

Just Coffee /Cafe Justo

...the difference is in the roasting

It is legend that coffee was discovered about 1,500 years ago in Ethiopia when a tired goat herder noticed how active his goats got at night after eating coffee tree leaves and berries. It didn't take long for the curious goat shepherd to discover the miraculous effects of coffee, and soon the word got out!

The legend goes on that as coffee became more and more popular, the coffee growers wanted to prevent the spread of the coffee trees. But this was difficult because a tea like substance was being steeped from the seeds and the

leaves. When people had the seed, it would be possible to germinate the seed,

What to do? The legend says that the seeds were "burnt" to kill them so they couldn't germinate. This seed burning process turned into what we now know as roasting,

which is a process of caramelizing coffee beans to unlock the deep rich flavor and aroma,

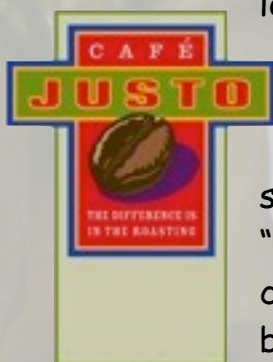
It is impossible to know how roasting exactly came about, but it is a great story.

"The difference is in the roasting" is more than a tag line, it is really the key not just to excellent coffee, but the key to understanding what makes Just Coffee so different.

Because we roast our own coffee we not only control our product from the field to your cup, but we also are participating in the most significant value added step in the

process, guaranteeing you the customer the best price and us the growers the most revenue from our coffee.

Just Coffee is about a direct relationship between the coffee drinker and grower. It is about our cooperative members and our children having the opportunity to work on our ancestral lands and stay here doing what we like best, growing some of the best coffee in the world and sharing it with our friends and customers.



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WHY?

1. **Migration-** it's a hot topic. The facts are that most of the illegal migration through the southern border is by citizens of Mexico and the majority are coming to work. Buying this Just Coffee provides a reason to stay. The cooperative was started so the growers and their families could stay home, in the land of their ancestral lands. But you can't stay home if you are starving and can't get a fair price for a hard work.
2. **Ultimate Green-** coffee is unique among the agricultural commodities because when grown the traditional way it replenishes the soil and re-forests the rain forest. Coffee is never grown in a mono- culture; it must be grown with other shade, cover and even food plants in a symbiotic fashion.
3. **The Coffee is Good-** this high mountain, patio dried, hand selected estate coffee has a remarkable flavor that is never bitter or acidic, smells as good as it tastes and is very consistent because it is never blended with all the other coffees of Mexico.
4. **Decrease Poverty-** coffee is a very labor intensive product that has a huge effect on wages. When a fair price is paid for the coffee, children stay in school, mothers stay home to nurture their children and elders and fairly paid workers are employed to tend and harvest the crop. When prices plunge, the family must forgo all else to pick and maintain the coffee for when prices come back to livable levels. The cooperative always pays sustainable prices. Coffee creates jobs for the poorest that are honest and fair paying when prices are fair and stable. Coffee is grown on the steep side of volcanos where there are no roads or machines to do the work of human hands and minds and feet.
5. **Real Deal Organic-** We are not talking organic twinkies or organic frozen tv dinners here, organic coffee is not only, "cide." free, (pesticide and herbicide) but is fertilized through several complimentary trees that must be close and cide free too. Organic coffees are hand picked and patio dried to assure the best and sweetest coffees possible. This is the Organic that you hope for, not a corporate organic that barely meets minimum standards that can defy logic. Just Coffee in Salvador Urbina is even USDA certified.
6. **Direct Relationship-** why shouldn't you know the person that grows your coffee? Just Coffee is good and wholesome and the growers are proud of their product, and you should be glad to fairly exchange with them. They would love to get to know you and visit you and have you come and visit them and get to know the trees that will be making your coffee, decreasing carbon emissions and feeding families for the next 20 years.
7. **Fair Trade PLUS-** Just Coffee is about so much more than the growers receiving a higher and more consistent payment for their coffee, it is about owning the business that delivers the coffee to you and having the chance for their children to work not just in the coffee fields, but in managing this international company. It is about paying for health care for every grower and their family in the cooperative, re-investing profits from the company back into the community, It is about being owners of the business, not just coffee share croppers
8. **The Difference is in the Roasting-** Roasting is the king of the value added process in the coffee market. Many times the coffee speculators and even the exporters make more money that the men that toil to grow the coffee. But when the cooperative roasts and packages the coffee, then the real profits from this excellent coffee can be equitably divided up and used in the community!



