

MORE THAN FAIR.

MORE THAN
JUST COFFEE.



CAFÉ

JUSTO



THE DIFFERENCE IS
IN THE ROASTING



DISCOVER THE DIFFERENCE

FOUNDED BY FARMERS

The first Café Justo (formerly Just Coffee) cooperative was formed in 2002 by members of the Lily of the Valley Church in Agua Prieta, a town in the Mexican state of Sonora just south of Douglas, Arizona. Our first pound of coffee was roasted, ground, packaged, and sold to market that year.

We have since teamed with cooperatives across Mexico eager to pursue a new model, not just for growing coffee, but for roasting, marketing, and selling the beans as well. This has revitalized rural communities and kept families together. We have been joined by partner Congregations across the United States who are striving to make a positive impact on both sides of the border.



Pick your

We started with Arabica beans because they're delicate, aromatic, and favorable. But for those rougher mornings, we like the extra-caffeinated kick of Robusta. Choose the bean — or the blend — that's right for you.



Shade grown, good for all.

We grow our coffee under shade trees because it produces a better bean. It's also gentler on the land than practices such as clear-cutting, which leads to erosion and nutrient leeching from the soil, both of which cause irreparable harm.



Relieving pressures.

An international drop in coffee prices forced many farmers to leave their fields to find jobs. Because Café Justo sales directly benefit the growers and the roasters, members of our cooperatives don't have to leave their

CALLED TO QUALITY

High mountain plots. Volcanic soil. Shade-grown plants. Hand-picked, high-quality beans. Tasty blends. Café Justo coffee tastes better because we grow it that way.

Of course, there's always room for improvement. We are striving for 100% certified organic coffee and roasting, too. We're nearly there now.

A SUSTAINABLE WAGE

Members of Café Justo cooperatives are paid \$1.60 or more per pound of coffee — higher than even Fair Trade standards, and more than three times the 35 to 50 cents growers are typically paid by standard commercial operations.

Our commitment adds up to more than dollars — or pesos — and cents. It adds up to strong futures. All of the growers and employees of Café Justo, and its member cooperatives, receive medical benefits and a pension plan. Again, that's better than even the best other Fair Trade models, that's why we call it, FAIR TRADE PLUS.

**THE DIFFERENCE:
BUYING CAFÉ JUSTO IS
BETTER FOR EVERYONE**

**TOLL FREE:
1-866-545-6406**

WHO WE ARE

Café Justo is a network of coffee grower cooperatives that grow, roast, package, and ship coffee throughout the USA.

WHY WE DO IT

Sustainable wages, environmentally sound growing practices, and families who are able to stay together on their lands.

HOW WE DO IT

Fair Trade is a good start. But it's only a start. The real profit in coffee comes from roasting the beans, not growing them. By keeping farmers in the process, Café Justo ensures that success is shared equally.

**YOU KNOW HOW
CAFÉ JUSTO TASTES.
NOW DISCOVER WHO
CAFÉ JUSTO IS.**

sales@justcoffee.org

THE DIFFERENCE: GROWING IN MORE COMMUNITIES

UP & RUNNING

- Café Justo Salvador Urbina, Chiapas
- Roasting in Agua Prieta, Sonora
- Café Justo El Águila
- Café Justo Nayarit, El Cordon del Jilguero

IN THE WORKS

Café Justo of Nayarit, Veracruz

Just Coffee Baranderes, Haiti
Café COCANO, Port de Paix, Haiti



www.justcoffee.org

520-364-3532