

Connections: RAOS



Just Us! is pleased to offer a new single-origin coffee from the RAOS Co-operative in Honduras. We love the chance to bring our customers another star coffee, but also to share the story of these remarkable farmers.

Using artisanal craft roast techniques, we've fine-tuned this roast to create a well-balanced coffee that enhances the natural, sweet caramel flavors. With hints of citrus, a medium acidity, a smooth body, and a chocolaty finish, this coffee reflects the unique landscape of the Marcala region of Honduras — some of the best coffee lands in Latin America!

Not only is the coffee great, but there is nothing better than being able to work with a cooperative that shares our passion for excellence. In fact, RAOS is now sharing its expertise in growing high quality coffee with other coffee producers in the region.

"With the Fair Trade price, I was able to buy some more land to produce coffee and maintain my farm. Our family's standard of living and health have improved with the added revenue from a better price."

— Eugenio Perez Dominguez, RAOS farmer



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 certification.

Quality is not RAOS' only strength. This co-operative has pioneered organic farming, overcoming doubt and lack of information to unite their producers in the commitment to organic, sustainable production for all communities, the region, and the country.

Most RAOS members farm on extremely steep terrain. Shade trees, including fruit and native forest species, are used to improve biodiversity and promote soil conservation.



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! coffeehouses, please visit: www.justuscoffee.com

Thanks to Miriam Elizabeth Pérez (RAOS Manager), Jeff Moore, and Tom Walsh for photos and information.

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



Name: Regional Co-operative of Mixed Organic Agriculture of the Mountains (RAOS)

Country: Honduras

Date Established: 1997

Members: 200 members
(24% women)

Social Programs:

Agricultural assistance for farmers; health programs; & a women's development organization, addressing social issues including domestic violence and the abuse of women.



Honduras is a country of great beauty, but is also one of the poorest in Latin America. The traditional economy has focused on export cash crops, like coffee and bananas, but low prices, institutionalized corruption, and unsupportive national policies keep farmers in poverty.

RAOS seeks a just and humane life for its members, with families realizing economic, social, and cultural sustainability, in harmony with nature.

"Co-operatives function as economic and social systems, based on meeting the needs of the community. The union of the members in solidarity achieves greater strength, a just sharing of profits, and the support of people facing common problems."

— Miriam Elizabeth Pérez, Manager, RAOS

The Lenca are one of the largest and most organized of the indigenous people in Honduras, and many RAOS farmers are Lenca. Many Lenca live in remote mountainous areas that lack services such as running water, roads or transportation.

Although the Lenca have not retained their language, they are working to retain their cultural heritage. Fair Trade coffee is a key component to their cultural, economic, and social future.



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