



**For Immediate Release**

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## **SCAA Honors Coffee Lifeline with Its 2010 Sustainability Award**

### ***Innovative Radio Communications Project Benefits the Livelihoods of Coffee Farmers***

**LONG BEACH, Calif. U.S.A. (April 12, 2010)**— The Specialty Coffee Association of America (SCAA) presents its 2010 Sustainability Award to Coffee Lifeline, a radio communications project that provides essential information and educational programming to coffee farmers, their families and the communities in which they live. The annual award honors individuals, businesses and organizations in the specialty coffee industry that have created innovative projects to expand and promote sustainability. SCAA is the world's coffee authority and largest coffee trade association.

Utilizing Freeplay Foundation's wind-up and solar-powered Lifeline radios, which do not require batteries or electricity, Coffee Lifeline is intended to be an empowering and sustainable initiative that provides farmers with a vital tool as opposed to linking them to a charitable revenue stream. Coffee Lifeline partners with regional community-based radio stations to produce weekly broadcasts that feature news and information relating to agronomy techniques, processing tips, current market conditions, health, local co-ops as well as a featured children's story corner. The program offers formerly isolated communities the opportunity to share their technical expertise, environmental wisdom and cultural heritage.

In 2003, the Sustainability Council of the Specialty Coffee Association of America created the Sustainability Award to promote, encourage and honor the efforts of programs and companies like Coffee Lifeline, that serve as role models in the fields of sustainability. As part of its mission, SCAA is actively involved in issues relating to sustainability and looks to its members to take leadership roles in sustainable practices.

### **About SCAA**

For more than a quarter of a century, the Specialty Coffee Association of America (SCAA) has offered its members education, training, resources and business services. It is the world's largest coffee trade association, with members representing more than 40 countries and every segment of the specialty coffee

industry, from growers to roasters and retailers. The SCAA has also been at the forefront of developing and promoting specialty coffee, and is committed to meeting the challenges of a rapidly changing industry by setting and maintaining standards, expanding professional certification programs, conducting industry-specific research, and providing even more opportunities to connect, exchange, and work together so our industry continues to thrive.

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