

# SOURCING ALL STAR COFFEE

We pride ourselves on providing our customers with some of the best tasting, ethically sourced, organic coffees in the world.

Our goal is to create all of our coffee relationships just like we have with Mr. Waithaka in Kenya.

Mr. Waithaka is a multi-generational coffee farmer and the Chairman of his local coffee growers association - The Aberdare Farmers Group.

My wife and I first met Mr. Waithaka when we visited his coffee farms a couple hours outside of Nairobi. As we walked through the coffee plants he shared his story...

...Throughout the years he has had to work harder and harder only to make less and less. By establishing direct trade with **All Star Coffee**, Mr. Waithaka is able to eliminate all of the middlemen which provides him, and his coffee farmers, the fairest trade possible.

As we walked along the mountain side inspecting the coffee cherries, I asked Mr. Waithaka about the things that are important to coffee consumers in the western world and I LOVED his answers.

He showed me how they graft different species of Arabica coffee trees, so the plants have no need for pesticides - the graft enables the tree to become naturally resistant to insects.

Mr. Waithaka spoke proudly of every detail of his growing process, so when our conversation turned to organic farming it naturally led us on a journey to meet the Samburu tribe. Once nomadic goat herders, the Samburu people sell their goat manure to coffee farmers like Mr. Waithaka providing valuable nutrients to the coffee trees. So when one speaks of organic, even the fertilizer is verified organic!

It is our goal at **All Star Coffee** to establish our entire supply chain with direct trade relationships like we have with Mr. Waithaka. With every bag we sell, we come closer to this goal!



Thank you for being a part of the All Star Coffee family

