



# Locally Roasted Coffee on a Sliding Scale

## INTRODUCING CHAJULENSE COFFEE & OUR NEW PARTNER, TRIFECTA!



Last month our friend and neighbor, Thomas Isole owner of Trifecta Coffee Company, had an idea: what if MoGro offered Trifecta's locally roasted coffee on a sliding scale? After taking some time to think it through we decided that we would be happy to give it a shot. We feel confident about our decision because Trifecta is a socially-minded coffee roastery and cafe (less than a mile away from our office) that is committed to supporting communities near and far. Starting next week we will offer Chajulense coffee as an on the side item that you can add to your MoGro order! This particular Guatemalan coffee has a medium body and bright acidity with a naturally fruity finish.

Chajulense coffee is produced in Guatemala by the Ixil people, an indigenous group of Mayan descent. From 1960-1996, the Ixil were caught in a civil war between leftist Guerrillas and the Guatemalan government, which killed several hundred thousand people. In the years following the civil war, countless nonprofits moved into the area in efforts to help, but not many had a lasting effect, until The Coffee Trust, a New Mexico-based nonprofit directed by Bill Fishbein, emerged on the scene. Bill engaged local farmers by introducing a concept called "campesino a campesino": farmer to farmer. This approach encourages farmers to share their skills with each other in order to solve local challenges. As part of the campesino a campesino approach The Coffee Trust helped farmers in Guatemala produce effective micro organisms (EMs) to eradicate a fungus that was killing coffee crops. The region now produces its own EMs and the local farmers train each other on how to use the EMs to combat the fungus. This operation is now self-sufficient and no longer relies on The Coffee Trust to fund the process. Their production is up 70% from 2014 when the fungus first took over.

Trifecta donates 5 cents of every pound of green coffee they roast to The Coffee Trust because they realize that farming isn't just about product, it's also about the farmers & communities it comes from. Additionally, Trifecta hosts two fundraisers yearly: National Coffee Day Sept 29th and First Cup (on New Year's Day) where they donate 100% of profits to The Coffee Trust. On fundraising days, staff donate their time and some vendors donate product.

We're excited to be partnering with Trifecta because we believe that their support in The Coffee Trust speaks to who they are as a business. In a recent email from Thomas, he wrote, "Trifecta Coffee Co. realizes that the farm is not the coffee plants but instead it is the human farm, the people who work the land. Without the work of organizations like The Coffee Trust, we might not have such an amazing product like Chajulense coffee."

Keep your eyes peeled for the new product on our shopping website next week!

### This Week's Share Items & Farms:

- |                |            |                      |
|----------------|------------|----------------------|
| Living Lettuce | Mushrooms  | Schwebach Farms      |
| Carrots        | Grapefruit | White Mountain Farms |
| Zucchini       | Bananas    | Silver Leaf Farms    |
| Bell Peppers   | Bonus      |                      |