

Connections: Oromia



Taste the history with three new Ethiopian blends offered by Just Us! Grown in the unspoiled forests in rich, volcanic soil of Southern and Western Ethiopia, these pure coffees signify a return to the roots of coffee.

Harar: A bold, full-bodied coffee with a rich aroma and deep, earthy flavor.

Yirgacheffe: Ripe berry sweetness with herbal and floral accents - truly distinctive.

Sidamo: Balanced acidity with citrus fruit and spice, leading to a clean finish.

In purchasing organic, Fair Trade coffee, your local action is directly helping to create a fairer economy in Oromia and supporting environmental sustainability.

Legend has it that Kaldi, a goat herder between 300 AD and 800 AD living in the Kaffa region of Ethiopia, noticed his goats grazing on the red berries of the coffee tree. His goats were lively and energetic well into the evening! Kaldi tried the berries himself and brought them back to his village, where monks discovered that roasting them would produce the beverage we all enjoy. Coffee is now part of the fabric of our social connections, joining neighbours, friends, and families in celebration and comfort.



Fair Trade is an alliance between marginalized producers and consumers that empowers small farmers, giving them greater dignity and a fairer price for their products.

Just Us! is committed to being producer-focused by developing personal and long-term Fair Trade relationships that adhere to and go beyond the basic principles of Fair Trade. By acting as a long-term partner, Just Us! supports business development and community initiatives.

Visit www.transfair.ca for more information about Fair Trade



"To me, Fair Trade means a buying and selling process in which humanitarianism has a big part. It is creating a family relationship between peoples who live on this planet."

Tadesse Meskela, General Manager, OCFUCU



People and the Planet before Profits.

For more information about Just Us! products, including Fair Trade and organic coffee, tea, chocolate, and sugar, or for information on the Just Us! cafés, please visit: www.justuscoffee.com

JUDES is a non-profit organization that educates about the social, economic, and environmental benefits of Fair Trade and helping people to live lightly and justly on our planet. For more information, please visit www.judesfairtrade.ca



Name: Oromia Coffee Farmers Cooperative Union (OCFCU)

Country: Ethiopia

Date Established: 1999

Members: 129 cooperatives, representing 800,000 families

Products: Arabica coffee varieties (Harar, Yirgacheffe, Limu, Sidamo, Jimma, Nekemte), spices (ginger and cardamom), and fruit (papaya, mangos, and avocados), bee keeping, coffee tourism, cashew nuts

Social Premium Programs: Schools, clean water access, bridges, access to electricity, food security projects, and a health clinic

Other Projects: Featured in the award-winning documentary *Black Gold* (www.blackgoldfilm.com)



Life has been difficult for the millions of farmers in the Ethiopian coffee industry. Rapid fluctuations and recent drops in the world market price have forced farmers to operate at a loss.



“With the extra income from the coffee sales we have built a school and given a dividend to our members who are now able to pay school fees for their children.” *Dulecha Gobena, Chairman, Kilenso Resa Cooperative, OCFCU, Yirgacheffe*



Thanks to the Oromia Coffee Farmers Cooperative Union, the lives of thousands of families have greatly improved. Each co-operative provides 70% of the net profit as dividends back to the member-farmers and reserves 30% for capacity building and community development projects. It is for this reason that OCFCU has been able to build schools for children, provide clean water, support road infrastructure (e.g. bridges), improve access to electricity, support local food security projects, and create local medical and health clinics. OCFCU also provides credit and technical support for farmers to diversify their crops.

Through Fair Trade premiums, farmers are able to provide food for their families. Farmers also use their extra income to repair homes and purchase livestock.

Many families have been growing coffee for generations, returning to organic production by growing their coffee with food crops and using natural fertilizers to improve soil health. Grown beneath the shade of acacia and oak trees to produce a high quality coffee and support bird-friendly habitats, the coffee cherries are hand-picked when ripe by these dedicated producers.



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