



## Starbucks Coffee

Like a cup of coffee, Starbucks' mission is based on a small but wholesome concept: "To inspire and nurture the human spirit— one person, one cup, and one neighborhood at a time."

Back in the 70s, Starbucks sought out the finest fresh-roasted beans and provided even part-time baristas with stock options and medical insurance. Employee incentives and quality continue but Starbucks' scope has grown.

Today the corporation boasts over 15,000 stores in 50 countries, and shoulders global responsibility.

Last year Starbucks worked with Conservation International and Earthwatch Institute to reduce emissions from forest burning and clearing, replant rainforests, and teach sustainable coffee farming in Sumatra, Indonesia, and Mexico.

In 2009 eighty-one percent of all coffee purchased was certified by C.A.F.E. Practices, a comprehensive set of social, economic, environmental, and quality guidelines developed with Conservation International. Coffee not verified as C.A.F.E Practices was largely certified as Fair-trade.

Here in the USA, Starbucks launched the first paper coffee cup made with recycled content in 2006. They have made substantial reductions in plastics

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use and by 2015 will offer 100 percent reusable or recyclable cups. Customers can help by bringing in their own reusable mugs or tumblers for a 10-cent discount.

Currently, 70 percent of Starbucks stores recycle. Within the next five years, recycling will be available in all stores that control waste collection. Landfill wastes are also diminished when customers take advantage of the Grounds for Your Garden program.

The next time you visit Starbucks, sit down and look around.

Lights in over a 1,000 stores were switched to highly efficient LED, after Starbucks and GE partnered to create an LED solution that fit with the feel and ambiance of the Starbucks experience. Many stores have installed cabinets made of 90% post-industrial materials with no added formaldehyde and flooring made of recycled tiles. When available, Starbucks use wood products certified by the Forest Stewardship Council.

And those shiny-metered faucets? They replaced water guzzlers, saving each store 150 gallons of water per day,

keeping Starbucks on target to achieve its goal of purchasing 50 percent of total energy use from renewable energy resources in 2010. Plans are in progress to achieve LEED certification for all new company owned stores, with ten pilot projects underway.

Starbucks has also implemented a program that sets the baseline for air conditioning units at 75°, which reduces energy usage while keeping customers comfortable and allowing them to leave their jackets at home in the summer.

So for each drop of water, each kilowatt of light, each joule of energy that brews your coffee, Starbucks has made a commitment to be part of a sustainable planet.

Starbucks is powering the Waimea Ocean Film Festival with coffee, is helping to host breakfast talks, has contributed to the aloha welcome bags for our filmmakers and speakers, and is helping to support the event with volunteer staff.