



Quality

The key to receiving consistently high quality coffee, rests in our capacity to clearly identify characteristics for roast profiles and match these to our partners' offerings at source. We work shoulder to shoulder with our partners to cup and classify coffees and to promote clear steps for quality improvement. We are encouraged by our producer and roaster partners' enthusiasm to continually improve performance.



Communication

We strive to maintain close and regular communication with our producer partners via telephone and Skype calls, the written word and site visits in their communities and in ours. We want to understand the multitude of challenges that producers face in their daily operations and to discover collective solutions. We also want our producer partners to understand the challenges we face in today's Fair Trade and conventional markets.



Prices

With the costs of organic and Fair Trade certification on the rise, and with local inflation soaring, we got the message loud and clear from our producer partners, "Coffee prices need to keep pace!" In 2005 we agreed to raise our minimum price to \$1.51 and increment that price .05 per year the following two years. Our current minimum FTO price is \$1.61/lb. In today's market, the actual price paid is, of course, much higher.