

COMPANY NEWS

ARC Releases 3rd Coffee Book Edition

MILANO, ITALY – Aziende Riunite Caffè SpA (ARC) announced the availability of the third edition of the book *Coffee: Classification, Cup Tasting, Roasting*.

The first edition of the book was published in 2001 in Italian, and earned subsequent re-publishings and in English as well. It is designed as a guide for all the people in coffee industry. The book focuses on green coffee on a 360 degree basis. It includes green coffee classification and fundamentals, listing nearly all producing countries across the world and the main coffee qualities produced therein, as well as almost all aspects of coffee cup tasting, espresso and roasting.

This edition has been updated and integrated with recent information and facts that have lately shaped the coffee industry and includes a new chapter dedicated to newly released world coffee statistics. For further info contact Aziende Riunite Caffè at the following email address: aziende@riunitecaffe.com.

Reily Foods Acquires New England Tea & Coffee

NEW ORLEANS, LA. – Reily Foods Co. announced the acquisition of the New England Tea & Coffee Co. based in

Malden, Mass., one of the country's largest independent coffee roasters. Terms of the transaction were not disclosed.

The transaction is not expected to change the day-to-day operations of the New England Tea & Coffee Co., which will operate as New England Tea & Coffee Co., LLC, a subsidiary of Reily Foods Co. All production and distribution activities of New England Coffee will continue as usual, and no employee changes are expected. New England Coffee is a leading marketer of bagged coffees, flavored coffees and single-serve pod coffees.

"New England Coffee and Reily Foods are both multi-generation, family-owned companies with many shared values," said David Darragh, president and CEO of Reily Foods, in a statement. "Both companies are passionate about producing great coffee, providing superior customer service and consumer value, and opportunities for its employees. New England Coffee enjoys a strong, well-earned reputation in the industry. We look forward to working with all of the New England Coffee Co. employees to achieve strong growth and expanded opportunities."

New England Coffee adds to Reily Foods' already considerable roasting capacity and packaging capabilities, creating a network of three strategically located roasting facilities. Reily Foods markets a variety of well known brands including Luzianne Tea, CDM Coffee & Chicory and French Market Coffee.

Coffee Farmers Fight Climate Change

NEW YORK, N.Y. – More than 200 Rainforest Alliance Certified coffee farms in Guatemala, Honduras and El Salvador have achieved climate-smart verification. These farmers are preparing for the challenges presented by a changing climate by meeting the standards of the Sustainable Agriculture Network Climate Module. By adopting practices that curb emissions and increase carbon storage, these farms have captured more than 218,000 metric tons of carbon—equivalent to the annual emissions of approximately 43,600 cars.

This achievement marks the culmi-

nation of a two-year project of the Rainforest Alliance (RA) and the coffee trading company EFICO Green Coffee and Cocoa that aims to promote the Climate Module among Central American coffee farmers who are vulnerable to the higher temperatures, erratic rainfall and pest and disease outbreaks that are aggravated by the unstable climate. The project provided training and technical assistance to 538 coffee growers and saw 218 farms achieve verification.

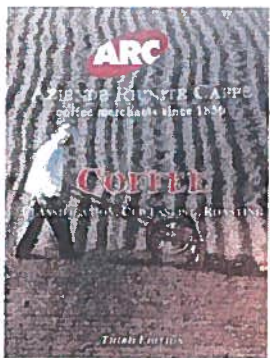
"These farmers are [now] better prepared to deal with the impacts of climate change, such as droughts and floods, and recognize that their actions can have a tangible impact in addressing the problem," said Mario Lopez, project coordinator for the RA project in Guatemala.

To earn climate-smart verification, farmers were required to conserve existing forest on their farms and plant more trees. They also adopted soil conservation methods that sequester carbon, using organic matter as compost and burying fertilizer to help reduce emissions.


The farmers learned to prepare for changing climatic conditions by conserving natural resources and establishing emergency plans to deal with extreme weather events.

"To EFICO as a coffee importer, the Climate Module represents a commitment to sustainability in our company and to the industry and society as a whole," said Renaud Cuchet, CEO of EFICO Central America (Guatemala). "We are pleased to have worked together with the Rainforest Alliance on this important project that has helped to promote agricultural practices that mitigate climate change among coffee farmers in Central America."

RA is working to educate coffee roasters in the US, Europe and other key markets about the efforts of these coffee farms and the importance of establishing a sustainable coffee supply that is also climate-smart. RA plans to




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expand its work in climate-smart coffee and other crops worldwide.

"We expect the markets to recognize and financially support the responsible practices that these farmers are adopting to protect the environment and to mitigate and adapt to climate change," said Nils Loporowski, president of Anacafé, Guatemala.

The Sustainable Agriculture Network Climate Module, developed by the Rainforest Alliance, the International Tropical Research Foundation (FIIT), EFICO and Anacafé in 2011, seeks to educate farmers about the impacts of and how to adapt to climate change and promote the adoption of good agricultural practices that are aimed at reducing emissions, increasing carbon storage and strengthening resilience.

COE Program Ends 2013 with Successful Brazil Auction

PORTLAND, ORE. – Brazil Early Harvest Cup of Excellence online auction rounded out the 2013 competition year raising \$516,000 USD as a reward for Brazil's quality coffees, up over 30 percent from the prior-year. An average price of \$6.53 per pound and a top price

of \$23.10 per pound (both USD) proves that the demand for very sweet, high-bodied Brazil coffees remains strong. Successful buyers overcame stiff competition with several importers organizing small roasters into buying groups in order to win the coffees they loved.

"The Brazil auction and indeed all Cup of Excellence auctions for 2013 were very well supported with high prices at a time when the average coffee price is at historical lows and farmers are struggling," stated Susie Spindler, founder and executive director of Alliance for Coffee Excellence, which owns the Cup of Excellence program. "The enormous increase in successful bidders from Japan, Korea and Australia during 2013 is a direct result of the consumer demanding higher quality and greater transparency, both of which are the cornerstones of the famous Cup of Excellence program. Europe and the USA have always been steady supporters and the program is now seeing an increase in interest again as we plan for the 2014 programs and work to bring new countries onboard."

More than 11,000 cups were scored during the recent Brazil competition.



Every top ten coffee was scored at least 100 times. Nine countries hosted Cup of Excellence in 2013 amounting to the gross auction receipts of over 4.5 million in revenue back to the countries and their award-winning farmers. The average price of all lots for the 10 programs—Brazil hosts two competitions—was a \$9.44 USD per pound, a 37 percent increase over 2012.

"As worldwide demand for specialty coffee increases, it is imperative that buyers are willing to pay well over the cost of production and farmers' labors are rewarded. If not, we risk losing these valuable coffees to other crops," said Spindler.

The 2014 competitions are now scheduled with Brazil Late Harvest (sundried naturals) competition taking place in January. Applications for jury participation and membership are now open. For more information about the Cup of Excellence program, schedule and membership, visit: www.allianceforcoffeexcellence.org.



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