

Jasper Coffee

ETHICAL EXCELLENCE

FAIR TRADE COFFEE COOPERATIVE PROFILE

HOAC, PNG Okapa



The Fairtrade Premium is being used to improve roads such as pictured above.

About the Co-op

Date Established: 2000

Number of Members: 2,604

Annual Production: 1,250 tonnes

About the Coffee

Varities: Moubesse

Elevation: 800m - 1,700m

Processing: Wet processing, Sun drying

Cup Characteristics: High acidity & medium body

Harvest Season: Jun-Sep

Export Season: Oct-Jan

Organic Production: 100%

Organic Certification Agency: NASAA

Jasper Flavour Profile

Big body, bold aroma and a heavenly honey finish. Very exotic.



"The Fair trade premium has made a huge impact in our community with benefits for every family not just coffee growers. Now we have hope for a better future."

Daniel Kinne, Chairman of HOAC

This coffee grows in the Eastern Highlands Province of Papua New Guinea, called Okapa. Previously unavailable to the world due to the inaccessibility of the region, Jasper's coffee is now able to offer some of the most exclusive wild-grown FAIRTRADE Certified coffee available on the world market. It is also shade-grown preserving the lush jungle. Legume shade trees replenish nitrogen in the soil for the coffee plants to use and peanut ground runners do the same as well as aiding in weed control. Shade grown provides natural habitat and food for local wildlife as well as a vital haven for migratory birds.

This plantation represents the first reliable source of ethical trade to this isolated region, providing much needed funds for road improvements, health and education to the highland peoples. Including:

- * text books and desks for 20 primary schools
- * beds and mattresses for hospital patients and essential medical drugs

Maintenance of the road network in this often inaccessible area has created a business bonanza, particularly for small businesses. Trucks remarkably are now filled to the brim with coffee bags - something that has not happened for years.

The impact of a reliable, accessible road cannot be understated. It has now literally paved the way for coffee growers to sell their coffee at reasonable prices and provide access to improving education and health services.

A video 'The Okapa Connection' which films the coffee farmers story and follows the bean journey to Australia and Jasper Coffee is available. Director Wells Trefiled visited the growers in Okapa in April 2006.



Sources: FTAANZ, TransFair USA