



Bay Area Green Business Program

Environmental Values At Work



Green Java

Palo Alto

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Greenjava.biz

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Mark Tramiel, Operations Manager, delivers coffee in a hybrid vehicle



When coffee is delivered, it is poured into a reusable, glass jar to avoid packaging



Employees of one of the coffee growing cooperatives in Guatemala

The aroma of coffee is the first thing that hits you when walking into Simon Brafman's office. Brafman is Co-Founder of Green Java, a company that uses eco-friendly technologies to grow, roast, and deliver organic and fair-trade coffee beans. "When we started Green Java, my partner and I wanted to follow green ideals and differentiate ourselves from others," says Brafman. "We think people are looking for ways to be sustainable so we worked hard to find a way to run our business in a sustainable manner."

Brafman works with a coffee importing cooperative which is comprised of community-based coffee roasters in the United States and Canada committed to building and supporting equitable and sustainable trade relationships for the coffee bean farmers, families and the surrounding communities in South and Central America. "We have to get away from looking at a product as just commerce," says Brafman. "It's important for us to have a personal relationship with the people who make the product and know there is a positive impact for them to do this kind of business."

Green Java uses state-of-the-art, energy efficient roasters that reduce fuel and exhaust by 40 percent, delivers their coffee using hybrid vehicles, and works with their clients to ensure a process to collect and manage of all coffee by-products in an eco-friendly manner-such as using coffee grounds for mulch. In addition, to avoid extra packaging, clients receive a reusable glass coffee container which Green Java's fresh ground coffee is poured into upon delivery. They recommend clients use biodegradable filters, cups and lids. Around the office they recycle, buy recycled content paper, use paperless accounting methods, and only buy what is necessary. "Ideally there is zero waste in what we do," says Brafman.

For more information on the environmental efforts of Green Java, contact Simon Brafman.