

Contact:
Justin Mool
Communications Specialist
Grounds for Health
(802) 241-4146
justin@groundsforhealth.org
<http://groundsforhealth.org>
<http://auction.groundsforhealth.org>

**PROGRESSIVE COFFEE COMPANIES COME TOGETHER TO RAISE
OVER \$145,000 FOR INTERNATIONAL NON-PROFIT**

Over 200 coffee companies from around the world participated in the 2011 Grounds for Health Coffee Auction, raising a record sum for the non-profit.

June 2011, Waterbury, VT – Despite high green coffee prices and a tight market, coffee producers, importers, roasters and retailers came together to raise a record \$145,501.56 for international non-profit Grounds for Health during its annual green coffee auction.

52 coffee importers and producers donated over 25,000 pounds of green coffee, which was then bid upon by roasters and retailers during an online auction held by Stoneworks on June 7-8.

“We can’t believe the success of this year’s auction,” Communications Specialist Justin Mool said. “We had no idea what would happen, considering that coffee had been trading at record prices. But the fact that so many people participated, both in donating and bidding, shows that the coffee industry recognizes the impact Grounds for Health is having in coffee-growing communities. Thank you to all those that donated, bid and won!”

Some notable donations include a gourmet El Salvador package from Aida Batlle that fetched \$24.60/lb (earning \$7,380.00 total), an Ethiopia Bench Maji Gesha from Royal Coffee, Inc that was purchased for \$12.04/lb (earning \$6,370.60), and SCAA Coffees of the Year Winners Hawaii Kailiawa Coffee from Ka`u Coffee Mill and Columbia Valle del Cauca that closed at \$40.20/lb and \$53/lb respectively.

This year also marked the first time Grounds for Health auctioned equipment. Monin donated a La Marzocco Espresso Machine that earned \$5500; Bunn donated a Trifecta Single Cup Brewer that earned \$2900; and Wilbur Curtis Company donated two airpot brewers and a case of airpots that earned \$890.

Grounds for Health would especially like to call out Royal Coffee, Inc (donations earning \$27,424.82), Indokom (\$8,518.18), Green Mountain Coffee Roasters (\$8,135.22), Zephyr Coffee (\$8,507.95), Royal Coffee NY (\$7,424.82), Aida Batlle and Everest SA (\$7,380.00), and the SCAA Roasters Guild, which donated this year’s Coffees of the Year (COTY) that brought in \$7,868.45.

Also key to the success of this year’s auction was the enthusiastic participation of more than 180 bidders. In the end, 50 roasters and retailers walked away with winning coffee. Winner FinerGrind Coffee Roasters said via Facebook/Twitter:

“Bid and won amazing coffee from @grounds4health at the #gfhauction. Can't wait for them to wind their way to [FinerGrind Coffee Roasters](#). Award winning coffees from Costa Rica, Brazil, and Colombia. All auction proceeds go to support Grounds for Health, which makes it even more rewarding!”

And from Boyds Coffee via Twitter:

“We had the winning bid on five bags of Yemen Mokka Sanani in yesterday's @grounds4health auction! We'll have it available next month.”

Grounds for Health Chair of the Board and Swiss Water Decaffeinated Coffee Company CEO Frank Dennis summed things up, saying, “we are extremely grateful that in a very volatile coffee market the coffee industry continued to show great support and commitment to the Grounds For Health initiative with a 30% increase over 2010 in total auction value.”

100% of proceeds from the auction benefits Grounds for Health and its ongoing work preventing cervical cancer in coffee-growing communities. For more information about the auction and to view the final results visit: <http://auction.groundsforhealth.org>. To learn about Grounds for Health visit: <http://www.groundsforhealth.org> or visit on Facebook: <http://facebook.com/groundsforhealth> and Twitter: <http://twitter.com/grounds4health>.

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About Grounds for Health

Grounds for Health cultivates partnerships with coffee-farming communities to reduce the unacceptably high rate of cervical cancer in low-resource settings. The 501(c)3 organization focuses on developing effective, affordable, and sustainable prevention programs with the long-term goal of reducing unnecessary deaths from cervical cancer.