

(Trade News)

Neuhaus Neotec Opens New Us-Based Office

Recently Neuhaus Neotec, German manufacturer of roasting technology, opened its new office in Georgia, North Atlanta.

With the opening, Neuhaus Neotec will extend its activities in the U.S. and provides a direct after sales service to all its customers nationwide. The company offers this in addition to its well known established service from Germany.

The office is approximately 1,900 square feet and is adjoining the already existing and established Amandus KAHL USA Corp. building. This new building includes three offices, a modern conference room and a warehouse of approximately 1,000 square feet.

Special requests will be forwarded immediately to the specialized engineers in Germany and followed up by them. Neuhaus Neotec customers will have the option to order spare and wear parts directly via the new office and get regular updates on the process if needed. The warehouse has enough space to stock also large or bulky spare and wear parts.

By customers' request a list of items can be stocked in Atlanta at all times, which ensures an operational availability with minimum delivery time. Waiting time for newly produced items will be reduced significantly by stocking the items in advance. This new service offers a highest flexibility and fastest shipping time as customs interference will not be part of the business anymore.

For more information, visit www.neuhaus-neotec.de

S&D Coffee and Smithsonian Bird Friendly Organic Coffee

S&D, the largest U.S. food service coffee roaster, is launching a line of shade-grown, organic, Fair Trade-certified coffee that is also certified to the Smithsonian Migratory Bird Center's (SMBC) "Bird Friendly" coffee program at all 48 of Hanover, MD-based High's of Baltimore convenience stores in Maryland. The move will enable drivers to experience a true high end specialty coffee while supporting efforts to retain winter bird habitat. The announcement comes at the beginning of the annual fall migration during which birds such as the Baltimore Oriole head south for the winter.

Bird Friendly coffee (BFC) is certified organic coffee produced on farms with a shade cover that provides vital habitat for migratory and resident birds in tropical landscapes which are increasingly threatened by deforestation globally. The Bird Friendly criteria are the world's most stringent standards for shade-grown coffee production. Migratory birds are not only beautiful with vibrant songs, but are integral to tropical and U.S. ecosystems alike, helping with flower pollination and seed dispersal, along with insect and pest management.

"North American farms benefit in many ways from migratory birds' return each spring, helping to guarantee our food supply," said Dr. Robert Rice, coordinator of the SMBC Bird Friendly program.

The coffee will be sold under the Saavian (Save the Avian) label. High's of Baltimore has been selling S&D's Buffalo & Spring brand Fair Trade and organic-certified coffee since 2007. The company found that by switching to organic and specialty grade coffees, its coffee sales have increased 40%.

BFC sales are on the rise in general. According to an SMBC report released, The Global Market for Bird Friendly Coffee 2010, estimated sales of BFC rose 166% from about \$1.5 million in 2005 to more than \$4 million in 2010 with U.S. and Japanese markets equal with respect to global market shares. The years 2008-2010 saw a 25% average annual increase in volume roasted and sold in the North American market. There are 46 roasters in the U.S., Canada, The Netherlands and Japan that carry BFC provided by 16 importers. Guatemala ranked first in terms of production (28%), and, with Peru (25%), Mexico (20%), Nicaragua (15%) and Columbia (8%), the five countries account for 96% of all the BFC certified globally.

"S&D is proud of its role in helping to protect migrating birds vital not only for their beauty, but also for their assistance in creating sustainable agricultural production, including in the coffee fields," says S&D's senior vice president Lee Wicker. "High's of Baltimore has aligned with us to provide this 'white table cloth' level coffee in the mid-Atlantic region. Every time consumers purchase a cup of Saavian Blend Coffee from our Buffalo & Spring brand, they are supporting this worthy cause."

For more information, visit www.sndcoffee.com

Fair Trade USA Announces Innovation Strategy to Double Impact for Farming Communities by 2015

Fair Trade USA, the leading U.S. certifier of Fair Trade products, launched a new innovation strategy — Fair Trade for All — to double U.S. sales for Fair Trade farmers and extend Fair Trade benefits to millions of additional farmers and workers by 2015. This bold new vision will generate significantly more additional income and community development funding for farming communities around the world. Fair Trade USA's President and CEO made the announcement today at the Clinton Global Initiative annual meeting.

Building on the momentum of the past 12 years, Fair Trade USA's new strategy will strengthen farming communities through investments in cooperatives and the formation of powerful new partnerships to provide more impact; innovate the Fair Trade model to include more people in more communities around the world; and

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