

MISSION

Since 2003, Growers First has empowered leaders in developing countries, through farm programs, to recruit and organize resources that keep communities together for the rural poor. Growers First listens to the needs of remote farming families and responds with direct training and on site assistance including:

- Direct Buyer Relationships*
- Data and Governance Tools*
- Organic Certification*
- Agricultural Education*
- Micro-Finance*
- Leadership Conference & Training*
- Relief and Medical Aid*
- Outreach & Missions*
- Building Partnerships with Churches, Governments & other nonprofit organizations*



Growers First is a charitable organization building economic and community sustainability for indigenous farmers in:

- Mexico**
- Honduras**
- Indonesia**
- Rwanda**



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SMALL FAMILY FARMERS

Coffee is the second largest traded commodity in the world, second only to energy. Global consumers have demonstrated that they will pay a premium to experience the subtle flavor nuances of specialty coffee. Because of the degrees of separation between the coffee farmer and the coffee consumer, barely 2 cents of a typical coffee beverage makes its way back to the small family coffee grower.



Small Family Farmers

These farmers can not afford the basic necessities of life: food, shelter, basic medical care and education for their families.

With over half the world's specialty coffee being produced by families farming 5 acres or less, this severe economic hardship is causing a world wide breakdown of traditional farming families and communities. Some farmers abandon their farm and seek work in distant cities or foreign countries and children are placed in "economic" orphanages, leaving families broken and communities without leadership.

CHALLENGE: To reduce the degrees of separation between the coffee consumer and the small family farmer that produces specialty coffee.

SOLUTION: To engage consumers, the coffee industry, and concerned organizations and churches to bridge the separation with long term relationships to build economic and community sustainability.



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