



100% FAIR TRADE

CERTIFIED ORGANIC

JUST

COFFEE CO-OP



At Just Coffee Cooperative,
we believe that it's not just coffee.
IT'S ABOUT SO MUCH MORE.

Travelling to the Gumutindo grower
cooperative in the upland valleys of
Mt. Elgon in Eastern Uganda.

ABOUT

JUST COFFEE COOPERATIVE

In 2000, we met with the coffee farmers of Chiapas, Mexico to hear about their dream of starting a coffee cooperative and connecting with U.S. buyers - buyers who would pay them a decent price for their quality coffee.

At the end of that meeting we left with a mission and dream of our own.

In 2002, nearly two years after our initial meeting in Chiapas, Just Coffee came to life in Madison, WI. Since 2002, justice has been our durable promise -- to every hand we shake and every bean we roast.

A photograph of a man with a mustache, wearing a white long-sleeved shirt, sitting on a large sack of coffee beans. He is looking thoughtfully to the right. The background is a white brick wall with a small framed picture hanging on it. The lighting is natural, highlighting the texture of the sack and the man's features.

Coffee farmer of the Maya Vinic Grower Cooperative in Chiapas, Mexico. The Maya Vinic and Yachil grower cooperatives in Chiapas were Just Coffee Co-Ops first farmer partners and our longest relationships to date.

Jennifer of the Gumutindo Grower Cooperative in the upland valleys of Mt. Elgon in Eastern Uganda during a farmer visit in April 2012.



OUR GOALS THEN [AND STILL ARE]:

- ★ To meet and build long-term, more equitable partnerships with incredible small-scale farmers like our friends in Chiapas, in order to change the way the coffee business works.
- ★ To import our partners' coffee to the U.S. and roast it to perfection, bringing out its absolute best expression.
- ★ To honor our partners' hard work and expertise by telling their stories of incredible triumph and growth.

Voted Madison's Favorite coffee roaster since 2010,
we do justice from the grounds up.



Matt Earley, Co-Founder of Just Coffee, and farmers of the Las Marias 93 Grower Cooperative in Usulután, El Salvador.

TRANSPARENT & FAIR BUSINESS

When Just Coffee began, we knew nothing about the coffee business. This, we found, was more often a blessing than a curse. We happily stumbled through buying, roasting and selling coffee, and decided to be completely open about how we did it.

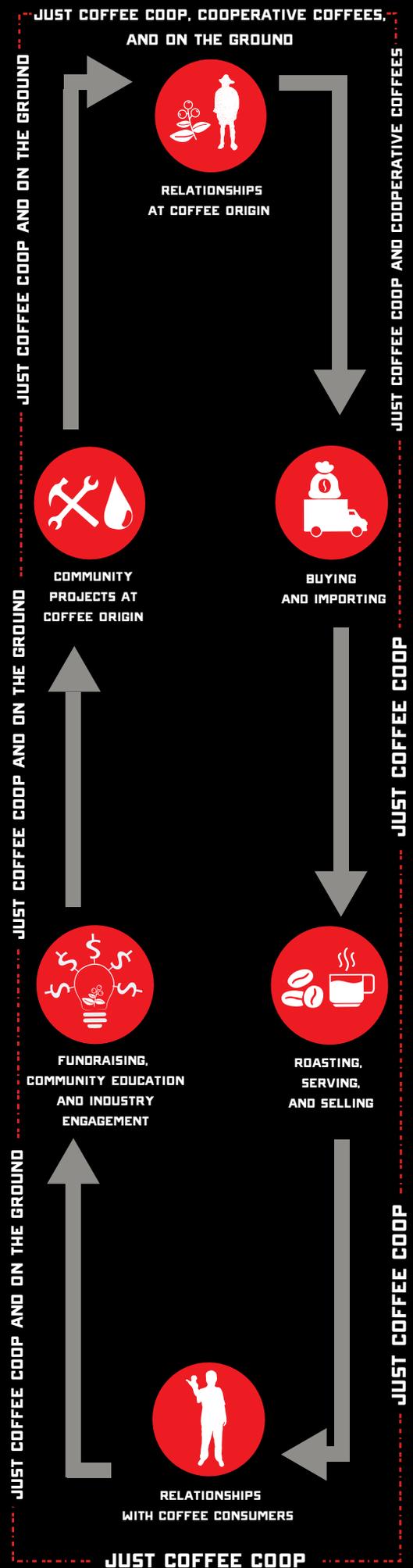
We recognized a simple equation – money equals power. Power and money are added up through the activities of markets. To build a democratic world we need democratic markets that work for everyone. Democratic markets are dependent on transparency so that we understand exactly how they work and how their interactions affect us. The coffee business has been a poster child of undemocratic and nontransparent trading. We've decided to take on that history by proving that it is possible to do good, make money, and share the wealth.

THE JUST COFFEE SUPPLY CHAIN

We see that the supply chain is not a straight line, but a cycle where farmers, roasters and coffee drinkers connect in real life. We strive to build, grow and maintain that connection.

We offer complete transparency in our supply chain, including all of our contracts with farmer co-ops. You can view the farmer co-ops that we work with and their contracts on our website at justcoffee.coop/transparency.

Beyond paying a decent price, we work with our partner organization, On The Ground to support farmer-led development projects in coffee countries.





The quality and deliciousness of the green coffee we buy is a direct reflection of careful cultivation from the people who grew it. Our relationships with our farmer partners allow us access to some of the world's finest organic heirloom coffees.

AWESOME COFFEE

We strive to respect and elevate our coffees through a meticulous hands-on approach in our roasting lab. We offer signature single-origins and seasonal blends that reflect years of artisan-roasting and sourcing refinement.

We honor our relationships with growers by consistently roasting their coffee to perfection. Our coffee is roasted on both a cutting-edge air roaster and an old-fashioned drum roaster, allowing us to unlock a wide spectrum of amazing, singular tastes.

ROASTED TO PERFECTION

Through our years of experience and growth, we're able to offer a full range of coffees from rich, full-bodied dark roasts to bright, fruity and unique light roasts.



MORE THAN JUST COFFEE



Since 2013, we've worked with our partner organization, On The Ground, to support farmer led development projects in coffee countries.

Helping farmers plan for a more diverse livelihood and lessen dependence on coffee is an important component to building international community resilience for a truly sustainable coffee industry. With On the Ground, we have supported a water project in Chiapas, Mexico and a coffee rust relief campaign in Esteli, Nicaragua.



onthegroundglobal.org



Project Chiapas



Inauguration celebration of the water project in Aurora Esquipulas, Chiapas.

Project Nica



Heather Abraham of Traverse City, Michigan and Lucia Olivas of the Las Diosas grower cooperative in Esteli, Nicaragua mixing fresh compost for new coffee crops.