



G20 Recognizes Sustainable Harvest

Fair trade coffee importer wins two awards in one week for innovative, inclusive business model that promotes shared value within commodity supply chain

Portland, OR – June 20, 2012 – Coffee importer [Sustainable Harvest](#) was selected at this week's G20 event in Los Cabos, Mexico, as a winner of the [G20 Challenge on Inclusive Business Innovation](#). Issued by the G20 and managed by the [IFC](#), this contest recognizes innovations in working with low income individuals that constitute the base of the global economic pyramid. Sustainable Harvest was one of 15 organizations selected out of more than 300 applicants.

“Winning the G20 award demonstrates incredible momentum for our Relationship Business model,” said David Griswold, president and founder of Sustainable Harvest. “Beyond that, this recognition demonstrates the evolution of business to prioritize social responsibility—both in commodities and beyond.”

The G20 Challenge on Inclusive Business Innovation selected Sustainable Harvest for its proven success helping coffee farmers move from subsistence to sustainability by improving the quality of their product, including them in negotiations with the final buyer, and empowering them make informed decisions about the sale of their product.

The G20 award also calls out Sustainable Harvest's proven impact helping smallholder farmers access financing, boost their yields and the quality of their production, as well as the company's transparency and trust in managing relationships with supply chain partners.

This award comes on the heels of the Harvard Business Review/McKinsey M-Prize for Management Innovation. Sustainable Harvest won its [Long-Term Capitalism Challenge](#), which seeks out organizations that renew the spirit of capitalism and reimagine it for modern challenges.

For more information about the G20 award and the innovative business models others created visit <http://www.g20challenge.com/>.

About Sustainable Harvest

Sustainable Harvest is a specialty coffee importer whose mission is to improve the livelihoods of coffee growers around the world. Established in 1997, the company is headquartered in Portland, Oregon and has farmer training offices in Peru, Mexico, Colombia, and Tanzania. Sustainable Harvest's "Relationship Coffee" model promotes transparency in the supply chain, and the company invests nearly one-third of its annual net earnings in farmer training. Sustainable Harvest partners with more than 200,000 smallholder farmers to help them secure access to a fair market and ensure a sustainable livelihood. For more information on the company, visit www.sustainableharvest.com.

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