process; it involves purchasing labeling rights which does not

in essence relate to business practices or sustainability choices that a responsible small business like

ours has to make. Here is what one of the owners said in an interview a few years back:

Quality goes hand in hand with environmental sustainability and social justice. "A lot of

what are perceived of as socioeconomic variables can be tasted. The kind of coffee trees that

provide the best flavors are also the most delicate, so you can't mono-crop them. They

need to be grown at altitude, with windbreaks, so they are also going to be bird-friendly.

To get the best beans, you have to harvest up to 20 times per season, so they need to

be grown by farmers who care about quality."

Small World Roasters has a 15 year long relationship with a number of green bean brokers

who have gotten to know our flavor pallet, the very highest quality of a bean we look for

and travel the world seeking out the best. Many of the green beans we work with are both

certified and un-certified organic and fair trade and when we roast, we simply bring out the natural delicious taste of the beans, adding nothing extraneous. Our Peruvian, Mexican and Sumatran beans are organic as well as

Crispy Hippy blend and Sumatran - they are listed as such in small print on the back label of the packages they come in.

Hope this helps and thanks again,

Tania Gindilis
Small World Roasters
(609) 430-2821
Rocky Hill, NJ 08553
smallworldcoffee.com

-----Original Message-----

From: Small World Coffee Website [website@smallworldcoffee.com]
Sent: Tuesday, February 07, 2017 2:44 PM
To: jessica@smallworldcoffee.com; brantc@smallworldcoffee.com;
roastmaster@smallworldcoffee.com; jonmarch@smallworldcoffee.com;
vin@smallworldcoffee.com
Subject: Wayne DeFeo has sent Feedback from smallworldcoffee.com

Feedback From: Wayne DeFeo

Phone: 732-563-9524
E-Mail: wdefeo@defeoassociates.com

Some time ago I asked about the origins of your coffee...Fair Trade, Organic and or Rain Forest Alliance and or bird friendly...
The answer that I received indicated that you were looking into this but at that time could not get what you needed.
I recently purchased a pound of your coffee and still cannot find any reference to your purchasing guidelines.
Do you buy coffee that is certified in any of the above? If not, why not.
Are you planning to change this?

Thanks
Wayne

Sent From IP 108.35.232.253

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