

Sustainable Harvest® Coffee Importers to Continue the Legacy of Twin Trading; Delivering Development with Dignity, Through Trade.

London, United Kingdom, 31 October 2019.

US-based green coffee importer, Sustainable Harvest®, is proud to announce that it will carry on the powerful legacy that UK-based Twin Trading leaves behind.

In a deal reached today, Sustainable Harvest® will acquire the talented Twin Trading team and assume management of its extensive supplier and customer relationships. Matt Earlam, former head of Twin Trading, will lead UK and European operations for Sustainable Harvest.

“Twin was an inspiration for me when founding Sustainable Harvest and it will be an absolute honour to serve Twin’s customers,” said David Griswold, Founder and CEO of Sustainable Harvest®. “We are committed to maintaining Twin’s spirit and I have no doubt that together we will dream up new ways to use coffee to tackle the world’s most pressing challenges.”

Formed in 1985, Twin revolutionized the approach to trade in favor of smallholder producers, laying down the principles of Fair Trade and pioneering ethical and transparent supply chains in coffee, nuts, and cocoa. Upon news of Twin’s closure, the leadership team at Sustainable Harvest® felt a responsibility to preserve the longstanding relationships between loyal, invested customers and producer groups in East Africa, South America, and Southeast Asia.

The deal will allow the former Twin Trading team to continue their work and will enable Sustainable Harvest® to open a London office to better serve European customers. Over the past three years, Twin Trading demonstrated exceptional commercial viability with increasing volumes from high-performing specialty producers across the globe, in addition to building strong relationships with emerging producer groups and offering customers coffee from rising origins like DR Congo and Burundi.

“Sustainable Harvest fully embodies the ethos of Twin,” said Earlam, “while providing the global platform, experience, and tools that our staff need to continue building a brighter future for all in the coffee world. We are pleased to resume full service for all of our partners with a renewed energy.”

“In this new chapter, we integrate immense talent and history as we combine forces to champion sustainable sourcing models and certifications that provide dignified livelihoods for farm families at the foundation of the coffee industry,” Griswold went on to say.

For the first time, Sustainable Harvest® will connect customers in the UK and Europe to its highest echelon of coffee producers, (dubbed MVPs, or “Most Valuable Producers”) a group uniquely dedicated to buyer relationships, business performance, and sustainability. These customers will have access to a diverse portfolio of top-tier coffees from 18 origins representing long-term, transparent relationships.



“We are convinced that this new combination of Sustainable Harvest and Twin will produce synergies that will result in more meaningful impact,” said Aurora Izquierdo, long-time Twin Trading and Sustainable Harvest partners and leader of ASOANEI, a cooperative of over 600 indigenous farmers producing organic coffee in Northern Colombia. “This is an organization that will promote the best for humanity and for the planet.”

Sustainable Harvest’s® North American customers will similarly gain exclusive access to new African origins and exemplary producer relationships forged by Earlam and his team.

“As a board director for Twin Trading since 2016, I have admired the staff at Twin and Twin Trading for pursuing new strategies for growth,” said Kim Ionescu, Chief Sustainability Officer for the Specialty Coffee Association. “To see Twin Trading and Sustainable Harvest, two long-time champions of producer-focused coffee trading, join forces is a boon to all who believe in different ways of doing business.”

The team at Sustainable Harvest® Europe invites roasters to embark on this new journey together.

For more information please contact

Liam Brody, President
+1 (617) 888-9125 (mobile)
liam@sustainableharvest.com
www.sustainableharvest.com

About Sustainable Harvest® Coffee Importers

Sustainable Harvest is a specialty coffee importer whose mission is to improve the livelihoods of coffee-farming families around the globe through its Relationship Coffee model. Since its founding in 1997, the company has partnered with over 200,000 smallholder farmers, helping them gain access to premium markets and increased incomes. It became the first B Corp certified company in coffee in 2008.