



OCT 2008



THE JUST TRADE CENTER

Dedicated to creating alternatives to migration by expanding the Cafe Justo/Just Coffee model of cooperative ownership and control across borders and communities.



COFFEE
RIPE ARABICA

THE 2008-9 CROP IS HERE
AND IS BEING PICKED AND DRIED NOW

The harvest has begun in El Piñal and Salvador Urbina for the 2008 - 2009 coffee crop. Soon it will begin way up high in El Aguila as well.

HAPPENINGS IN AND AROUND JUST COFFEE

Coffee Things

November

The Coffee Harvest

The harvest is fully underway in Chiapas and just finishing in Veracruz. Pray for enough sunshine to dry the new harvest.

December

Highest Coffee Sales

All the coffee shipping is from the current 2008-9 crop by now! November and December are the months with the highest coffee sales

January

Dry Season Begins

This is when the coffee growers prune the coffee trees, transplant from the nurseries and do the first mulching of the coffee fields.

A Taste of Chiapas Event in



Phoenix, email dabbott612@yahoo.com for more information

February

Shade Tree Management

Now is the time to prune the shade trees so the coffee trees below get the right mixture of sun and shade, roughly 50%.



HERE COMES THE NEXT CROP

The harvest has started in El Piñal, Veracruz and Salvador Urbina, Chiapas. This year's crop is just starting to arrive to the roaster in Agua Prieta and we have to say that it is outstanding. There are still a few sacks from the 2007-8 crop to finish up, but the preliminary cupping, (taste testing) of the 2008-9 crop is excellent. The same light and crisp taste and all the flavor and aroma we have come to measure all coffees against is present once again.



The time for the harvest varies by altitude and rainfall patterns. Generally the higher the elevation the later the harvest. So Salvador Urbina,

at 3,000 feet above seal level harvests in October and November, where as El Aguila, near 5,500 feet harvests in November. and December. Rainfall patterns also effect when the coffee is harvested. Usually coffee is picked at the height of the rainy season which is now in Chiapas!



Coffee is picked when the coffee cherries are at their ripest, this is when they are most red and the sweetest!



Café Justo announces the first price change that goes into effect in October/November 2008.

Just Coffee / Café Justo is changing the prices of all its coffees for the first time in its 6 year history. It was a difficult decision for the cooperative, but rising costs and increasing cash flow needs made the increase inevitable. We are pleased that Café Justo remains competitively priced in comparison to the comparable coffees, for example Equal Exchange at \$9/12 ozs, or Café Campesina at 10.45 per pound. Even Starsomebody- is at \$13.45 per pound for Organic Shade-grown... thanks for your understanding and support.



Brief Description of the Coffees and the New Prices:

Prices as always are the same for ground or whole bean, dark or regular roast. Email sales@justcoffee.org to learn more about the special partner pricing.

100% Pure Arabica, the Original- naturally light and sweet enough to drink black. \$9 per pound, \$42 for the 5-pound bag

Decaf,- A great choice for late night or those extra sensitive to caffeine. \$10 per pound, \$47 for the 5-pound bag



The road to Salvador Urbina begins the Ruta del Cafe, (The Coffee Trail or Route), through the mountains in southwestern Chiapas. Union Roja in a sister community.

100% Pure Robusta- high-octane for when smooth regular is not enough! \$8 per pound, \$31 for 5-pound bag

100% Pure Marago- our premium coffee with the big beans and deep rich chocolaty taste. \$14 per pound, \$65 for the 5-pound bag

Our blends of 50% Pure Arabica and 50% Decaf, AND 50% Pure Arabica and 50% Robusta- for those who want something in-between; \$10 per pound, \$47 for the 5 pound bag

Participate in the Expansion of Justice and Hope

The Just Trade Center is currently working with two communities in Chiapas, one in Veracruz, one in Nayarit and two in Haiti. The idea is the same, to reproduce the a fair and just model of economic exchange between customers and producers. Please consider donating to the Just Trade Center online a www.fronteradecristo.org (designate for JTC) and or send your check to:

Just Trade Center,
P.O.B. 1112
Douglas, AZ 85607

Where does your money go?

This is a simple pie chart that shows how the cooperative spends the money it receives for the coffee. Revenues will be over \$400,000 dollars in 2008! Your money also "spins" around the communities where the growers live bringing all sorts of benefits. This type of just business not only helps the growers and customers, but has a predictable impact on migration and families, providing a secure financial foundation for people to remain at home with family and children, thanks ...

