

September 23, 2006

Dear Friend,

It may finally happen. For several years we have been working on getting a Tierra Nueva coffee brand off the ground – a Honduran coffee grown by farmers who have participated in the Tierra Nueva program. I think of it as a social justice coffee. Money from the sales will be channeled back into projects for the communities where Tierra Nueva works.

Coffee Masters, a specialty coffee roaster and distributor, is ready to set up a direct marketing relationship with Tierra Nueva and develop such a coffee. The company will be providing their expertise and cupping (tasting) experience to be sure Tierra Nueva is a top notch coffee and begin buying coffee to market it next year. The idea is that Coffee Masters will be able to give feedback to farmers about the quality of their coffee, and through our network of trainers, we'll then be able to help farmers identify practices that contribute to the best quality. For a marketing strategy to be sustainable, this kind of quality control is absolutely necessary. It is just the kind of thing Tierra Nueva has been waiting for. It is also the kind of relationship with farmers Coffee Masters has been looking for.

Getting the coffee project off the ground is going to take funds. The promoters will be visiting farmers during the harvest to demonstrate with them how to select the best coffee berries and then how to process the coffee to optimize quality. It cost about twelve dollars a day for our trainers to do this. We'll have about 7 trained promoters working eight days a month making these visits from November through February. We are also looking for money to purchase solar driers to help process the coffee. Hopefully, if it goes well this year, there will be money from the sale of coffee to sustain this work in the future and eventually there will be some money to fund projects in the non-coffee producing areas. If you want to contribute, Tierra Nueva needs to raise three to four thousand dollars to be able to meet the needs of this project its first year. A hundred dollars would cover the cost for one of the trained promoters for one month.

So for all of you coffee drinkers who have been supporting Tierra Nueva over the years, you may be able to drink of the fruits of the work you have supported by this time next year.

Thank you for your support to Tierra Nueva this year. With your help we have been able to fund the regular family visits to help farmers and their families produce more using sustainable practices. Through these visits we have also helped families learn better health practices and provided encouragement, prayer, and counseling in difficult times. This year we were able to purchase hundreds of avocado trees to sell to farmers to help them diversify. We had several courses to train the promoters on the best cultivation practices for better quality coffee. There will be one more course in the next few weeks to get ready for the coffee harvest. It's been a busy and productive year.

For pictures, past newsletters, and other information please visit the website for the San Luis project of Tierra Nueva. You can just google “Larry Sell Tierra Nueva” or the site address is:

http://www.northsuburban.org/activities/tierra_nueva.html

God’s peace be with you,

Larry Sell

If you send any donations they should be sent to Larry Sell with the checks made out to **Tierra Nueva**. On the bottom MEMO line put **HONDURAN PROJECT, SAN LUIS**. Send the checks to **Larry Sell, 23471 Petite Lake Rd., Lake Villa, IL 60046**. The checks will then be forwarded to Tierra Nueva in Burlington, Washington where they will be deposited. They are tax-deductable.