LETTER FROM THE DIRECTORS

We are excited to share our 2019 Annual report with you and highlight the accomplishments of our farming communities and all of De La Gente’s fantastic partners.

Yet, as we publish our report, we are experiencing the global Covid-19 pandemic which is devastating millions of businesses and families around the world. Coffee sales have slowed due to the closures of many of our buyers’ businesses and our service-learning and tourism programs have ground to a halt. This is especially devastating to both our farming communities, as they lose income from the experiences they would be providing our guests, and to De La Gente, as revenues generated from these tourist and service learning programs significantly support our operations and technical assistance programs.

Fortunately, coffee has been harvested and processed and farmers are now in the phase of preparing to ship it to their destinations. We were also able to host 58% of our service-learning groups and 29% of our tour visitors until the second week of March when Guatemala closed its borders. And, we have seen growth in our online sales. For us, the timing of this pandemic missed our most critical window of needing be physically with others during the harvest and heavy tourist season. Now our farmers are working with their families to prepare their fields for next season’s crop of coffee berries and we are hopeful that we will be able to return to normal operations soon.

Looking back on 2019 gives us a lot of joy in this dark time. Because of our amazing partners, including the farmers and community members who produce our coffee and provide experiences for our visitors, the organizations who bring their students and guests to our service learning program, and our coffee buyers, we increased our impact across all five of our co-op communities.

A few highlights:

- In 2019, we increased our green coffee revenue by 12%. And in 2020 we contracted 20% more green coffee from our partner cooperatives

- We grew our online coffee subscriptions by 80%, increasing our online sales by 8 percent, and in the first three months of 2020, our subscriptions grew an additional seven percent

- We transferred in country coffee sales fulfillment and distribution to the San Miguel Escobar Cooperative bringing increased economic benefit to their members

- Two of our three recipients of the Women Farmer fund repaid their loans, freeing the funds for other loan applicants

- The service-learning program team focused on strengthening its academic curriculum. With this program, we were able to bring $65,642 income to the communities which represent an increase of 176% over 2018 and, enabled the completion of nine community projects

- We reorganized our tourism operations, transitioning the assignment and payment of farmers providing the tours to San Miguel Escobar, enabling the DLG to focus more of its time on marketing of tours to bring more people into our farming communities
We remain optimistic about the future. We accomplished so much in 2019 and, although we will have setbacks, we all know how to work together to create impact.

Thank you for being a part of the De La Gente community. We and our cooperative communities appreciate your interest and support, especially during this Covid-19 pandemic.

Stay healthy!

Julio Martínez
Interim Executive Director

Brandi Stewart-Wood
Board Chair
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De La Gente works towards its mission by combining several activities and practices. First and foremost, we source for specialty coffee across Guatemala, market and find buyers that share our values for the coffee produced by our five partner cooperatives, as well as negotiate coffee prices. To fulfill the needs from our coffee buyers and guarantee the quality of the coffee we commercialize, we work with our partner cooperatives providing loans to purchase equipment and land, we provide training and technical assistance related to finance, running business, quality standards, production techniques, etc.

As a way to diversify and provide another source of income for the coffee-producing communities and, to be able to change the mindset and encourage people to be conscious coffee consumers, we also organize half-day trips to visit coffee farms, cooking classes taught by the wife and daughters of the male coffee producers among other experiences. Lastly, we host Service-Learning trips for universities, high schools or companies who are looking to learn about a variety of topics like agriculture, social justice, and Guatemalan culture.

We can synthesize the way we operative towards our mission through three major programs:

1. **Coffee Business** We commercialize coffee from our partner cooperatives, providing improved market access for farmers while delivering a high quality product to roasters and consumers. DLG offers better and more stable prices to farmers.

2. **Cooperative Assistance** We work to increase the capacity of our partner co-ops to be successful farmer-run organizations that deliver economic benefits for their members and invest in continuous improvement of their individual and collective abilities.

3. **Community Tourism** Our community tourism experiences welcome visitors to local communities and open up a world of adventure, immersive learning, and cultural exchange, while giving back to their hosts.
We partner with five cooperatives to support small-scale coffee farmers throughout the country who own a combined 218.60 hectares of coffee plants.

**Asociación Unión de Pequeños Caficultores (UPC):**
Region: Huehuetenango
Altitude: 1,300 - 1,700 MASL
Varietals: Pacamara, Bourbon, Catuaí, Caturra.

**La Suiza:**
Region: San Marcos
Altitude: 1,300 - 1,700 MASL
Varietals: Bourbon, Catuaí, Caturra.

**Asociación de Productores de Café Santa Anita (APCASA):**
Region: San Marcos
Altitude: 1,300 - 1,700 MASL
Varietals: Bourbon, Catuaí, Catimor, Caturra.

**Ijat'tz (Maya Kaqchikel word for "seed"):**
Region: Lake Atitlan
Altitude: 1,500 - 1,900 MASL
Varietals: Bourbon, Catuaí, Pache, Caturra.

**Café Artesanal San Miguel Entre Volcanes de Antigua:**
Region: Antigua
Altitude: 1,500 - 1,900 MASL
Varietals: Bourbon, Catuaí, Catimor.
Consumers

Importer

De La Gente

Importer

Wholesale/Distributor

Roaster

Each stakeholder needs to make a profit. As a result farmers typically earn less than their production costs.

Farmer/Large Corporation

Local Buyer

Exporter

Importer

Wholesale/Distributor

Roaster

Retailer

Consumer

Farmer/Exporter

Importer

De La Gente

Consumers

Roasters/Cafes

Consumers

Farmers earn 45 - 70% more than in traditional markets available to them by skipping middlemen.

Guatemala’s coffee sector represents more than 125,000 coffee producers, and almost all of these coffee producers -97 percent- are classified as small-scale farmers, meaning that they farm between 1.49 hectares of coffee plants each. However, in most cases, the producers get the least benefit on the typical supply chain.

Founded in 2014, De La Gente supports small scale coffee producers by giving them access to markets abroad to generate better economic opportunities for their families and communities. Our direct trade business model and ethos in high-quality coffee, storytelling, and community impact has led us to build connections with more than 28 specialty coffee buyers in the US, Canada and the Netherlands.


5 partner cooperatives

139 coffee producers exporting with DLG

20 organic coffee producers

40 women

$ 511,342 total income for green coffee sales in US, Canada, The Netherlands & Belize

TYPICAL SUPPLY CHAIN VS DE LA GENTE DIRECT TRADE MODEL
"At Repetition Coffee, we value long-term partnerships in coffee that reflect respect in the process, community and sustainability. We source coffee selecting the most direct and transparent supply chains. (...) We chose to work with De La Gente in Guatemala because of their emphasis on reinvesting in their community. They pay premiums on coffee in order to support local co-ops and [facilitate] development funds; all of which is reported back to the roaster. We want to work with organizations that benefit the greater good of both producer and supplier. We entrust in them to do the relationship building [with producers] that is not always available to us. Above all, De La Gente has sourced some of our favorite Guatemalan coffees yet and we hope to continue working alongside them..."

"Low international coffee prices have severely affected farmers’ cash flow, imposing more pressure on crop and farm management. For a small producer, coffee production costs MY2019 sum up to $4,637 per hectare (...). With current low prices, even under the best yields and direct sales, a small farmer will still be losing more each year..."  

ROASTED COFFEE
Roasting and selling coffee directly to consumers

929 lbs.  sold online in the US and Canada (8% increase over 2018)

6,803 lbs.  sold in Guatemala

In 2019 the number of our coffee club subscribers grew by 80%, increasing from 123 subscribers to 222 purchasing from all of our three plans in the US and Canada.

Thanks to our partner roaster in Canada, Alternative Grounds, 42 lbs. of roasted coffee was donated to non-profit organizations supporting those in need: Sister Shelter, San Francis Table Drop-In Soup Kitchen and Aangen's One Love Meal program.

Amy Pope
Founder of Repetition Coffee

2USDA Foreign Agricultural Service (2019). Coffee farmers struggle with low prices, disease and weather. GT2019005
In 2019, we partnered with Angel Mendoza, an agronomist from Southwest, Guatemala, to better understand how we can help our partner cooperatives improve the quality of future harvests. The first step was to perform a socio-economic assessment of each of our five partner cooperatives to understand the unique factors influencing their production and capabilities. From the assessment, we now have data with respect to their economic situation, location, level of formal/informal education, etc. We also obtained biological data specific to each cooperative farming region. This information includes data about primary illnesses that affect the coffee plants, level of soil fertility, shadow handling, etc., which now can help us target specific interventions to enhance coffee quality and production.

In addition, Zach Latimore joined us as a De La Gente intern and assisted us in establishing our Quality Control program at DLG. He created our quality control database in Cropster and organized our physical lab space and cupping protocols so that we can evaluate our farmers' coffee. Zach also assisted with the micro-lot competition 2019 where farmers from San Miguel Escobar Cooperative provided green coffee samples to be roasted and cupped. The winners of the competition were Manuel Gutierrez with a score of 86.15 and Daniel Gonzales with a score of 86.09. They were able to receive a premium price for their coffee as a result of its quality.

Zach has been instrumental in assessing and addressing quality control issues with our farmers. As a result, we have been able to work with our farmers to create strategies to improve the quality and production of coffee within their region.

**INFRASTRUCTURE INVESTMENT**

In September of 2019, our partner cooperative Ija'tz, with the technical assistance from of DLG and the financial support of the Rotary Club of Sanibel-Captiva Florida and All People Be Happy Foundation, began the construction of a concrete drying patio.

Prior to the construction, the members of the cooperative had enough space to dry their coffee but lacked the infrastructure to make the process more effective and efficient. They were using plastic on the ground as a space to dry their coffee which, due to the accumulation of humidity and moisture, negatively impacted the quality of their coffee and created inefficiencies along the process.

The donors financial support totaling $10,700, provided funding to complete the three phases of the construction, leaving us with a surplus of $2,570 that will enable us to initiate new projects according to the cooperative's needs.
WOMEN FARMER FUND

Thanks to the support of the BFB Foundation and its creation of the Women’s Loan Fund through De La Gente, in 2014 we were able to provide loans to three women enabling them to purchase land, plant coffee trees and increase their production. The beneficiaries of the Woman’s Loan Fund included: Lesbia Camargo and her husband Armando, Marta Salazar, and Virgilia Lopez. All three women are members of our partner cooperative San Miguel Escobar outside Antigua. Since it takes five years for coffee plants to produce their first harvest, the loans were structured for five years.

Two of the three beneficiaries have paid off their loans and funds are now available for other women from the cooperative to apply for a loan to help them purchase land or machinery, attend training, or purchase or undertake other activities to increase their production.

Lesbia Camargo and her husband Armando are parents of nine children. With the loan, they purchased four cuerdas* of coffee farming land. They now own five cuerdas of coffee land.

Virgilia López is the mother of four children and Armando’s sister in-law. She purchased four cuerdas of coffee farming land. Virgilia has been a hardworking member of the San Miguel Escobar cooperative since 2010, when she was one of the first women to join the cooperative.

Marta Salazar purchased four cuerdas of coffee-farming land. Marta’s husband Mario works full-time at a local organic farm and they have two children. Coffee farming has enabled them to be able to provide their children with better education than they could have previously. They are also very proud as they have recently built and moved to a new home. Their next goal is purchase their first car.

FINANCIAL ADVISORY TRAINING

Thanks to the financial support of the Sanibel Captiva Rotary Group and BFB Foundation, we continued our collaboration with Gildardo Martinez, Senior Financial Advisor of Root Capital and provided 10 days of financial advisory training to San Miguel cooperative. This wrapped up the 35-day training program which began in 2017. The purpose of the 35-day training program was to teach the farmers the business fundamentals needed for running an organization. This included creating policies and procedures for the petty cash process, training the farmers on how to use basic excel functions, creating a manual for employee roles and responsibilities, creating a budget for annual operations and creating a strategic plan.

Sixteen cooperative members attended to this year’s training that was focused on updating the cooperative’s strategic plan to adapt to cooperative’s changing needs and conducting a financial assessment to understand the progress of the cooperative.

* A cuerda is the Guatemalan measurement used to describe the size of an area of land. One cuerda is 0.97 acres or 0.393 hectares.
BUILDING CO-OP AND TOURISM PROVIDER CAPABILITIES

In August of 2019, DLG transferred the assignment of coffee tours in the community of San Miguel Escobar to its coffee Co-op. Previously, De La Gente had coordinated the assignment of coffee tours by utilizing a rotation system to assign the tours to the 20 farmers who participate in our tourism program. DLG continues to market the tours and manage tour reservations but once the reservations are booked, the Co-op coordinates which members will host the tours as well as manages the payments to the farmers for their part in the tour. This gives decision-making power to the Co-op allowing them to continue to build their organizational skills and independence.

It also creates more efficiency for De La Gente enabling us to focus more on marketing and increasing the numbers of tours. This collaboratively made decision supports three of DLG's core values: innovation, empowerment and sustainability.
TOURISM PROVIDER EDUCATION

A successful tourism program requires high quality experiences that reflect the expectations of the tourist and builds the skills necessary for providers to increase their income from the services and products they provide. DLG provides education and training to help ensure its tourism providers’ practices meet the expectations of tourists and that the providers have the confidence and skills to expand their businesses. The following provides an overview of our education and training efforts in 2019:

Tourist Management:

Our tourism training is intended to improve the interaction between the tour guides/artisans and our visitors. While many of our tourism partners have years of experience interacting with visitors, we believe it is important to reinforce good practices to continue delivering unforgettable experiences to our visitors. This year’s training focused on improving public speaking abilities and respecting the religious beliefs and culture of the visitors.

Women's Empowerment:

Women are the primary providers for the artisan workshops, coffee tours and Pepian cooking classes. As such, DLG provided a Women's Empowerment training in November and December. The training was divided into two parts. The first part covered topics like self-esteem and emotional and economic independence. The second part focused on identification of kitchen hazards and kitchen safety practices aimed at preventing illnesses resulting from unsafe food handling in our Pepian workshops and the meals farmers provide as part of their coffee tours.

"The Pepian workshops help me to bond with my daughters since they are my assistants in every workshop. It is also extra income that enables me to buy the medicine I need for my high blood sugar".

- Francisca Paredes

These training were carried out with the support of the PRODETUR (a Tourism Development Program)
CULTURAL EXCHANGE
Cultivating leaders of the future that value conscious consumption, inclusion and justice.

De La Gente’s Service Learning trips create opportunities for authentic cultural and immersive learning experiences while enabling participants to give back to local communities. The participants spend a week or more alongside coffee farming families learning firsthand about Guatemala’s rich culture and history, working on community-driven projects and allowing time for reflection and discussion. The Service-Learning trips have lasting impact on everybody involved by creating appreciation for lives and challenges of small-scale producers in coffee communities.

10 groups
119 participants
9 projects
$65,642 total payout to the community in 2019*

*This is our best approximation of the total community’s income and is distributed between translators, community leaders (tours, workshops, mentorships), transportation, homestays, food, projects and hotels/space for groups.

Service-Learning Projects in 2019:

- Construction of washing channels in Ija’tz cooperative
- Paving Juan Carlos’ patio in San Miguel Escobar
- Expansion of Eduardo and Francisca’s kitchen in San Miguel Escobar
- Built a retaining wall at Juan Carlos’ house in San Miguel Escobar
- Built a retaining wall at Freddy’s house in San Miguel Escobar
- Mural painted in “La Casona” (DLG’s guest house)
- Built 10 raised drying beds for coffee at Eduardo’s house in San Miguel Escobar
- Painted wall of Eduardo’s expanded kitchen in San Miguel Escobar
- Agricultural work including: weeding 10 cuerdas, harvesting over 300 lbs. of cherries, and spending more than 20 hours providing roasting and packaging to support San Miguel Escobar Cooperative’s local coffee sales
This year was an extremely busy and formative year for the De La Gente’s Service-Learning Program. We hosted two new groups that were sent to us by our partner, Unearth the World, one of which was our largest and another of which was the youngest of our groups to date! Consisting of 27 students from the 8th Grade Class at Academy for Global Citizenship in Chicago Illinois, this group worked with De La Gente on two different projects in San Miguel: building a retaining wall at Freddy’s house as well as building dry beds for coffee drying at Eduardo’s home.

The Service-Learning team redefined their learning goals and academic curriculum to better focus on three principle concepts: Coffee, Culture, and History. They incorporated using an interactive pedagogy to encourage students to get out of their comfort zone and be receptive to new experiences and ideas.

In late October, we expanded our homestay program in San Miguel from 3 to 11 families. We also redesigned the application for projects so that members of the Co-op can apply for individual, Co-op and community focused projects in order to increase the diversity and inclusivity of those who benefit the work that with our Service-Learning groups.

With great successes in 2019 and a new framework in place, the Service Learning Team is excited for what is to come in 2020!

"Our partnership with De La Gente over the past four years has been the optimal way for our students to conclude their Gap Experience semester. The Gap Experience Program aims to promote transformative student learning, address real community needs, and build relationships of mutuality all while working for the common good. (...) The highly dedicated programming staff at De La Gente provided our group with expert cultural exchange workshops, thought-provoking discussions, and meaningful daily interactions with Guatemalans, including life-changing homestays for our students. Indeed, from start to finish, the folks at DLG understand deeply the transformational aspects of experiential learning!..."

Amber Latimer, Assistant Director Gap Experience
Laura Fredrickson, Director Gap Experience
**INCOME**

- Coffee Sales: $603,231.49
- Donations and Grants: $49,763.10
- Tours and Workshops: $69,263.70
- Service Learning Trips: $214,585.27
- Others (Volunteers, Merch, etc): $13,549.29

**TOTAL INCOME**: $950,392.85

**EXPENSES**

- Coffee Purchases: $554,743.20
- Cooperative Assistance: $16,426.27
- Tours and Workshops costs: $31,441.14
- Service Learning Trips costs: $110,992.49
- Salaries and Benefits: $102,066.84
- Occupancy and Operating: $93,070.01
- Others (Volunteers, Merch, etc): $4,883.82

**TOTAL EXPENSES**: $913,623.77

**TOTAL SURPLUS**: $36,769.08
NEWS FROM OUR PARTNER COOPERATIVES

APCAS - SANTA ANITA
The new board of directors comprises five women and two men. The president is Elena Diego, a 33-year-old mother of four who has produced and processed coffee for over seven years. She learned the coffee production process from Rigoberto Ramírez, an ex-guerrilla soldier who found his new home in Santa Anita growing coffee after the civil war ended in Guatemala in 1996. She is proud to dedicate her life to coffee and is proud to transfer the knowledge to her four children by teaching them and involving them in the process of every harvest.

UPC
A new president of the cooperative has been selected and she is also a woman! Blandy Constanza joined the cooperative in 2016 and has been a very active member ever since. Her efforts have paid off and now she is the leader of the group. She is always looking for new ways to improve the coffee quality to get better prices for all the Co-op members and to increase the production.

LA SUIZA
This year, the community of La Suiza gained electrical power and, as a result, the Co-Op was able to process all their coffee themselves for the first time! In previous years, although they owned the appropriate machinery, La Suiza had delivered their coffee in parchment to the San Miguel Escobar Co-Op and paid them to dry mill it. Now that they are able to dry mill their own coffee, they save money and retain a larger share of income from coffee sales.

IJA'TZ
In 2018, the members of the cooperative produced natural processed coffee for the first time and DLG bought 300 lbs. that we commercialized to roasters and our online store. Natural process means leaving the fruit on the seed while it dries. This allows the nutrients and sugars from the skin go into the bean, giving it sweet and fruity flavor. In 2,019 Ija'tz exported 6,750 lbs. through De La Gente to a coffee shop in Portland, Oregon, and to a coffee roaster in Poland named Coffee Lab. Coffee Lab will participate in a Barista competition in 2020 on the Polish Brewers Cup Championship with the natural processed coffee from Ija'tz.

SAN MIGUEL ESCOBAR
For nearly six years, the De La Gente team has been selling roast coffee to coffee shops, restaurants, and shops in Antigua. In August 2019 DLG took a BIG step forward and transferred the local sales to our partner cooperative in San Miguel Escobar. Since then, the cooperative has been fulfilling, shipping and delivering the coffee throughout the country, bringing increased economic benefit to the cooperative’s farmers. We are excited for them to continue expand coffee sales in Guatemala.
MEET THE TEAM

Cecilia Díaz
Marketing and Sales Coordinator

Emma McDowell
Service Learning Program Manager

Ronald Vega
Service Learning Program Coordinator

Danilo Rodríguez
Key Account Manager

Julio Martínez Anderson
Interim Director

Zach Latimore
Quality Control Coordinator

Carolina Méndez
Tour Manager

Silvia Méndez
Financial Manager

Moises Hernández
Office Assistant

Catriona Forrester
Treasurer

Rupesh Shah
Member

Les Stoneham
Member

David Wilson
Member

DE LA GENTE
STAFF

BOARD OR DIRECTORS
THANK YOU

A HUGE THANK YOU TO EVERYONE WHO SUPPORTED US IN 2019

THE BOARD
Brandi Stewart-Wood, Catriona Forrester, Rupesh Shah, Les Stoneham, David Wilson

PROFESSIONAL SERVICES
Alternative Grounds, Deeper Roots Coffee, Rob Hoos, Root Capital, PRODETUR, Teresa Giron, David Uttley from Compelling Story, David Wilson, Angel Mendoza, Gildardo Martinez, Brenda Lopez

SERVICE LEARNING PARTNERS
Dominican University, University of Wisconsin Eau-Claire, Franklin College, Vanderbilt University, Cornell Alumni Association, Texas A&M University, University of Arkansas, Academy for Global Citizenship, Southern Oregon University, Boston Scientific, St. Norbert College, Unearth the World, Casa de la Memoria, Exposición Interactiva ¿Porqué Estamos Como Estamos?, Acción Ciudadana, Asociación de Estudiantes de Historia, Antropología, Arqueología y Archivística, Asociación WINGS, Asociación de Turismo Cultural y Sostenible Ja'Bel'Ya, Asociación de Tejedoras LEMÁ, Colectiva Feminista Artesanas de Paz, Where There Be Dragons, Fredy Quiroa, Carlos Vivar, Jacobo Castañeda, Kevin Mérida, Anni Valladares

INTERNS
Moises Hernandez, Laura Riddering, Rachel Postiff, Zach Latimore

FORMER DLG STAFF IN 2019
Andrew Feldman, Keara Farrelly, Ola Leszczynska

DONORS
Jui-Yuang Chang, Eric Stevens, University of Wisconsin Eau Claire, Jake Donaldson, Clark County School District/Sociedad Honoraria Hispánica, Jeanne Ellsworth, Taylor Schuurmans, George Mickley, Graham Carson, Daryl Bosma, Roast Factory, Eva Smarius, Peggy McDaniel, Amazon Smile, Network for Good, Matthew Drain, Sanibel Captiva Rotary Club, Paddle in the Parks LLC, Nossa Familia, Maria Hydle, Fried Frank, All People Be Happy Foundation, Anonymous, Katie Butler, Point B

COFFEE BUYERS

TOURISM PARTNERS
Amor de Patricia ORG, Common Hope/Fundacion Familias de Esperanza ORG, Compassion International Guatemala ORG, IG Imagining Guatemala ORG, NDG Niños de Guatemala ORG, 3 Monkeys Hostel, Purpose Hostel, Meson de Maria Hotel, Meson Panza Verde Hotel, Operations Groundswell, ViaTenture, Origins of Food, Guatemala Reservations/Nancy Hoffman, Maya Trails, STP Guatemala, TTM/Luis Medina, DCM GT, Mission Impact, Helen Althoff

INTERPRETERS
Luis Rodriguez, Axel Zabaleta Solis
Members of Ija’tz cooperative and DLG staff at ribbon cutting ceremony to debut the new patio drying patio

Contribution by Compelling Story
None of our achievements in 2019 would have been possible without your support. To continue our work of offering resources, financing, and training to our partner farmers, we need your support.

A donation, a coffee purchase, a gift of time - it's all important to our joint success.

info@dlgcoffee.org
US: 617-963-0962
GT: (+502) 7834-0142