



THE STORY OF *FLOR DE MI TIERRA*™

... a regional coffee project



FLOR DE MI TIERRA™

- At the beginning of 2005, RGC Coffee Inc. launched its first socially responsible and sustainable **Colombian coffee** project in conjunction with and under the administration of the Federacion Nacional de Cafeteros de Colombia (“FNC”).
- Flor de mi Tierra™** (“Flower of my Land”), a regional coffee from Tolima, Colombia was created in partnership with a community of growers from Tolima exclusively for RGC Coffee.
- For every pound of Flor de mi Tierra™ coffee we purchase, RGC Coffee contributes **two cents per pound** to the growers for investment in community infrastructure and quality development and assurance.



- Coffee is stuffed in specially marked bags with the FNC’s specialty coffee seals. Roasters can apply to use FNC’s Juan Valdez logo for their packaging (subject to licensing agreement).
- In conjunction with the FNC and depending on volume, we can offer you a customized relationship project with an exclusive brand, where you direct the funds as you see fit.

- On top of feeling good, we wanted to ensure that our program would offer our customers a competitive edge. We developed Flor de mi Tierra™ with the following three principles in mind:

CONSISTENCY AND QUALITY

- Flor de mi Tierra™ is a *Colombian Specialty grade* coffee.
- Beans are carefully hand-selected to ensure the highest quality standards.
- Quality is checked at all stages of production and upon arrival.

Taste Profile	
Aroma	High
Acidity	Medium
Body	Medium
Flavour	Fresh and sweet

REGULAR AVAILABILITY



- A specific cup profile from various Tolima communities ensures year-round supply of Flor de mi Tierra™

Photograph: A view of Tolima, Colombia

SOCIAL RESPONSIBILITY AND SUSTAINABILITY

- For the initial phase of investment, our funds were directed towards building and purchasing construction materials for *parabolic coffee dryers* (see photographs on next page).
- This investment will help the farmers improve their capacity and efficiency in order to fetch a premium for their coffees.

COFFEE DRYING IN PARABOLIC DRYERS

