Buy Global, Think Local: Direct Trade Coffee and Community Renaissance in Olympia, Washington

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Abstract
The development of the specialty coffee industry in the United States occurred in the latter half of the twentieth century not as an independent phenomenon but rather as a result of a series of interrelated movements that began to coalesce in the late 1960s. Direct Trade, the latest development in gourmet coffee sourcing and marketing, is an amalgam of elements of an American food revolution that gained national prominence in the 1970s, the environmental movement, and movements for social justice through conscious consumption. Direct Trade coffee is differentiated in particular by roasters’ rejection of the notion of coffee as a commodity in favor of recognition that coffee is a seasonal fresh produce subject to discernible differences in quality. This thesis examines Direct Trade’s popularity in Olympia, Washington, a suburban cultural center located midway between Seattle and Portland along the I-5 corridor. It seeks to explain why and how residents of the Pacific Northwest, long distinguished for their pioneering spirit, adopted Direct Trade coffee from an early stage.

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Learn how to approach direct trade, how to find and develop a partnership, and steps to ensure that the coffee you tasted at the origin is the same as the one that arrives at your warehouse. Direct Trade Coffee. Learn how to approach direct trade, how to find and develop a partnership, and steps to ensure that the coffee you tasted at the origin is the same as the one that arrives at your warehouse. Think global, act local is a mind set adopted by many international brands when planning their marketing strategies for both international and national. McDonalds are the masters of local adaption and while every outlet follows strict branding and franchise policies, the company is quick to adapt to local taste preferences. Examples of this from around the world include: McRice Burger (South East Asia).