



## Peace Coffee:

### Environmentally responsible from crop to cup



"Being 100% wind powered is a tangible way for us to do the right thing for the environment and it's completely in line with what we do."

MELANEE MEEGAN  
Director of Marketing

### It's only natural

Peace Coffee began in 1996, born out of late night conversations between its parent company, Institute for Agriculture and Trade Policy, and a group of Mexican farmers. The fair trade, organic certified coffee company that resulted was named Peace, after a Nobel Peace prize laureate they worked with in Guatemala. Peace Coffee was an early leader in a wave of fair trade certifications and partnerships designed to support small-scale organic farmers around the globe, by paying fairmarket wages.

Peace Coffee now roasts award-winning coffee at its Minneapolis headquarters, has four retail locations around the city and provides wholesale coffee to local grocers.

Sustainability has always been an important factor. In 2005, it took leadership just minutes to decide to sign up for 100% Windsource.

"We strive to be as efficient and earth friendly as possible," says Melanee Meegan, director of marketing. "Being 100% wind powered is a tangible way for us to do the right thing for the environment and it's completely in line with what we do."

Examples of what they do include buying only organic coffee and placing a high value on their producer-partners' land stewardship. The farmers they support don't use chemicals on their coffee beans. Many Peace employees bike to work and the company uses bikes to deliver beans to its Twin Cities customers. Even the building where they're headquartered is aptly named "The Greenway Building."

"We're in this incredible building that has received the governor's sustainability award because of things like the rooftop garden, solar panels, geothermal heating, composting and recycling throughout the building and a prairie grass lawn to enhance rain water retention and eliminate the need for lawn irrigation," Meegan says. She adds that they drive biodiesel vans, deliver by bike 52 weeks a year, compost their coffee grounds and give their burlap bags and chaff to local gardeners. "Why wouldn't we opt for wind energy?"



## The whys of wind

Xcel Energy's Windsource is a voluntary program providing customers the choice to purchase renewable energy for their homes and businesses. More than 35,000 Minnesota homes and businesses currently participate. The energy that supplies Windsource is generated locally by Xcel Energy and goes above and beyond other renewable requirements.

"Customers who choose 100% Windsource pay an incremental charge on their electric bill," says Jaclyn Webb, Xcel Energy Windsource product portfolio manager. "Customers tell us they like how simple it is to participate and to make a difference. Just by signing up, they are pledging to be more environmentally responsible."

Other facts about Windsource:

- Windsource is sold in 100 kWh blocks: choose a little or a lot, up to 100% of your usage.
- Renewable energy for Windsource is provided by over 40 MW of Minnesota wind farms.
- The money received from Windsource customers goes directly toward increasing renewable energy in Minnesota.
- The economic benefits of wind energy include job creation to install and maintain wind turbines, income for land owners, and tax revenue.

Meegan says using Windsource and other responsible options is good for business, too.

"Without question, our commitment to environmental sustainability resonates with our customers," Meegan says. "Not only do they appreciate our earth-friendly efforts, but they also enjoy sharing our story with their clients."

It's one of the many things they do to support the community.

"We like those types of community efforts where you join organizations like Nice Ride or Friends of the Mississippi or the eco experience at the Minnesota State Fair and have a real impact as a group," Meegan says.

## Moving forward

In addition to its commitment to wind energy, Peace Coffee recently became one of the first companies in the state to file as a Public Benefit Corporation (PBC) under a new Minnesota law.

PBCs are a separate class of for-profit businesses who recognize benefits to society in addition to returning dividends to shareholders. They get no tax benefits for the designation, but it helps formalize the principles that are important to Peace Coffee and other organizations. It's the icing on the already environmentally-conscious cake.

Meegan says it's all about using simple tools like wind and sun and a man-powered bike that get the job done.

"Our bike courier Sam says it best," she explains. "He says, 'We're just taking care of the land.'"



### A Windsource subscription helps your business:

- Meet environmental goals
- Earn LEED certification points
- Generate goodwill among customers and your community
- Support rural economies through tax revenue and jobs
- Create a positive environmental impact

For more about Xcel Energy's Windsource program, please visit [xcelenergy.com/Windsource](https://xcelenergy.com/Windsource).