

Join the
FAIR TRADE
Coffee Crusade



A partnership between
Your Community
and the
Fair Trade Coffee Company

Raising Awareness while Raising Money!

Fair Trade Coffee Company
104 Elm Street
Westfield, NJ 07090
908-531-1494
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www.fairtradecoffee.org



The Coffees

Peruvian Organic

A medium-bodied coffee possessing a smooth richness, fine tangy aroma and lively acidity which is never aggressive. Produces a well rounded cup, and brings out the best in other beans when used in a blend.

Guatemalan Organic

Grown at altitudes 4,500 feet or higher. A medium to full-bodied coffee, distinctively aromatic, lively and tangy with soft acidity and an almost spicy/smoky flavor. Widely considered to be the perfectly balanced coffee.

Mexican Organic

Grown in the High Sierras of Southern Mexico. A light to medium-bodied coffee with a pleasantly sharp, acidic tone, and a lightly nutty flavor & aroma. Delicate. It's a flavorful cup. Should be served black.

Ethiopian Organic

Grown in the Ethiopian Highlands. A medium-bodied coffee with a smooth, pleasingly palatable acidity and a distinct, soft winery character. Nice lively after-taste. Exciting.

Timor Organic*

A fine mountain-grown Arabica bean, becoming increasingly rare. A rich and smooth full-bodied coffee, exhibiting a thick syrupiness, exquisite acid balance, and a deep, fragrant, complex aroma, with subtle hints of bittersweet chocolate. Slightly smoky/spicy flavor.

Sumatra Organic*

Hand-tended Arabica bean. A uniquely heavy-bodied coffee with low acidity and pleasant nutty aroma. This coffee possesses a distinctive, syrupy, exotic flavor. Truly Unusual.

* Swiss Water Process Decaffeinated also available

The Dark Roast

The French Roast*

The flavor is distinguished more by the degree of roast than by the particular beans used. However, a blend of dense, hard, Arabica beans are used in our French Roast. These beans are found to stand up best to the heat and duration of the roast while developing that signature 'dark-roast' flavor ... a flavor dominated by a smoky, "burnt," quality. Not for the meek of palate.

The Blends

Latin American Blend

A medium-bodied blend of coffee beans grown exclusively in Latin America. This blend possesses a well balanced flavor which highlights the bright, almost sweet acidity typical of the best Latin American coffees. The taste is clean, light and zesty.

Indonesian Blend*

This is a smooth, complex, full-bodied blend of coffee beans grown exclusively in Indonesia. Its subtle nuttiness, gentle depth and slightly dry flavor make it a splendid example of the combination of qualities that distinguish the best Indonesian Arabica beans.

Mocha Java

The Classic flavor of our Ethiopian bean is combined and balanced with our earthy Timor bean to create the world's oldest and most famous coffee blend. Everything depends on the quality of the components, and in this case the result is a delicious full-bodied blend with chocolate overtones on top of rich and complex flavors.

* Swiss Water Process Decaffeinated also available



The Blends (continued)

EquiTerra Blend

This is our fullest-bodied, most complex blend. Coffees from the three growing regions are carefully blended to create a brew evocative of various regional characteristics yet distinct from any single classification. Hence the Name "EquiTerra," meaning Equal Earth. We combine the rich nuttiness and complexity of Indonesian coffees with the snappy tang of Latin American coffees and a touch of fruitiness typical of East African coffees. The result is a robust and well balanced blend with a deep, resonant aroma. The flavor is hearty and well structured, yet elegantly refined.

The Morning Blend*

The undeniably distinctive Morning Blend combines light and dark roasted coffees, creating a complex, hearty coffee. This blend gets its character from the rich, robust and well balanced EquiTerra Blend mixed three to one with the French Roast for that vital, soulful kick!

UniTerra 60/40*

Our most popular blend among the serious coffee lovers... this blend is 60% Indonesian coffee and 40% French Roast. The Indonesian coffees provide the full bodied, nutty richness and the French Roast once again provides that soulful kick. But this time, even more so! This blend is recommended to all the West Coast transplants, and people who just don't get it from the Morning Blend anymore. It is equally satisfying when brewed in an espresso maker or a drip pot.

* Swiss Water Process Decaffeinated also available

The Flavors

- Cinnamon*
- Coconut Creme*
- French Vanilla*
- Golden Butter Nut*
- Hazelnut Creme*
- Raspberry Hazelnut*
- Swiss Chocolate Almond*
- Toasted Praline*

* Swiss Water Process Decaffeinated also available

Not Just Coffee....

The Divine Chocolate Bars

(a partnership between the UK and Ghana)
Both the Sugar & Cocoa are Fair Trade Certified

- Divine Milk Chocolate Bar
- Divine Bittersweet Chocolate Bar
- Divine Milk Choc. w/ Hazelnuts Bar

Chocolate Covered Coffee Beans

The Sugar, Cocoa and Coffee Beans are Fair Trade Certified

- Milk chocolate coffee beans
- Dark chocolate coffee beans

Fair Trade Certified Choice Teas

Darjeeling Tea, Earl Grey Tea, Green Moroccan Mint Tea, English Breakfast Tea, Green Tea with Peach, Organic Chai Spice, Mango Ceylon with Vanilla, Decaf Earl Grey Tea, Decaf English Breakfast Tea

Beautiful Gift Baskets...

- Supremo Gift Basket
- Extra Fancy Gift Basket

Coffee of the Month Subscriptions...

- Full-year Subscription TBD
(12 shipments, one pound each time)
- Half-year Subscription TBD
(6 shipments, one pound each time)

Fundraising Program

The Fair Trade Coffee Crusade...

...is an innovative program designed to:

- Raise money for Community Groups through the on-going sale of fresh roasted "Fair Trade Certified" coffees
- Promote public awareness to the plight of the coffee farmers around the world
- Funnel a portion of the profits from the sale of coffee back to the coffee farmers and their communities

Here's how it works...

The participating group gets \$3.00 for every pound of coffee sold. The average sale of seven pounds a week will net this group \$21.00 a week, or \$1,092.00 over the course of one year (52 weeks). Calls us and we'll get you started. It's easy!

The Need for "Fairly Traded" Coffee

Coffee is traded as a commodity in the global market place and is often sold by the growers at a loss. The middlemen in the coffee industry -- those that buy and sell coffee endeavoring to maximize their profits -- set the price that they will pay to the growers for the coffee. The growers are typically helpless in the process and are often made to feel lucky to have gotten anything for their coffee at all. Thus, the pickers and growers are taken advantage of by the middlemen and loose out -- often living a life of poverty.

What is Fair Trade?

"Fair trade" is a revolutionary concept in action. It is a program that brings together the producer (the coffee grower) and the consumer (the coffee drinker) in a more equitable and meaningful way. The coffee industry middlemen (called Coyotes) are by-passed and a more direct bridge is built between the producer and the consumer.

Building that Bridge...

TransFair USA, a non-profit, third-party organization, has been created...

- * to help organize independent coffee growers into democratically run Cooperatives
- * to establish a fair "minimum price" (called the Fair Trade price) to be paid to the growers for the coffee
- * to certify that the grower is paid the pre-established, Fair Trade price by the Importer/Roaster/Retailer for the coffee
- * to assure that the additional funds raised by the growers are funneled back into their local communities
- * to certify that the Importer/Roaster/Retailer selling coffee as "Fair Trade Certified," did, in fact, purchased the coffee at the Fair Trade price
- * to raise US awareness to the plight of the coffee growers around the world and create a market for "Fair Trade Certified" Coffees in the US

For more info on the Fair Trade Certification process:

www.transfairusa.org

Fair Trade Certification in Action

According to a 1999 TransFair USA survey in Central America, non-Fair Trade coffee farmers received an average of about 38¢ per pound from the middlemen to which they were forced to sell. Thanks to the work of TransFair USA, Fair Trade coffee cooperatives receive a guaranteed minimum of \$1.26 per pound for their coffee, plus a 15¢ per pound premium if it is also certified organic. The extra money raised by the participating growers goes a long way!

Fair Trade Certified coffee is grown on small, family-run farms. Farmers receiving a Fair Trade price for their coffee can afford improved healthcare and housing for their families and can keep their kids in school longer, instead of working in the fields. Receiving a decent price also means farmers can afford materials for the farm, such as a mule to haul the heavy coffee sacks down the mountain (instead of their own backs) and a mechanical de-pulping machine to process the coffee cherries (instead of a slow hand-crank). Some of the revenues from Fair Trade cooperatives are used for community projects, such as building schools and healthcare centers. Revenues are also often used to provide farmers with training in organic farming techniques.



The Fair Trade Coffee Company

The Fair Trade Coffee Company is registered with TransFair USA as an official Fair Trade Coffee Roaster/Retailer. Therefore, each pound of coffee roasted and sold by the Fair Trade Coffee Company is "Fair Trade Certified" by TransFair USA.



Look for the certification label on each bag!

TransFair USA will not only guarantee that the coffee we sell to you is "Fair Trade Certified," but will also assure that the additional funds raised through the purchase of our coffees are funneled back into the farming community -- into the hands of the coffee growers & pickers and most importantly, their children!

Fair Trade Certified Coffees & Blends

Available by the pound

The Coffees	Regular	SWP-Decaf
Peruvian Organic	✓	none
Guatemalan Organic	✓	none
Mexican Organic	✓	none
Ethiopian Organic	✓	none
Sumatra Organic	✓	✓
Timor Organic	✓	✓
The Dark Roast		
The French Roast	✓	✓
The Blends		
Latin American Blend	✓	none
Indonesian Blend	✓	✓
Mocha Java	✓	none
EquiTerra Blend	✓	none
The Morning Blend	✓	✓
UniTerra 60/40	✓	✓
The Flavors		
Cinnamon	✓	Coconut Creme
French Vanilla	✓	Golden Butter Nut
Hazelnut Creme	✓	Raspberry Hazelnut
Swiss Chocolate Almond	✓	Toasted Praline



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