



Reynaldo Cifuentes has grown coffee most of his life in his village in the Chiapas region in southern Mexico. He has lived the hardships of many small coffee farmers, who sell their crop for a low price and often have to migrate to look for work. As one of the founding members of Café Justo, Reynaldo wanted to create an alternative.

Café Justo is a unique farmer-owned coffee business. Because the cooperative is in charge of growing, roasting and packaging their own coffee, the members benefit from the entire process: they are paid a fair price for the coffee they grow and they also directly benefit from each bag of roasted coffee they sell.

SERRV is excited to introduce Café Justo's coffee and to support an organization that returns more to the farmers, revitalizes rural communities, and enriches lives on both sides of the border.