

Bay Coffee & Tea Company

Certified B Corporation® Directory Profile & Impact Disclosure

149.2

BIA SCORE

HEADQUARTERS
Hillsborough Co., FL

FOUNDED
2004

FOUNDERS
Herbert & Carole Colvin

PRIMARY IMPACT
Environment & Equity

1. COMPANY OVERVIEW

Bay Coffee & Tea Company is an organic, fair-trade coffee roaster, wholesaler, and educational platform dedicated to advancing sustainability and human dignity across the global coffee supply chain. Founded on the conviction that a single cup of coffee can connect consumer consciousness directly to farmgate origins, the company combines ethical sourcing with research-backed advocacy to safeguard fragile ecosystems and foster an inclusive global economy.

2. HISTORY & FOUNDATIONS

Founded in 2004 by Herbert and Carole Colvin, Bay Coffee & Tea Company was established to transform how specialty coffee is understood, sourced, and consumed. Recognizing the severe ecological vulnerabilities and economic disparities inherent to conventional agricultural supply chains, the Colvins created a business model prioritizing long-term producer partnerships over short-term commodity margins.

Over two decades, the organization has expanded from an artisan roaster into an internationally connected sustainability leader, partnering with independent smallholders and agricultural cooperatives across Colombia, Costa Rica, Guatemala, Honduras, Ethiopia, Kenya, Mexico, Peru, and Vietnam.

3. ENVIRONMENTAL SAFEGUARDS & REGENERATIVE AGRICULTURE

Bay Coffee & Tea Company approaches environmental stewardship as an integrated ecosystem strategy connecting point-of-origin farming directly to forest conservation and carbon reduction.

- **MDI Regenerative Agriculture Program:** Farmers participating in the Mesoamerican Development Institute (MDI) program master advanced regenerative techniques that restore soil biology, eliminate synthetic inputs, and protect critical biodiversity corridors.
- **Empowering Next-Generation Farmers:** The MDI framework emphasizes long-term agricultural commitment among youth. By proving the economic and ecological viability of regenerative farming, producers' children see coffee cultivation as a dignified, high-value career path.
- **Renewable Solar Thermal Drying:** In partnership with MDI, farmers adopt solar-thermal drying and biofuel technology at origin. This replaces traditional wood-burning industrial dryers, directly mitigating deforestation and curbing carbon emissions.
- **Consumer-Side Circularity:** Beyond origin, the company promotes zero-waste operations, composting initiatives, and hyper-local sourcing to strengthen community food system resilience.

4. SOCIAL IMPACT, EDUCATION & HUMAN DIGNITY

The company's operational framework treats every participant along the value chain as an equal collaborator in industry health and community prosperity.

- **Fair Supply Chain Distribution:** By prioritizing direct trade with farm cooperatives and smallholders, Bay Coffee ensures equitable value distribution, protecting rural communities against global market volatility.
- **Academic Coursework & Catalyzing Action:** Co-founded by Carole Colvin in direct collaboration with a University of South Florida (USF) professor and the Mesoamerican Development Institute (MDI), the company created an active university course on coffee and tea culture. The course serves as a catalyst for meaningful conversation—motivating students and consumers to take concrete action to protect the planet and elevate human kindness.
- **Institutional Partnerships:** Working alongside universities, healthcare systems, and enterprise dining providers, Bay Coffee leverages its wholesale presence to deliver educational programming aligned with the UN Sustainable Development Goals (SDGs).
- **Multicultural Inclusivity:** The company views coffee as a medium for global citizenship, cultivating ongoing programs that champion equity, mutual respect, and cultural exchange.

Higher Education Impact: The USF x MDI course curriculum integrates supply chain transparency, environmental justice, and hospitality ethics—converting campus dining spaces into active living laboratories for sustainable development.

5. RESPONSIBLE AI & FUTURE-PROOFING AGRICULTURE

As artificial intelligence reshapes logistics and climate science, Bay Coffee & Tea Company incorporates emerging technology through a human-centered, ethical framework:

- **Predictive Climate Resilience:** Supporting machine learning tools that help MDI farmers analyze localized micro-climate data, anticipate weather volatility, and optimize water management without imposing high technology costs.
- **Ethical Supply Chain Traceability:** Utilizing algorithmic data mapping to verify full origin transparency and confirm that fair-trade premiums directly reach farming families.
- **Human-Centered Automation:** Employing automation for administrative efficiency and precision roasting while preserving human relationships, producer dignity, and artisanal expertise.

6. THE B CORP MISSION AHEAD & FOUNDER COMMITMENT

Bay Coffee & Tea Company demonstrates that an everyday commodity can serve as a catalyst for environmental restoration, youth empowerment, and human empathy. By combining science-backed agricultural practices with academic coursework and consumer education, the company continues to prove that business can safeguard natural habitats while enriching producer livelihoods.

Founders Herbert and Carole Colvin are passionate and fully committed to B Corp principles, viewing certification not merely as a milestone, but as a core operational philosophy. Through Bay Coffee & Tea Company, they remain dedicated to serving as a change maker for good—demonstrating how purpose-driven leadership can transform industries, uplift communities, and protect our shared planet.

