

Local Economic Development

Buying coffee through this project also promotes sustainable community and economic development. A large portion of the proceeds go to projects designed and organized by local residents. These projects have included: support for small farmers, maintenance and repair of community structures, food packets and assistance for elderly or others with no other resources. General medical, educational, economic and social justice issues are also addressed with the proceeds.



Don Justo beans are handpicked for quality.

The Coffee

Don Justo coffee boasts a delicate flavor, rich aroma and medium body: a result of a careful selection of a variety of 100% Arabica plants. *Don Justo* is available ground or whole bean in Medium Roast, Dark Roast, French Roast, Snickeroo and Amaretto.

To Order

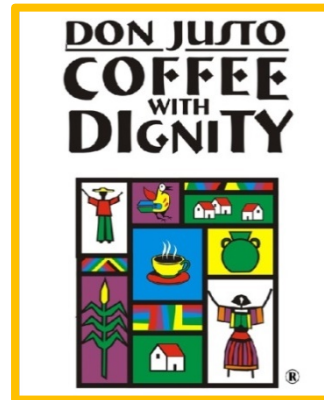
Don Justo comes in 2 sizes: 1- or 5-pound bags; 2 forms, ground or whole bean; 3 roasts, Medium, Dark and French; and 2 flavors, Snickeroo or Amaretto (ground only). Decaf is available in Medium and Dark Roasts and Snickeroo. All are also available in 2-ounce ground sample bags (makes 10 cups of coffee).

You may order your Don Justo coffee online: www.oursisterparish.org or you may email:

donjustocoffee@gmail.com

— Gracias! —

Not just a cup of coffee...
a *JUST* cup of coffee.



Our Sister Parish
www.oursisterparish.org

Don Justo Coffee with Dignity
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Urbandale, IA 50322-4306
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donjustocoffee@gmail.com

DON JUSTO COFFEE WITH DIGNITY

From *Our Sister Parish*



Berlín, Usulután, El Salvador

Buying Coffee for Healthy Communities

Our Sister Parish (www.oursisterparish.org) in Berlin, Usulután, El Salvador, is working with coffee farmers to change the way coffee is sold. When you buy delicious coffee through this project, you (churches, organizations and individuals) can ensure:

- ☛ **Fair prices for coffee growers and workers**
- ☛ **Environmental protection and biodiversity**
- ☛ **Profits are re-invested in Salvadoran communities**
- ☛ **Economic and Social justice**

Coffee & El Salvador

El Salvador is a small mountainous country in Central America with rich volcanic soil and a reputation for hard working citizens. By combining a strong work ethic with near perfect coffee growing conditions, El Salvador's farms have supported their communities by producing excellent coffee.

But current coffee trading practices make it difficult for farmers to earn a livable wage. Each year exporters, brokers, creditors and processors take a larger share of coffee proceeds, leaving farmers and El Salvador's communities with less than 10¢ of every dollar. But there is an alternative.



These are coffee "cherries." Inside each cherry are two coffee beans that after fermenting, drying and roasting, are ground and brewed to make the perfect cup of coffee!

Fairly Traded

Our Sister Parish attempts to follow standards designed to reduce or eliminate inequities found in the conventional coffee trade. Our mission is to promote fair wages, decent working conditions, and sustainable and organic agricultural practices that allow people to earn an honest living with dignity.

For each pound of Don Justo coffee purchased, the funds received are divided into the following 3 categories:

- ☛ 33.5% to the local economy for growing, harvesting, processing, roasting, and grinding
- ☛ 37.2% for administrative and supply costs for things like bags, labels, flavor oils, and shipping
- ☛ 29.3% to the Pastoral Team to fund local social and economic development projects (see other side of brochure)

Sustainable Farming

Coffee farming can be hard on the local environment. Coffee needs to be grown at high altitudes with warm days and cool nights. This usually means on steep hillsides where erosion and chemical runoff is likely. By using a combination of traditional and modern farming methods, farmers working with *Our Sister Parish* protect their soil and water.

4,000 feet above sea level, Don Justo farmers use the traditional shade grown method of coffee farming. Coffee is planted in the shade of fruit trees and taller trees. These trees prevent erosion while providing protection for coffee plants, food and wood for families, and shelter to birds and wildlife.

Farmers also use organic methods to protect the environment. Instead of using chemical fertilizers, they take advantage of the natural fertility of the coffee cherry. Once the beans are extracted from the fruit, the remaining pulp is used to fertilize plants for the following season. This natural process protects the health of the soil as well as neighboring creeks and rivers, while maintaining balance between soil, plants and animals.

Buying coffee directly from *Our Sister Parish* is a delicious way to bring about positive change for Salvadoran farmers and their communities.