

JustCoffee's business plan ensures that every cooperative member is an equal part-owner. Each year they elect a member board to monitor the operation. The business plan regulates growing practices and distribution of income based on sustainability and the common good. For example, employees receive a fair wage, the growers have a pension plan and family health insurance and child labor is not allowed.

Practices which ensure quality, freshness, and sustainability:

- JustCoffee is 100% organic. It is **free of pesticides and chemical fertilizer** because of mixed planting. The small parcels of land are located on the slopes of volcanic mountains where the coffee trees are interspersed with banana plants grown under mango and other shade trees. The diversity of plants confuse coffee-loving pests, and the fallen leaves add fertilizer to the rich volcanic soil.
- No machines are used on the estate. Coffee trees are planted, pruned, and harvested by hand. Most growers walk to their parcels and carry the harvested cherries home on their backs in 100 lb recycled gunny sacks.
- The beans are hulled, washed, and **sun-dried** on the back patios of the grower's homes for 8-11 days.
- The beans are roasted by hot air so they are never burnt or bitter.
- The roast date and grower's name is stamped on the vacuum-sealed bag
- JustCoffee guarantees shipment within a week of roasting.

JustCoffee cooperative has changed the way of life for the growers. Their families no longer need to send the young men north to look for work. They receive a steady monthly income instead of a one-time payment at harvest. The children can attend school even during harvest. The town has clean water. No one has gotten rich: As new customers and partners are found, new growers are allowed to join the cooperative.