

CAFÉ JUSTO: TOWARD A SUCCESSFUL 2026

Addressing the 2025 Challenges

As Café Justo looks forward to 2026, they recognize that the year ahead will be shaped by the challenges and lessons of 2025. The past year has been marked by significant hurdles—chief among them are supply shortages, cash flow difficulties spurred by rising costs, and a landscape of uncertainty around import/export requirements and tariffs.

The leadership of Café Justo reached out to Frontera de Cristo (FDC) seeking support in several areas, to position itself to avoid the challenges faced in 2025 that caused inconsistent coffee delivery to the churches, farmers market vendors, organizations, and individuals who have been faithful partners of Café Justo in creating relationships across borders and addressing root causes of migration.

Supply Shortages: Acquiring a Sufficient Supply for 2026

This year, there were weeks in which the Café Justo roaster in Agua Prieta had no coffee to roast. The FDC board voted to use its revolving fund and reserves to extend a loan to Café Justo so that they can buy sufficient coffee at the beginning of this year's harvest, which is coming in now, in order to avoid any disruption of coffee shipments due to lack of coffee. Historically, Café Justo has shipped coffee up to the border in small batches throughout the year. With this loan from FDC, Café Justo will ensure that the coffee needed to supply its customers will be shipped and stored in Agua Prieta as soon as it can be processed following harvest.

Cash Flow Challenges: Managing Rising Costs

2025 saw record-high prices in the coffee market, driven both by supply-side disruptions and by increased demand. The cost for green coffee beans, shipping, packaging, and even utilities have surged. For Café Justo, these rising expenses were exacerbated by not having coffee to roast and export for weeks at a time. This has directly impacted cash flow, making it more difficult to invest in growth initiatives, maintain staffing levels, and fund community projects.

In addition, Café Justo has never raised prices to meet the realities of inflation. We are working with them to analyze the cost of cultivating, processing, marketing, and shipping their coffee, as well as doing a market study of coffee prices of comparable coffee. There will be a need to raise prices more significantly than if they had done so years ago, to take inflation into account.

Together with Café Justo, we will be engaging their loyal customer base through transparency of price adjustments, ensuring that customers understand the reasons behind the changes. The question we'd like your help with is whether to raise prices on the pound package, or to move to a ¾ pound (12oz) package, thus increasing the price per ounce through slightly smaller packaging, which will help to maintain the price per bag as close as possible to the same price as it is today. Please email us (mark@fronteradecristo.org, adrian@justcoffee.org and carmina@justcoffee.org) with your thoughts on the best ways to increase the price of coffee.

To minimize the price increase, Café Justo is also implementing tighter financial controls and focusing on improving operational efficiency, seeking to ensure Café Justo remains resilient, competitive, and committed to our mission.

Café Justo's response to this year's challenges will be multifaceted, with the goal of minimizing disruptions and delivering high-quality coffee to their customers in a timely way. Café Justo's mission remains unchanged: to cultivate relationships across borders by providing high-quality coffee while supporting our communities. With the lessons of 2025 guiding us, Café Justo is well-positioned to thrive in 2026 and beyond.

We are grateful for their invitation to work with them and we cherish your prayers and suggestions. ☐