

Gelato coming to Grange this spring!

**ENERGY & RAINBARREL DAY
MAY 8 GRANGE ST**



THE PLANET

SINGLE-BREW EDITION

NEWS FROM THE PLANET BEAN COFFEE ROASTERY

GUELPH · SPRING 2010

SINGULAR SENSATIONS



THE SINGLE BREW SYSTEM MAKES OUR SINGLE ORIGIN COFFEES SING

With the introduction of our single brew station, Planet Bean Coffee brings you the ultimate coffee brewing experience. Each single origin coffee is individually prepared before your eyes. The flavour experience just got better!

“Why does the coffee I make at home never taste as good as the coffee I get at Planet Bean?” — a question we hear quite often in our coffee bars. The answer used to be simple: We use more coffee per brew than is the norm with our auto brew machines. But things are getting more complicated now that we have added the single cup brewing system to our repertoire of coffee creation magic.

Let’s start with the new brewing contraption that is front-and-centre on our coffee bars. The simple wood stand and series of porcelain cones signals the

introduction of single brew pour-over technology to our discerning patrons.

The single brew pour-over is taking the speciality coffee world by a storm. Also known as drip bar or “slow” coffee, the system

Also known as drip bar or “slow” coffee, the system has been around for about 100 years, but the need to produce volume for our morning fix pushed the brew cones aside.

has been around for about 100 years, but the need to produce volume for humanity’s morning fix pushed the brew cones aside. “Now we offer three choices. You can have an espresso drink, an auto-brewed coffee or really get to the heart of the flavour with a single brew”, says Planet Bean

Brewmaster, Elijah Lederman.

The cone is ceramic, so that it provides a stable temperature for the brewing period. The holes in the bottom of the cone allow just enough water through the coffee to enable excellent extraction. “Although the equipment is very simple, the barista has a tremendous number of variables to contend with,” notes Lederman.

The single brew is designed to highlight our custom-roasted single origin coffees. Single origin is a descriptive term referring to a coffee variety with unique characteristics. Single origin characteristics are influenced by geographical location, altitude, plant variety, soil type, moisture and other variables. The name given to a single origin coffee often refers to a geographic place. Planet Bean has been developing a roster of excellent single origin coffees since we began roasting more than

a decade ago.

Our current single origin selections include Ethiopian Sidamo, Yirgacheffe and Harar, Mexican Chiapas, Guatemalan Loma Linda and Nahuala, Peruvian Cafe Femenino and a new selection from Sumatra.

Our baristas will take you through the brewing process highlighting the importance of the grind, the magic of the “bloom” and the circular pour technique—all this to bring out the unique flavours found in our fresh roasted coffees. The single brew is available at both our retail coffee bars.

Barista Teresa Mullin demonstrates the remarkably tasty single brew cone. Use fresh ground coffee (auto setting) 16 grams or four table spoons for a 10 oz mug.

1 Pour hot water to rinse the filter and preheat the cone.

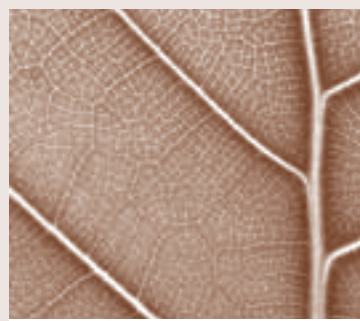
2 At the beginning of the brew add just enough water to create a “bloom” to wet the grinds but not to brew through to the cup.

3 Before the bloom settles for a few seconds, slowly add hot water moving from the outside edge in a the circular motion. A spiral should appear on the top of the grinds.

4 Enjoy! Black is best, allowing for the full spectrum of flavours to come to the fore.

Try our new single origin Sumatran!

MAPPING OUR PATH TO SUSTAINABILITY



Certified organic coffee from seed to cup, protectors of tropical forests, reducers and recyclers and even avid bicyclers – we are leaders in ecological business practices.

Certified organic

Planet Bean Coffee is certified organic. This means that the organic integrity of the coffee can be authenticated from the plant to the cup. The Canadian organization that ensures this authentication is Ecocert Canada.

Growing organic coffee is very labour intensive. Farmers work to develop soil biodiversity and combat erosion. They use machetes to keep the weeds down, and they

Organic coffee fosters the worldwide development of organic agriculture.

create organic mulch and manure. Mechanical insect traps and natural fungus-based sprays instead of hazardous chemicals are used to tackle the nasty broca beetle.

Coffee farmers also take the knowledge and skills they learn from growing organic coffee and use them for growing other things, including food. Therefore, organic coffee fosters the development of organic agriculture around the world.

We carry the organic certification from our farmers right through to our coffee bars by taking the extra step to have our warehousing, roastery, packaging area and our retail operations certified organic. We believe this is a way for us to respect the efforts and extra labour put into growing organic coffee by our producer partners. It also ensures organic integrity for our consumers right up to the point they enjoy our coffee.

Water cycling, birds and climate change

Our coffee is grown in the shade of tropical forests, protecting habitat for a myriad of creatures, including songbirds. In her book, *Silence of the Songbirds*, Bridget Stutchbury makes a strong case for the importance of shade grown coffee in the protection of habitat for many of North America's migratory songbirds and other species.

Recent research shows that organic and shade grown coffee buffer climate change impacts. These forests also sequester carbon, provide moisture cycling services and maintain the natural water cycle. Shade trees help dampen the effects of drought and heat waves by maintaining a cool microclimate beneath the canopy.

It's not just our coffee

We believe that our coffee bars should be places where our neighbours can learn about environmental problems and how to fix them. In the past, we have hosted

workshops on household energy efficiency, water conservation and alternative gardening.

Planet Bean provides Harmony certified organic milk (harmonyorganic.on.ca), produced by local dairy farmers, in our coffee bars. We know they look after their animals in a humane and healthy way. Supporting local organic farmers also helps us to challenge the problems of industrial agriculture.

Planet Bean is a member of the Guelph Community Car Co-op (guelphcarshare.org), an organization dedicated to transportation alternatives that are more ecologically appropriate.

Our entire team is made up of avid cyclists for whom bikes provide both a clean transportation option and a fun ride.

We are always looking for ways to reduce our ecological footprint and environmental considerations are taken into account whenever we make decisions.

We are also open to suggestions to help us reduce our negative impact on the Earth.



SCOTT MOONEY

Green is in the details

- Planet Bean uses the take-out cup with the highest post consumer waste content available.
- We encourage the use of travel mugs with a price reduction.
- We purchase energy from Bullfrog Power.
- Every spring we host a volunteer rainbarrel build for a local non-profit to make rooftop water harvesting more accessible to our neighbours.
- When we decided to put a deck in front of our Grange Coffee Bar, we made it from locally sourced white cedar to keep the impact of the logging within our watershed.
- When we filled our planters with plants, we made sure they were from pollinator friendly local stock.
- Our beans are shipped to our own coffee bars in reuseable containers, keeping thousands of non-recyclable foil bags out of landfill.
- We offer free chaff from the roastery or used grinds from our coffee bars – both excellent additions to your compost pile.
- Our stationary, invoices, and promotional flyers are printed on recycled paper made with post-consumer waste or Forest Stewardship Council (FSC) certified paper.

Planet Bean is owned and operated by its owners – and more...

by BILL BARRETT

This past summer hundreds of Canadians gathered in Ottawa to celebrate the centenary of an organization whose first president was from the City of Guelph. Samuel Carter was a former Guelph alderman, mayor and business owner, and was also a major co-operative developer. In 1909, he became the first president of the Co-operative Union of Canada, now known as the Canadian Co-operative Association (CCA), the nation's umbrella organization for co-ops. Today, there are about 9,000 co-ops in Canada serving 12 million people and holding more than a quarter billion dollars in assets across the country.

Bread prices were co-op catalyst

One of the earliest consumer co-ops in Canada had its first location in Guelph's St. George's Square. The co-op was spearheaded by the Trades and Labour Council of Guelph, after the Council made several investigations about the local price of bread in 1902 and 1903.

Bread was being sold at higher price than in surrounding communities, and bread sold as "fancy" for a premium was "in many cases very little different from the ordinary loaf except in shape and name." The Council decided "they could see no way of remedying these different grievances except by starting a bakery on a co-operative plan."

The co-op was initiated in 1904. Shares of two dollars each were sold to capitalize the co-op. No person was allowed to hold stock exceeding \$50. As with all co-operatives, it was governed by its members, with one member having one vote, regardless of the number of shares held. Anyone could be a member. Initially, 80 people joined the co-op, and a bakery was established under the elected leadership of Joseph Danduro.

A contagious disease

"Clouds of adversity gathered quickly around this brave little band, for they found themselves confronted at every turn by almost insurmountable obstacles," reflected the secretary of the Guelph co-op, George L. Bush, in 1912. "These impediments were attributed (and very justly

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Headquarters Roastery & Coffee Bar
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Downtown Coffee Bar
51 Macdonell St, Guelph · 519.823.9253

Wholesale 519-837-3242
planetbeancoffee.com
info@planetbeancoffee.com

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bill@planetbeancoffee.com



PLANET BEAN COFFEE CAFÉ
FRESHLY ROASTED · FAIR TRADE CERTIFIED & ORGANIC

Our Vision

Planet Bean is an innovative business model that is fair, sustainable and passionate.

Our Mission

Planet Bean creates the best tasting coffee and through Fair Trade, links producers and consumers in a meaningful way.

- 100% Fair Trade Certified Coffee
- 100% Certified Organic Coffee
- 100% Gourmet Coffee

At Planet Bean we are:

Ethical We believe our success is grounded in a moral economy informed by the principles of fair trade for our producers, our workers, our shareholders and our customers.

Passionate We have a passion for excellent coffee and this is reflected in our knowledge and advancement of gourmet coffee creation.

Respectful We are respectful to the many hands that touch our coffee, from the farmers who grow and harvest it, the roasters who roast it, the Baristas who brew it to those who drink it.

Ecologically Sustainable We believe our success as a business is measured not only by our financial earnings but also our ability to reduce our ecological footprint, improve the health of the planet and advance organic production.

Co-operatively Driven We believe a democratic work place based on the international principles of co-operation is the way to create a model for a people centred economy.

Planet Bean is owned and operated by the Sumac Community Worker Co-operative.

and operated by the Sumac Community Worker Co-operative. Currently ten of the workers at “The Bean” are workers more are joining! Co-ops have a long history in Guelph. Here is a story about one of the city’s co-op pioneers.

SAMUEL CARTER GUELPH CO-OPERATIVE ALL-STAR



WELLINGTON COUNTY MUSEUM AND ARCHIVES, PH 6850

Bread was sold at a higher price in Guelph than was asked by the same dealers for the same commodity in the surrounding area.

so) to the other bakers and Retail Merchants’ Association, for they resorted to every means to retard the progress of this workingman’s organization.”

Bush wrote that a large group of retail merchants brought a couple of outside agitators to Guelph to rally the local merchant class. “Mr. Trowern and Mr. Cameron, of Peterboro [sic], were here for the purpose of infusing the necessary ‘ginger’ into those whose knees were weak ... and a whole-hearted contempt for anything bearing the name of Co-operative Society.”

“What do these working men know about running a business? Absolutely nothing,” said Mr. Cameron. “We must kill these societies by isolation, the same as we would an infectious or contagious disease,” said Mr. Trowern.

SOURCES

Guelph Social History Project Archive, the research files of historian Bonnie Durnall, and *The Co-operator* magazine. For more on Elinor Ostrom, see her book *Governing The Commons*.

Co-op membership did become contagious, and the bakery was a raging success. The contagion afflicted the city’s other bakers, as many lowered their prices to meet the co-op’s fairer prices. The development of the co-op is well documented in Guelph Historian Bonnie Durnall’s essay, “Each for All, and All for Each,” which was the co-op’s motto emblazoned across the front of the downtown shop. Sales at the co-op started with 1,000 loaves a week and grew to 4,000 loaves in five months. In the same time period the membership grew to 400.

Bush noted, “It is an indisputable fact that in Guelph co-operation has been a decided success and it will be admitted by all that a large portion of the credit for this success is due to the officers of the organization, especially Mr. Carter.”

Carter the co-operator

Samuel Carter arrived in Guelph from England in 1882 and by the next year he had developed the successful Royal Knitting Company. He was elected a City alderman in 1900, and eventually served as mayor. He was influenced by his father’s activities in England’s co-operative movement. Carter declared that he was dedicated to

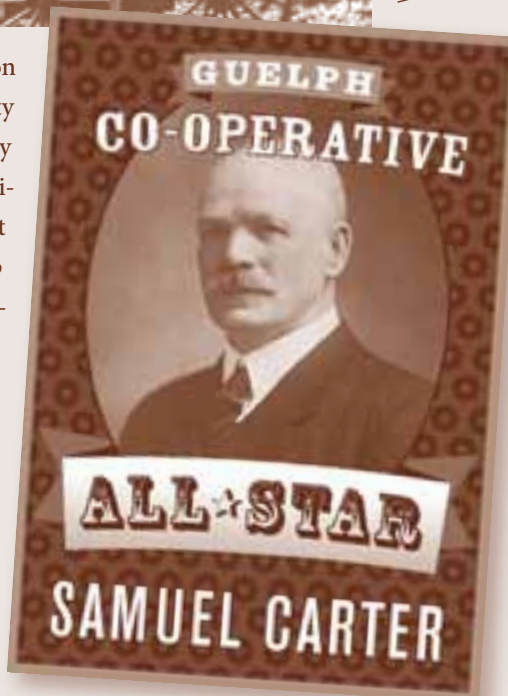
the uplifting of the common workingman from poverty and ignorance. Originally he was to serve as an advisor to the co-operative, but by 1907 he was knee-deep in the organization, serving as president.

Co-operatives are organizations formed to provide goods or services for their members. Guelph’s co-op bakery was created to provide members—in this case consumers—with quality bread at a fair price.

In a consumer co-op, the profits are returned to the members in proportion to their purchases.

According to Carter, “Co-operators were not in the business to cheat, because by cheating they would only cheat themselves. There is no other system of trading in the world to be compared with that of co-operative societies from the ethical viewpoint.” By 1925, more than \$100,000 had been returned to the members as dividends on their purchases.

In 1906, the co-op purchased a three-storey building at 38–39 Quebec Street, eventually adding two more locations. It expanded goods to include shoes, dry goods, a grocery, a butcher, chinaware, and finally a coal business. The



Carter saw the co-ops as places “produce honest men for the service of the government and municipalities.”

co-op had three horse-drawn carriage delivery rigs on the road.

Carter began developing links with both Canadian and international co-operative movements. It was these links that led him in 1909 to be one of the founders and first president of the Co-operative Union of Canada. Carter retired from the Guelph co-op and the co-op movement in early 1922.

The Guelph co-op store was, in

its heyday, considered one of the strongest in the country, but by 1925, it fell into decline and the Guelph Co-operative Association disappeared from the record books. Other co-operative enterprises did continue to develop and thrive in the city, including a student co-operative in 1913 at the Ontario Agricultural College, now the Guelph Campus Co-op, a collection of small credit unions which now form the Meridian Credit Union, housing co-ops, child care co-ops, worker co-op-owned businesses like Planet Bean Coffee, farmer co-ops including Gay Lea and Organic Meadow, The Co-operators Insurance and even a car co-op. Guelph is also home to the provincial co-operative umbrella organization, On Co-op.

Co-operatives have long been touted as ethical business models that balance the needs of people with the necessity of profit. The work of economist Elinor Ostrom, recent winner of the Nobel Prize in Economics, indicates that local democratic organizations like co-operatives are among the most effective structures for managing scarce common resources like water or energy. The co-op is arguably the best structure for us to weather these challenging economic and ecological times.

Producing “honest men”

Carter believed that the role of co-operation was not limited to the provision of services for its members. He saw the ethical co-operative model as a place to “produce honest men for the service of the government and municipalities. It would do more to save the morals of the people than even the pulpit. Co-operation meant rock-bottom honest dealings all the time.” Carter created initiatives to encourage the participation of members, especially women. “We were democratic first and last.”

Carter and his fellow co-operators created a remarkable alternative to the economic status quo in the early 1900s. Their collective vision and his leadership make Samuel Carter Guelph’s outstanding Co-operative All-Star.

Bill Barrett is the president of Guelph’s Sumac Community Worker Co-op which owns and operates Planet Bean Coffee.



EXTRA! EXTRA!



ESPRESSO-SIZED NOTES ABOUT THE EXCITING WORLD OF PLANET BEAN

For more information please e-mail events@planetbeancoffee.com

Roastery art & science

Join us for a tour and introduction to our fresh roasted coffee. We will cover the basics, from coffee growing and harvesting to processing and roasting — all within the context of organics and fair trade. We will taste several coffee origins and you will witness a roast. You can get your beans straight from the roaster hopper. The sessions last about an hour and a half. There is no charge to attend but please RSVP, as space is limited.

We will also offer a brewing workshop and lots of other coffee-geek related events.



Perfect your coffee brewing skills

Brew the best cup of coffee possible! We will try several techniques from the single-cup pour over, the French press and the always-entertaining vacuum pot system. Match the technique to your taste buds and make bad coffee a thing of the past.

We will organize brewing workshops based on demand.

Beehouse is back!

The Beehouse single brew porcelain coffee drippers are back in stock after an enthusiastic sell-out over the holiday season. These are the brewers we use for our in-house single origin, single cup brews so you can see (and taste) them in action in our coffee bars.



A dedicated rain barrel enthusiast and apparent cycle fiend has a barrel of fun at a past GIRC rainbarrel pick-up day.

ENERGY & RAINBARREL DAY MAY 8 GRANGE ST

Drop by Planet Bean at the Grange Victoria Plaza for information on energy conservation or to purchase a rainbarrel!

The Guelph International Resource Centre (GIRC) will have its annual spring rainbarrel event on May 8 between 10 – 12 pm. For more information on GIRC, the barrels and pricing visit www.girc.org.

Energy conservation that lasts

Grants are still available under the **ecoENERGY Retrofit – Homes** program and provincial matching incentives. We're also happy to report that there is hope for sustainability beyond time-limited government support. Join Matt Vermeulen, certified energy advisor, and staff from the Elora Environment Centre, and learn about ways to reduce the secondary but real energy costs of home ownership. And yes, we will tell you about government grants available until March 2011. Staff will be on board to answer questions from 10 am – 4 pm, and Matt will be doing a presentation at 1:00 p.m. on the ecoENERGY program and beyond.

Rhubarb Semifreddo & Cannoli Lessons

Join Antonio Leo for a lesson on creating authentic semifreddo with rhubarb. We are also planning an afternoon of cannoli creation. Please e-mail or call us if you are interested in either lesson. We will likely be doing the semifreddo in May when the rhubarb is ripe!

Grange Hill Neighbourhood Group Spring Food Drive

Planet Bean Grange will be accepting donations of non-perishable food items from May 2–8. For more information visit gheng.ca.

Movie nights at Grange

Starting this spring we will be hosting documentary film screenings at our Grange location.

CONNECTING ACROSS THE PLANET



This fall some of the Planet Bean team hit the road to visit a few of our peers in the fair trade organic coffee business. Here Planet Bean CEO Byron Cunningham, left, stands with Rob Everts, Co-CEO of Equal Exchange, a multi-million dollar fair trade coffee company in Boston that is a worker co-op just like us! An important co-operative principle is co-operation between co-ops.

Planet Bean was honoured with a visit by Father Francisco Van der Hoff, economist, coffee farmer and one of the key founders of the global fair trade movement. Francisco spent several days with us before giving a keynote speech at York University. CBC's Rick MacInnes-Rae did a short interview with Francisco and it can be heard by going to cbc.ca/dispatches/thisseason/index.html and scrolling down to March 1 – "Crisis brews in Fair Trade." John Brouwer, Planet Bean CFO, left, stands with Francisco in front of our Grange location.



E-Newsletter

The new Planet Bean e-newsletter that provides short updates on events at our coffee bars. To subscribe send an e-mail to dave@planetbeancoffee.com.

Music

Remember — every Tuesday night is live music night at the Grange location.



Katrina Zantinge, our downtown Mac location team leader shows off the new location for our shiny bean bins — the switch has "bean" a long time coming to make a bigger space for more barista magic tricks.