

The Difference Is In The Roasting!



... *and THAT'S* what makes the
Café Justo coop model *DIFFERENT!*

First, the coop roasts its own coffee

which allows for the community to benefit from the value added in all aspects of the coffee supply chain. The benefits the farmers and community receive because they maintain the value-added:

- Higher price to the farmers for their green beans;
- Health and Retirement Benefits for all farmers, employees and their families;
- Jobs created outside of the agriculture sector;
- Profits to grow the capacity of the cooperative;
- Profits to help with community improvements

Secondly, Café Justo does small batch roasting in a hot-air roaster that produces a much more consistent and cleaner roast.



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