



William Davidson Institute
AT THE UNIVERSITY OF MICHIGAN

GLOBAL IMPACT SPEAKER SERIES

Pioneering an Inclusive Business Model: A Founder's View on Impact and Scale in the Coffee Industry



David Griswold

President of Sustainable Harvest Coffee

Wednesday, November 13, 2013 | 5-6 pm

E 1530 | Ross School of Business | 710 E. University

Reception immediately following

Pioneering a relationship-based coffee business model, Sustainable Harvest Coffee has become the largest importer in North America of fair trade and organic coffee. Sustainable Harvest's investment in business transparency and traceability, farmer training, and pre-harvest financing brings high quality, reliable, and traceable products from smallholder farmers in the developing world to consumers in the US, Europe, and Asia. By developing a transparency-based global business platform that differs greatly from traditional commodity supply chain models, Sustainable Harvest has thrived while others have faced substantial challenges from a global economy that has stagnated and dipped. Over the past five years, company sales grew by an average of 30 percent annually. David will discuss the reasons for his success, the challenges ahead, and the impact of his business model.

David Griswold is Founder and President of Sustainable Harvest Coffee, a specialty coffee importing company that promotes direct and transparent relationships throughout the coffee supply chain. Established in 1997 and headquartered in Portland, Oregon Sustainable Harvest is a B-certified (Benefit) Corporation with origin training offices in Peru, Mexico, Colombia, Rwanda, and Tanzania. Griswold has been recognized as one of the top leaders in social entrepreneurship by Bloomberg. He is also a former President of the Specialty Coffee Association of America.

Sustainable Harvest customers range from large retailers to boutique roasters, including Green Mountain Coffee Roasters, Ben & Jerry's, Allegro/Whole Foods Markets, Peets, Blue Bottle, Collectivo (Alterra), Metropolis, and many others. Working with 200,000 specialty coffee small-holder farmers from 15 countries in Latin America and East Africa, Sustainable Harvest improves the lives of coffee growers by conducting trainings focused on specialty and sustainable growing methods, leveraging technology and creating linkages with top coffee roasters and retailers. Sustainable Harvest is one of the INC 5000 fastest growing private coffee companies for the past five years and was selected at the G20 Mexico Summit in 2012 as a winner of the IFC Inclusive Business Award. For more information, visit <http://www.sustainableharvest.com/>

Free & Open to the Public | Hosted by the William Davidson Institute

For more information about the Global Impact Speaker and Healthcare Seminar Series, contact wdi-spss@umich.edu