



Blenz The Canadian Coffee Company



CERTIFIED ORGANIC
Certified Organic by
Quality Assurance International



Growers First
Growers First Coffee

Growers First™

Available in Canada only at Blenz Coffee starting November 15th, 2004

COFFEE WITH A CAUSE

Much of the world's coffee is brought to market without much thought to the environment it is grown in or the people who pick it. Poorly grown, low-grade coffee for which farmers are paid just pennies a pound is often what people end up buying for their homes. Blenz Coffee has always felt that our relationships with others and the quality of the coffee we serve are the most important aspects of our business. This holiday season Blenz Coffee is proud to offer you our Christmas Roast from Growers First.



WHAT IS GROWERS FIRST?

Established in 2000 as a Non-Profit organization, the mission statement of Growers First is to help local indigenous farmers in the **Oaxaca** region of Mexico improve their lives. The Oaxaca region was in danger of losing much of its world famous coffee crop. Due to poor prices, small family farmers were replacing their Heirloom coffee plants with other crops. Growers First assists these farmers in meeting international standards for Organic Certification and then aides in accessing

markets, ensuring that all profits return to the farmers and their communities. Growers First has recently started working in Africa and Indonesia.



HOW GROWERS FIRST COFFEE MAKES A DIFFERENCE

Certified Organic

Growers First coffee is Certified Organic by Quality Assurance International, a worldwide organic industry overseer.

Naturally Grown

Growers First coffee grows Wild on the mountain slopes of the Oaxaca region of south-central Mexico. Allowing coffee to ripen slowly under natural conditions ensures a low impact on the environment and increases the flavour of the bean. It makes for an amazing cup of coffee.

Picked by the People who own the Crop

Coffee "cherries" do not ripen all at the same time. To ensure the highest quality coffee, cherries must be picked individually and only when ripe. Machine "pickers" often end up picking green coffee beans.

To learn more about Growers First, read the stories from the mountains and see photos of where this coffee comes from, please visit www.growersfirst.org

Blenz Coffee feel good, feel better™