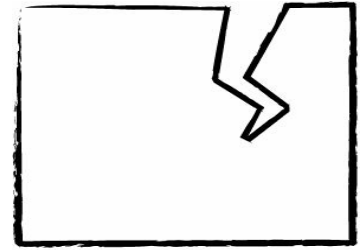


# BUY “BREAKING THE SILENCE” FAIR TRADE COFFEE

*THE DELICIOUS TASTE OF JUSTICE!*

The Maritimes-Guatemala Breaking the Silence Network (BTS) invites you to order Breaking the Silence coffee. You will be supporting small farmers, the courageous work of the CCDA (Comite Campesino del Altiplano/Highlands Small Farmers' Committee) and BTS solidarity. Call **Just Us! 1-888-668-8436 (1-888-NOT THEM)** to purchase wholesale orders of Breaking the Silence coffee for your cooperative, community organization or church. (\$49.50 per case = 6 12oz. bags. Free shipping with orders over \$200, that is, 4 cases.) We ask you to sell the coffee at the suggested retail price of \$11.55 and use the profits to support a project of your choice or to make a donation to the Breaking the Silence Staffing Fund. Also, please ask your local grocery store to include Breaking the Silence coffee in its Just Us! orders.



**B·T·S | R·E·S**  
BREAKING THE SILENCE | ROMPIENDO EL SILENCIO

**Why buy Breaking the Silence coffee?** Breaking the Silence coffee is an expression of a strong relationship between Maritimers and Guatemalans, developed especially through the presence of BTS Interns who worked with the CCDA, often living with families, along with annual BTS delegation visits and ongoing personal connections with the BTS Coordinator in Guatemala. Buying Breaking the Silence coffee enables small coffee producers to receive a fairer price for their organic coffee production while ending their dependence on prices of misery and intermediaries (coyotes.) Equally importantly, it supports the CCDA's courageous work across Guatemala on land reform, labour rights and economic justice.

**Background** In 2001, the CCDA, BTS and the Just Us! Fair Trade Coffee Roasters Co-op began a joint venture to support small farmers who wanted to become organically certified, to end their dependence on intermediaries and miserable prices, while also supporting a courageous organization. When we first met these farmers, it seemed as if their hope was only a dream. The meagre amount they received for their coffee would never allow them to pay the costs of becoming organically certified. The three-way partnership resulted in “Breaking the Silence” coffee, enabling CCDA members to become certified organic and fair trade. The purchase of BTS coffee is as important today as it was then. As well Just Us! makes a significant annual donation to Breaking the Silence, enabling BTS to continue its solidarity relationships with the CCDA and communities devastated by Canadian mining companies, a community legal clinic that deals with genocide cases and land issues, a high school for the children and grand-children of both victims and survivors of genocide, women’s groups and more.

## Ten Reasons to Purchase Breaking the Silence Coffee from Just Us!

- 1) You support a meaningful **RELATIONSHIP** between Maritimers and Guatemalan farmers.
- 2) You support small producers of coffee in Guatemala to become **ORGANICALLY CERTIFIED**, thus ensuring a long-term fairer price for their coffee.
- 3) You make it possible for more **CHILDREN (especially girls)** to continue their education past primary school.
- 4) You support the **CREATION OF HOPE**. Families are confronted daily by the injustice of the global economic system which is based on a system of cheap labour. Desperation forces adults and children to accept pay for their labour well below the cost of living. This translates into malnutrition, lack of health care and schooling and migration to the city, just a few of the negative impacts.
- 5) You support a **HEALTHY ENVIRONMENT**, as well as your health and the health of coffee producers, by purchasing organic coffee grown under shade trees without the use of chemicals. Better prices motivate farmers to switch to environmentally sound coffee production.
- 6) You support the CCDA in **ORGANIZING** and **SEEKING JUSTICE** for Mayan peasants, including the landless who work on large coffee and sugar-cane plantations with dreadful working conditions and illegal poverty wages, and those resisting illegal land evictions that enable the wealthy to cultivate crops such as African palm.
- 7) You support Just Us! in **DEVELOPING** fair trade cooperatives around the world, and creating jobs in the Maritimes.
- 8) You support your organization's **FUNDRAISING EFFORTS** by purchasing "Breaking the Silence" coffee at the wholesale price, and selling the coffee for the retail price.
- 9) Purchasing "Breaking the Silence" coffee is an opportunity to **EDUCATE** your members. Many Canadians purchase fair trade certified coffee instead of cheap coffee, when they become aware of the working conditions of campesinos.
- 10) Finally, this high-quality coffee **TASTES GREAT!** The taste alone is worth the price. In addition to the great coffee, you will be contributing to the delicious taste of justice.