



TEN THOUSAND  
VILLAGES



### About the Artisans

## Level Ground Trading Ltd.

Ten Thousand Villages and Level Ground Trading share a common vision: Direct Fair Trade relationships with producers focused on quality and transparency.

Level Ground Trading is a Fair Trade company established by four Canadian families in 1997 and based in Victoria, BC for the purpose of improving the lives of disadvantaged producers through trade. Ten Thousand Villages Canada was Level Ground's first customer. In 2013, Level Ground imported the harvests of 5,000 families in 10 developing countries.

Level Ground is a member of the Fair Trade Federation. For more info visit: <http://www.levelground.com>

## Colombian Medium Roast Coffee (Ground)

Made with premium Arabica beans grown by small-scale farmers high in the Andes, this Colombian Medium Roast coffee offers sweet yet bold flavours with a balanced, clean aftertaste.

### Special Details:

Level Ground purchases coffee through the Coffee Farmers' Co-operative of Andes in Antioquia. The Co-op was founded in 1961 with the goal of providing a sustainable and efficient market for coffee farmers, and currently has over 4000 members.



The Co-op purchases coffee from small-scale farmers in St. Inez where access to the market is challenging due to mountainous geography and minimal road infrastructure. Farmers grow coffee as their main source of income. Banana, cassava, citrus, grass for cattle, corn, and beans are often also grown interspersed with coffee trees. Fair Trade premiums are invested in Famicafé (Coffee Families Foundation), a non-profit foundation founded by Level Ground in 1999. Famicafé focuses on providing educational scholarships to children and school infrastructure upgrades in the coffee growing region.

### Materials:

satin, beads, sequins

### Product Care:

We recommend storing your coffee in the package in a cool dark cupboard. Beans retain their natural oils and flavours longer than ground coffee. Ground coffee should be used quickly after purchase. Beans can be stored unopened for 2 months but should be consumed within 2 weeks of opening the package. Grind the beans just before brewing. Use fresh, clean water. We recommend that you clean your coffee making equipment each time you use it so that coffee oils do not build up on the surface and affect the quality of the coffee in your cup.

**Travel the world with each visit to Ten Thousand Villages.**

Learn how Fair Trade really makes a difference. Our goal is to provide vital, fair income to artisans by marketing their handicrafts and telling their stories in North America. Ten Thousand Villages sells product from more than 30 countries, providing work for nearly 60,000 people around the world.

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[www.tenthousandvillages.ca](http://www.tenthousandvillages.ca)

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