



I HATE TO BE THE ONE TO
SPILL THE BEANS
ON **PAUL NEWMAN.**

Don't get me wrong. I've always admired Paul Newman as an actor. (Plus, my mom was wardrobe supervisor on "Fort Apache, the Bronx.") And I think Newman's Own is a great business. I mean, how could you not admire a business that gives all its after-tax profits to charity? I wish there were more companies that put people ahead of profits. I was glad to learn that Newman's Own Coffee would be a Fair Trade line. There's a drastic need to change a system in which coffee growers are kept in poverty and the regions they live in suffer with unemployment and malnutrition. This is due to a three-year market crisis that has resulted in farmers being paid less for their beans than it costs to grow them. Fair Trade guarantees farmers a meaningful price for their beans. That's why I'm in the Fair Trade coffee business. Newman's Own is a welcome addition to the Fair Trade community. The problem is, Paul has come to our community through a partnership with Green Mountain Roasters (they do the buying and roasting of the coffee sold under the Newman's Own brand), a company that doesn't really practice the principles of Fair Trade.

Green Mountain buys only seven percent of their coffee beans under Fair Trade terms, paying less than Fair Trade price for the other 93%. That is, Green Mountain thinks it's OK to deal fairly with a small number of farmers, leaving the rest to suffer in the system. In all fairness to them, Green Mountain is considerably more committed to Fair Trade than Starbucks or Seattle's Best, both of which use less than one percent Fair Trade beans. But, as the saying goes, fair's fair. And unfair is unfair. I have never understood how a company can say to one farmer "You deserve a fair price" and to the rest of the farmers "Sorry, you don't." What's worse, the Fair Trade price is about fifty cents less than we all paid for coffee under ordinary market prices three years ago, before the crisis.

I have some questions for Paul: Why is your roaster so unwilling to pay a fair price to all its farmers when that price is so much less than they willingly paid a few years ago? How can you, someone to whom fairness obviously means the world, partner with a company whose meager percentage of Fair Trade smacks more of marketing than sincere commitment when farmers and their families are literally being starved off their land? And, most important, what are you going to do to change your new partner's behavior?

Come on, Paul. Push Green Mountain to increase its Fair Trade purchases. Get them up to 100% Fair Trade. There are plenty of companies out there doing it. Green Mountain can too. If they refuse, source your coffee from companies that are truly committed to fair dealings with coffee farmers. Call me and I'll give you the list of 100% Fair Trade coffee companies. I'm not asking for your business. I'm asking you to work with a company, any company, that buys only Fair Trade coffee. It's your choice — help the rich get richer off the poor during this crisis or stand by the values I know you hold dear. You've got the information. Now, as I once heard a guy in a movie say, "You do the thinkin', Butch."

Dean



 **DEAN'S BEANS.**

100% fair trade. 100% organic coffee.
NO MIDDLE GROUND.

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