



WILLIAM DAVIDSON INSTITUTE
AT THE UNIVERSITY OF MICHIGAN

GLOBAL IMPACT SPEAKER SERIES

Do Consumers Really Care About Sustainability?



David Griswold
President & Founder, Sustainable Harvest

Wednesday, November 4 | 5 - 6 pm

R 1210 | Ross School of Business | 701 Tappan St

Reception immediately following

David Griswold, founder of the market leading Sustainable Harvest Coffee based in Portland, Oregon, will reflect on growing business challenges to create authentic and scaled commodity supply chains which are sustainable and can impact the growers and rural communities in the developing world. In times of rapid industry consolidation, venture capital money and acquisitions in the specialty coffee industry, the question for the future of the coffee industry is: Do consumers really care about sustainability?

David Griswold is the President and Founder of Sustainable Harvest. His coffee career began in 1989, when he was helping organic coffee cooperatives in Mexico find new markets for their coffee. In the rural coffee farm regions, David saw the enormity of the challenges small farmers faced. He was inspired to develop a new kind of relationship based business model that would bring everyone in the supply chain together, grounded in transparent engagement, and use its earnings to provide training and education to farmers in developing countries so that producers could move from subsistence to sustainability.

Today Sustainable Harvest is one of the largest importers of organic fair trade coffee in North America, with sales of \$50MM annually. They provide coffee supply to specialty roasters like Blue Bottle, Stumptown, Peet's, Keurig Green Mountain, and Ben and Jerry's Homemade Inc. They have been a Certified B Corporation benefit company since 2008 and were honored by the G20 with an award for Inclusive Business. For more information, visit www.sustainableharvest.com/

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