



DEAN'S BEANS ORGANIC COFFEE

**Where Social Activism, Ecological Responsibility,
and Great Coffee Meet**

Bio for DEAN CYCON

Dean Cycon is the owner of Dean's Beans Organic Coffee Company, a certified 100% organic, fair trade and kosher coffee roasting operation in Orange, Massachusetts, USA. Dean has over thirty years of development work and activism in indigenous communities, including coffee villages, around the world. Dean is a co-founder of Coffee Kids (non-profit development group), and of Cooperative Coffees, the world's first fair trade roaster's cooperative. He created Dean's Beans to prove that business can promote positive economic, social and environmental change at the third world source, and be profitable at the same time. Dean's Beans has grown steadily over the past sixteen years and has stayed on its mission. The company designs and funds people-centered development projects in the coffee lands in partnership with the growers, and returns a percentage of profits to the growers as a Social Equity Premium. The company has received a Best Practices Recognition from the Food and Agriculture Organization of the United Nations, the 2004 Sustainability Award from the Specialty Coffee Association of America, and numerous other recognitions for the quality of its products and the success of its social mission. Dean's book about social justice, culture and coffee, *Javatrekker: Dispatches from the World of Fair Trade Coffee* was awarded the Gold Medal as Best Travel Essay book of 2008 by the Independent Publishers Association.