



## Your Community Has Taken the Red Cherry Challenge!

Your congregation has pledged to use:

**POUNDS  
OF COFFEE**

BY MAY 31, 2015.



**10¢**

Ten cents for every pound purchased will go to the Red Cherry Fund, which provides critical support to farmers as they confront the challenges of climate change in sustainable, innovative ways.

Learn more about how you can help farmers this year by speaking with:



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COFFEE FARMERS ARE FACING NEW AND DIRE CHALLENGES DUE TO

## climate change:



UNPREDICTABLE WEATHER



NATURAL DISASTERS



AGRICULTURAL DISEASES

**FARMERS' HARVESTS ARE SHRINKING, AND THEIR LIVELIHOODS ARE AT RISK.**

Farmer co-ops are working hard to develop innovative and sustainable strategies for building resilient, healthy farms—and we're working with them.

This year, your coffee purchases contribute to the Red Cherry Fund, which will provide small grants to farmers as they strive for solutions and strength. Together, we can help farmers grow bountiful red coffee cherries for generations to come.



As always, choosing Fair Trade coffee supports a more just, democratic and healthy system of farming and trade.  
**THANK YOU!**



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