

GOURMET SUSTAINABLE COFFEE... DIRECT FROM ORIGIN



The Marques de Paiva family specializes in sourcing gourmet beans through its relationships with the world's finest growers, and delivering certified, sustainable coffee directly to customers around the world.

From Tree to Customer

In addition to cultivating coffee on our own Rainforest Alliance certified family farms, Café Bom Dia sources beans from its network of Fair Trade, Rainforest Alliance, and Organic Certified farmers, as well as conventional farmer partners. Our state-of-the-art roasting facility in Brazil's coffee farmland meets the highest international standards for quality, environmental stewardship and food safety management (ISO 9000, 14001 and 22000, American Institute of Baking, British Retail Consortium Highest Level Certification). Our gourmet coffees routinely match or score higher than the most popular specialty coffee brands in assessments by The Coffee Review, the largest consumer buying guide for coffee.



"By roasting quality, gourmet coffee at origin and eliminating intermediaries in our global sourcing, we can share greater value with growers and communities, and our customers."

Sydney Marques de Paiva, CEO, Café Bom Dia Ltda.
(pictured right with his parents Adauto and Alda Lucia)

Product Sustainability Certifications

We are proud of our third-party procedural and product certifications, which assure that our operations and products conform to the strictest internationally recognized standards.



Plant Quality, Management and Environmental Certifications



How we Deliver Relationship Coffee

Unlike traditional coffee roasters, Café Bom Dia maintains direct links to both the growers who supply our coffee and our customers. These direct connections are the key to our transparent supply chain.



More than 4,800 Fair Trade, Rainforest Alliance and Organic Certified and conventional farmer partners in Brazil, Colombia, Costa Rica, Ethiopia and Sumatra.



Nearly 80 percent of our coffee is roasted at our CarbonNeutral® facility in Minas Gerais, the heart of Brazil's coffee country. Partner roasting facilities are located in Colombia and Seattle, Washington.



From sourcing high quality coffee through our network of farmer partners to final distribution to customers, Café Bom Dia manages the supply chain from end to end.

Using Renewable Sources of Energy

In 2007, Café Bom Dia converted its roasting furnaces to run on environmentally-friendly, renewable resources instead of fossil fuels. Through a plant wide environmental management program, reductions in energy use and the purchase of offsets, Café Bom Dia has reduced its carbon emissions to net zero.

7.67 Gallons of diesel used per 1,000 pounds of coffee (2006)

36,630 Decrease (in pounds) of CO2 emissions in first year of conversion (2007)

74% Energy costs saved per 1,000 pounds of coffee

185% Increase in organic material to compost per 1,000 pounds of coffee (from 5.2 to 14.8 pounds)

50% Decrease in particulates emissions in first year of conversion (from 410,000 ppm in 2006 to 213,000 ppm in 2007)



In 2007 and 2008, Café Bom Dia reduced and offset its CO2 emissions to net zero in accordance with The CarbonNeutral Protocol.

Café Bom Dia Coffees

Café Bom Dia roasts and markets the Marques de Paiva, Terra Firma, Café Bom Dia and Café Brazil coffee brands. Marques de Paiva is a range of gourmet Fair Trade, Rainforest Alliance or USDA Organic Certified coffees. Sold in North America, Asia and Europe, Marques de Paiva gourmet coffees combine superb taste with a commitment to sustainable practices. Terra Firma is a range of specialty, single-origin, Fair Trade Certified coffees offered through a unique partnership with National Geographic. Available to consumers beginning in the Spring 2009, Terra Firma coffees are crafted to emphasize cultural and environmental sustainability for coffee-farming communities. Café Bom Dia also offers more than 80 additional roasted coffees through its gourmet Café Bom Dia and Café Brazil brands, available at retailers throughout South America.



Strategy for Sustainability

Sebastião Rodrigues Costas is a member of the Costas Association, a farming cooperative, which received its Fair Trade Certified credentials in early 2008.

Members plan to invest the premium they receive as part of their Fair Trade Certification to improve the quality and value of their crops. To do so, they plan to hire an agronomist to provide training to their members on best practices in soil nutrition, planting, harvesting and drying techniques.

Increased quality translates into a higher selling price and that brings benefits to members, their families and communities. Already the association has provided equipment and space for a community dentist. In the future, members want to make the necessary investments to improve their children's education. That's important to Sebastião because it may be the key to keeping the fourth generation of his family on his farm.

