



Key Stakeholders

Group	Description	Points of Contact
Advocacy organizations	Representative organizations include: Alliance To End Hunger, American Rivers, Apollo Alliance, Ceres, Green America, Northeast Organic Farming Association, Oxfam America, Rainforest Alliance, Sustainable Food Laboratory, Sustainable Packaging Coalition, United Students for Fair Trade, Vermont Campaign to End Childhood Hunger	Policy issues, new product development and introductions, discussions about social and environmental programs
Certification Agencies	Transfair USA, Orthodox Union, Quality Assurance International	Product, process and facility certifications; policy issues, new product development and introductions, discussions about social and environmental programs, public communications, Board memberships, educational programs
Coffee-growing communities	The communities that grow, process, and sell the coffee we purchase	Purchases, grants, links to outreach organizations, annual trips with employees, customers, and other stakeholders, coffee producer visits to GMCR offices
Consumers	Coffee Lovers Everywhere	GMCR Café EXPRESS™, email lists, event sponsorships to educate and build awareness about Fair Trade Certified™ Coffee
Customers	Businesses that purchase our coffee for use or resale: offices, convenience stores, supermarkets, coffee shops, restaurants, colleges and universities.	Ongoing training and education, surveys, trade associations and industry organizations, annual Appreciative Inquiry summits, quarterly company meetings, trips to coffee-growing communities
Employees	At the end of FY '08, there were 1,152 full-time employees and 68 part-time employees	Quarterly company meetings, annual Appreciative Inquiry summits, annual trips to coffee-growing communities, inclusive work and project teams, Ethics hotline, Employee Assistance Program, continuing education / training
Learning Partners	Representative organizations include: Alliance to End Hunger, Apollo Alliance, Boston College Center for Corporate Citizenship, Business for Social Responsibility, Ceres, Association of Corporate Contributors Professionals, Corporate Responsibility Officers Association, Rainforest Alliance, Society for Organizational Learning, Sustainable Packaging Coalition, Sustainable Food Laboratory, Transfair USA, University of Vermont, NativeEnergy, Global Reporting Initiative, United Nations Global Compact.	Annual conferences, organizational memberships, committee memberships, elected positions, on-site educational / capacity building, project work and consultations
Industry organizations	Representative organizations include: National Coffee Association, Organic Trade Association, Specialty Coffee Association of America.	Annual conferences, organizational memberships, committee memberships, elected positions, on-site educational / capacity building
Community action organizations	Coffee Kids, Focus the Nation, Grounds For Health, Habitat for Humanity, Heifer International, Mobius Mentoring, International Women's Coffee Alliance, Sustainable Food Laboratory, Root Capital, United Way, Vermont Earth Institute, Vermont Foodbank, The Hold in the Wall Gang, Vermont Green Up Day, The Jane Goodall Institute, National Wildlife Federation.	Board memberships, grants, supply chain projects
Local communities	The communities where we roast and sell our coffees	Grants, sponsorships, volunteer time, product donations, GMCR Foundation events
Shareholders	All owners of GMCR shares	Annual meeting, quarterly earnings, conference calls, analyst visits
Suppliers, vendors	The businesses that sell us raw materials, packaging materials, resellable goods, and commercial services (legal, accounting, advertising, etc.)	Appreciative Inquiry summits, supplier survey, product / materials research