



Join us in supporting farmer innovation, action and recovery in the face of climate change.

## SET *your* GOAL



Simply sign up, buy coffee, and we'll donate **10 CENTS PER POUND** on your behalf. You can support critical recovery efforts, resiliency projects and organic innovation—just by drinking coffee.

## EDUCATE *your* COMMUNITY



We'll send you posters, stickers, videos, discussion guides, and more to help you introduce your community to the challenges coffee farmers are facing and how we can respond together.

## CHOOSE FAIR TRADE



Every time you choose Fair Trade coffee, you support farmers who are working to solve environmental and economic problems in innovative, sustainable ways. What are some new ways your community can use Fair Trade coffee this year?

*Let's raise*  
**\$15,000**  
FOR FARMERS FIGHTING CLIMATE CHANGE

SET YOUR GOAL

LEARN MORE

[equalexchange.coop/red-cherry-challenge](http://equalexchange.coop/red-cherry-challenge)





## COFFEE LEAF RUST IS DEVASTATING THE FARMS OF THE ASOCIACIÓN CHAJULENSE (CHAJUL) IN GUATEMALA.

Rust is a disease that destroys coffee cherries and eventually kills the trees. In recent years, climate change has created conditions that allow the disease to thrive and spread.

As a result, the harvest at Chajul was 80% smaller this year, meaning an 80% drop in income for the farmers and their families.

Farmers at the co-op believe that trade solidarity, research and innovation can rescue coffee growing in the region—and we agree. Let's work together with our farmer partners and protect the future of coffee.



**DID YOU KNOW?** Coffee beans are actually the seeds of a fruit commonly known as a "coffee cherry." When farmers see an abundance of bright red cherries, they know their farm is healthy and will produce a bountiful harvest.

**EQUAL EXCHANGE** works directly with democratically organized groups of small-scale farmers around the globe. With your help, through authentic Fair Trade we are building a more fair, healthy and sustainable world.



Join us: [equalexchange.coop/red-cherry-challenge](http://equalexchange.coop/red-cherry-challenge)