

WHAT IS 'CERTIFIED ETHICAL'?

Diaconia Nacional, a Honduran partner organization which provides agricultural training in coffee producing communities in Olancho, awards the designation of 'Certified Ethical' when coffee growers "commit themselves to the highest standards of ethical conduct, respectful and fair treatment of their employees and labourers, commitment to quality, and to protecting and preserving the environment."

There is no cost to the farmers to participate in the 'Certified Ethical' program.

WHAT IS DIRECT TRADE COFFEE?

There are no brokers or middlemen in the Rio Olancho Direct Trade Coffee Project. Providing that the coffee beans meet the highest standard for quality, full payment is made directly to the coffee producer. There are no fees, commissions or administrative charges. In addition, the 'Project' provides additional funds for training events and for equipment to further improve the quality of the coffee.



Edwin Espinosa (above), a trainer with the Honduran Coffee Institute (IHCAFE) conducts a quality control workshop with a group of Rio Olancho coffee producers (below)



Rio Olancho Direct Trade Coffee is processed and prepared for export at the modern COCAOL facility in Santa Maria del Real



Highly trained workers at COCAOL conduct a triple hand-sorting to remove any defective beans and ensure premium quality



Email: info@carpenteros.ca
Website: www.rioolancho.com
Facebook: Rio Olancho Direct Trade Coffee

RIO OLANCHO DIRECT TRADE COFFEE

100% Community Transformation
ZERO % Middlemen

PRODUCT OF HONDURAS 454g


CARPENTEROS
AND FRIENDS

Rio OLANCHO
'DIRECT TRADE'
COFFEE
MEDIUM GROUND

IMPORTED IN PARTNERSHIP WITH THE CARPENTEROS AND FRIENDS • www.carpenteros.ca

Thank you for purchasing this superior Honduran DIRECT TRADE coffee. Your support not only benefits the coffee producers, but also provides health, nutrition and education programs in communities throughout Honduras.

Porque por gracias sois salvos (El 2:8)

 DIACONIA NACIONAL DE HONDURAS
'CERTIFIED ETHICAL COFFEE'

ARABICA • SHADE GROWN • ORGANIC

GROWN WITH PRIDE BY THE COFFEE PRODUCERS OF OLANCHO • www.rioolancho.com

Diaconia Nacional 'Certified Ethical'

Fair Payment • Fair Wages and Practices
Shade Grown • Environmentally Responsible



The founding group of producers from El Carrizal



Juan Breanel (dark shirt) delivers his crop of green coffee beans



Rio Olancho participant Rolando Guifarro at his coffee field

The Rio Olancho Direct Trade Coffee Project is an amazing success story, made possible only by the commitment and hard work of coffee producers in remote communities throughout Olancho Department. Beginning in 2009 with just six producers in the village of El Carrizal, the project now involves nearly 60 growers from a dozen communities.

Prior to this project, these small-amount producers received just a fraction of the market price for their 'supermarket grade' coffee. But with encouragement from The Carpenteros and Friends and Diaconia Nacional – an agency of the Christian Reformed Church in Honduras – these growers took a leap of faith as they focused on producing the highest quality coffee possible.

Through field visits, workshops and one-on-one training provided by Diaconia Nacional and the Honduran Coffee Institute (IHCAFE), the Rio Olancho coffee producers learn how to achieve the highest quality at each stage of growing, picking, sorting and preparation of their strictly high-grown Arabica coffee.

Producers are also taught to protect the delicate mountain environment. The coffee is shade grown using organic fertilizer and natural insect control methods, and the natural habitat is protected for tropical and migratory birds and other wildlife. By adhering to these environmental practices and ensuring fair wages and safe working conditions for employees and pickers, Rio Olancho coffee has earned the Diaconia Nacional distinction of being 'Certified Ethical.'

Once picked, the coffee is dried and the husks are removed, and it is inspected for quality before being processed at the modern COCAOL facility in Santa Maria del Real. As part of the emphasis on quality, any defective coffee beans are removed through triple hand-sorting by experienced sorters.

Finally, before being deemed export-worthy, the coffee is cupped and scored by a panel of experts, and must achieve a rating of 'excellence'. All farmers whose coffee is accepted for export receive a 30-percent premium over the current global base price, with a

further premium paid for exceptionally high scoring coffee. This payment schedule was developed with input from the coffee growers, and not only rewards their hard work but also creates an incentive for achieving even higher quality.

And the training continues after the harvest, as producers again meet with IHCAFE trainers to participate in a 'Cup of Excellence' competition and taste how their quality-control efforts are achieving a premium flavour.

The Rio Olancho project has grown to involve 60 producers from a dozen communities who are providing 30,000 pounds of high quality coffee. And, because of the success of this project and its incentive for those who are committed to quality, more and more farmers are asking to become part of the project.

The hard-working Rio Olancho coffee growers take tremendous pride in their coffee. They sincerely hope you enjoy their coffee, and they thank you for the support that allows them to provide a better future for themselves, their families and their communities.

Rio Olancho growers are proud of the quality of their crop



Project funds provided greenhouses for drying the coffee beans



Many of the Rio Olancho growers following a training session

