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PRESS CONTACT

Melanee Meegan, Peace Coffee, 612-870-3440,
Ben Lilliston, IATP, 612-870-3416

Peace Coffee Hires New CEO – Lee Wallace

MINNEAPOLIS — The Institute for Agriculture and Trade Policy (IATP) announced today that Lee Wallace has been hired as the new Chief Executive Officer at Peace Coffee, the award-winning, 100 percent fair trade and organic coffee company.

“We are incredibly excited to have Lee leading the company,” said Peace Coffee Board Chair Ricki McMillan. “Peace Coffee’s success is a national model for how a business can thrive in partnership with a mission-based charity. Peace Coffee and IATP are passionate advocates for fair trade. Lee shares that passion, along with entrepreneurial ingenuity.”

Wallace had been serving as interim director at Peace Coffee since December. She is the former Associate Director at the Resource Center of the Americas where she directed all earned income activities for the organization. She previously served on the Board of Directors of the Mississippi Market Natural Foods Cooperative and worked to incubate businesses in rural communities with the Blandin Foundation.

“Peace Coffee is a great model of business as unusual. Whether it is delivering our coffee beans by bike or providing critical pre-harvest financing for farmers, we pride ourselves on doing things differently.” said Wallace. “It’s a fast-growing company that has been a leader in the fair trade movement for the last decade and we’ll continue to stay out in front.”

Peace Coffee was founded by IATP in 1996 to help jumpstart the fledgling fair trade movement. Last year, Peace Coffee recorded \$2.2 million in sales to customers including grocers, cafes, churches and college campuses around the country. It purchases coffee from farmer cooperatives in Guatemala, Ethiopia, Dominican Republic, Colombia, Mexico, Nicaragua, Peru and Indonesia. All of the coffee is 100-percent certified fair trade – a system which guarantees farmers are paid a fair price under safe working conditions and the environment is protected. In the Twin Cities metro area, they deliver by bike year-round and their suburban accounts get coffee from a big, bright biodiesel van. For the last two years, readers of the City Pages have voted Peace Coffee the best coffee by the pound in the Twin Cities. <http://www.peacecoffee.com>.

IATP is a 21 year old non-profit organization based in Minneapolis with an office in Geneva, Switzerland. IATP works globally and locally to promote resilient family farms, healthy communities and ecosystems through research and education, science and technology, and advocacy. <http://www.iatp.org/>.