

# Fair Trade Coffee

## Socially Responsible Fundraising

Coffee lovers will enjoy this!

We purchase our coffee directly from Laos, one of the poorest countries in the world. By choosing our coffee for your fundraising project you are supporting the farmers in Laos, their families and their environment.

Our coffee cherries come from the lush volcanic Bolaven Plateau in the southern part of the country. Fair Trade farmers pick and sort only the finest beans to sell to our roaster, who then creates one of the world's most rare and distinctive coffee blends...**Lava Lao**

Our coffee is Fair Trade. It's organic. Its top quality and almost impossible to find in Canada.  
A rare treat!

Our Lava Lao blend is made with specialty grade Arabica beans from a region that is gaining recognition as an ideal growing environment for producing top quality coffee. You have the unique opportunity to sample a new and distinctive coffee that is ready to stand up and be noticed on the world stage.



### Fundraising benefits

Canadians are serious about their coffee. Over 63% of adults drink it daily, almost three cups on average, making it Canada's favourite hot beverage.

Our coffee is suitable for any organization (sports, education, community group etc.) that needs to raise money. It's perfect for selling to family, co-workers, friends and neighbors.

Our coffee comes with an unconditional guarantee and you pay no money up front. It also has several unique features.

- If you sell for \$20 you'll earn a 45% profit per package, much higher than many other programs and lower volume is required to reach your goal.
- People purchasing our coffee are helping in two ways - locally (your project) and globally (Laos coffee farmers).
- Lao coffee is not available in Canada; you can't drop by the local grocery store to buy it.

Feel free to contact us to discuss any aspect of our fundraising proposal. We're excited about our coffee and confident it will ensure repeated fundraising success for your organization.



**Contact:** Roy Kunicky

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Visit us at: [www.plateauharvest.com](http://www.plateauharvest.com)

Considering the popularity of coffee,  
this is a fundraising venture you can do several times a year.