

DRINK COFFEE. DO GOOD.

LAND OF A THOUSAND HILLS

Though the coffee growing villages are scarred by one of the history's worst cases of genocide, the determination and prayers of the Rwandan people have resulted in this miracle of specialty coffee. A coffee that is helping to eradicate poverty in one of the world's poorest countries.



What Can a Simple Cup of Coffee Do? The Rwandan Coffee Project

Coffee with a Story.

Drink Coffee. Do Good. Is it really that simple? Welcome to Land of a Thousand Hills Coffee, where you can have a high quality cup of coffee that provides a Living Wage to coffee growers, micro-finance loans to widows, and engages redemption in a very tangible way across the world. Land of a Thousand Hills Coffee is on a mission to provide excellent coffee, support sustainable economic development, and to be a catalyst for reconciliation in Rwanda.

Rwanda is a country blessed with ideal conditions for growing coffee: rich volcanic soils, high elevations, and plenty of rainfall. Through careful stewardship of resources comes a quality of coffee that ranks among the most valued in the world. In fact, the quality of this coffee commands a premium, and Land of a Thousand Hills pays higher than fair trade prices for Rwandan

specialty coffees. This allows cooperative families to send their children to school, purchase insurance, and build health clinics.

After enduring years of civil strife, Rwanda has emerged as a country dedicated to ethnic unity. Rwandans have a desire to not rely on charity, but be self-sustaining. Working side by side in the fields and at coffee washing stations, formerly warring countrymen move closer to achieving lasting reconciliation. Coffee growers have a new focus, progress!

More than a decade has passed in Rwanda since the war. Why do we not hear the most powerful story? The story of the transformation of a country once divided by ethnicity- to a country uniting in Christ. A story of reconciliation, redemption, and salvation. A story of a country that is inspired to change. You can help. Drink our coffee.

Healing and Reconciliation: Doing Good with Coffee

Coffee with a Story:

Redemption

Transformation

Healing

Reconciliation

Stewardship

Justice

Enterprise

In 1994, Rwanda, a country divided by ethnicity, suffered the fastest genocide in the history of the world. More than 1,000,000 Tutsi and sympathetic Hutu were massacred with clubs and machetes in just 100 days, genocide the western world chose just to ignore. In the wake of the genocide, the Rwandan people and government realized that true forgiveness could only be achieved through salvation and the reconciliation of one another through Christ.

The nation of Rwanda began to pray for opportunities that would provide platforms for reconciliation- community projects. The answer for many Rwandans would be a partnership between PEARL Project and USAID. In 2001, over 30,000 independent Rwandan farmers switched from growing low grade coffee cherries and sustenance crops to Arabica bourbon coffee- a coffee with the potential for becoming the finest in the world when properly processed.

This process requires that coffee cherries be individually plucked at the moment of ripeness, rushed to community wash stations where Rwandans, irrespective of their ethnicity, work side by side. Bad cherries are weeded out and only the finest beans are cleaned, fermented, and hand selected.

“Suppose a brother or sister is without clothes and daily food. If one of you says to him, “Go, I wish you well; keep warm and well fed,” but does nothing about his physical needs, what good is it? In the same way, faith by itself, if it is not accompanied by action, is dead.”
James 2:15-17

Their destination is the Specialty Coffee Market miles away in America.

For every bag of Land of a Thousand Hills Coffee sold, the grower is paid a Living Wage and an additional \$1 is invested in a micro-finance program designed to help genocide widows become entrepreneurs in their own communities. By purchasing a 12 ounce bag of Land of a Thousand Hills Coffee, you are investing up to \$3 in the Rwandan economy- blessing the work of Rwandans determined to rebuild their country and their hearts.

As Reverend Matthew S. Mayes, a coffee ambassador in Colorado, shared, “Not only is this coffee excellent, but it encourages reconciliation, supports healing, provides a living wage, and opportunities for widows to support themselves. When you think about it, every time you drink coffee you have a choice. You can support oppressive coffee businesses or engage with God in mission through coffee.” So next time you reach for a cup, make sure it is Land of a Thousand Hills Coffee.

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