**Our Story**

# Big changes can start with something small, like coffee. Discover how Slow is cultivating positive change with high-quality, sustainable beans.

The world today is changing rapidly. From technological advances in coffee production to shifting consumer demand for ethically sourced beans, society is headed in a new direction. But with everything moving so fast, how can we move towards a world that is changing for the better?

We drink more than 2bn cups of coffee every day, and for many, working life would feel impossible without it. The growing demand has led to more intensive production methods, harming nature and depleting soil. This positions coffee as one of six commodities driving 80% of tropical deforestation.

At Slow we believe in taking a sustainable shift that drives value for nature, coffee producers and our customers. We grow our beans in regenerative farms that give good shades for growing coffee and mimic nature to foster biodiversity and create a habitat for wildlife. By eliminating middlemen, we ensure that a greater share of the value chain reaches smallholder farmers.

Coffee buyers face a clear choice, as highlighted by Slow’s CEO, Sebastian Nielsen. Continue with traditional methods or choose Slow, which offers coffee with significant environmental benefits like carbon sequestration, improved biodiversity and better livelihoods for producers, all at the same price points.

You can taste the result. Slow coffee is better quality and has a negative carbon footprint.

Join us in building a #BetterFoodChain

## About Slow

Founded in 2018, Copenhagen-based Slow collaborates with Southeast Asian smallholder farmers in Laos, Vietnam and Indonesia. We grow nature-positive coffee and cacao beans, supporting them in adopting regenerative practices to enhance livelihoods, protect the environment and address the significant challenges of climate change, environmental degradation and growing populations impacting our global food supplies.