



Guillermo and Cathy Velasquez  
St. Paul, Minnesota  
651-587-5356  
coffee@vfamilycoffee.com  
www.vfamilycoffee.com

Shade Grown  
Hand Picked  
Sun Dried  
Fair Trade



### Our Mission

Velasquez Family Coffee was started in early 2001 to sell the high quality coffee grown by our family in the mountains of Honduras, in order to ensure them a livable income and support their efforts to protect and enhance the precious cloud forest ecosystem where they farm.

*"I am proud to offer you this high quality coffee, grown by my family in the National Mountains of Comayagua in Honduras. When you sit down with a cup of our coffee, imagine you are visiting our modest farm house, surrounded by lush tropical mountains. Hear the birds, the rushing water of the nearby mountain stream. Enjoy our hospitality and the rich smooth flavor of this carefully grown coffee."* --Guillermo Velasquez

### Environmentally friendly farming

Velasquez Family coffee is carefully grown on the small farms of various members of the Velasquez family in the National Mountains of Comayagua in Honduras. Our family members are committed to farming in environmentally friendly ways to protect the precious cloud forest ecosystem where they grow our coffee. For example, to provide bird habitat and protect the water making capacity of the cloud forest, they preserve old shade trees and plant new trees whenever possible. Learn more about the benefits of shade grown on our website at [www.vfamilycoffee.com/shade-grown](http://www.vfamilycoffee.com/shade-grown).

### Fair trade

Coffee prices on the open market fluctuate widely, and are often even below the costs of production. Our coffee sales here in Minnesota and around the United States provide an important source of income, making it possible for the Velasquez Family to continue farming. All profits remain in the family.



### Excellent quality coffee

Velasquez Family Coffee is great for your everyday cup of coffee or for special gifts. Our customers tell us that our coffee is some of the best they have tasted. We believe this is the case for several reasons. First, because our farms are small, our coffee is harvested by hand and sun dried with close attention to quality. Secondly, it is freshly roasted in small batches here in Minnesota by a master roaster. You can also feel good knowing that the coffee in your cup was grown using environmentally friendly practices and that the farmers were fairly compensated for their hard work.



### Coffee Products

All our coffees are available **whole bean** or **ground** in 12 oz resealable bags and in bulk 5 pound bags. We are currently offering these regular roasts: **Alma's Full City Roast** (light), **Memo's Breakfast Blend** (a blend of medium & dark), **Natalia's Vienna Roast** (medium), **Maximo's French Roast** (dark).

Our coffee is also available in several flavors packaged in 8 oz: **African Cinnamon, Almond Amaretto, Caribbean Hazelnut, Dutch Chocolate, French Vanilla, Irish Cream**. We also offer organic fair trade **Swiss water decaffeinated coffee** grown by other farmers in Latin America. The decaf coffee is available in both a **light roast** and a **dark roast**.

A complete list of products and prices is listed on the back order form.

### Coffee Fundraiser

We are pleased to offer Velasquez Family Coffee to support *Marcy Open School 5/6th grade team*. Through our coffee fundraiser, 12 oz regular bags sell for \$11 with your school or program keeping \$4 per bag. The 8 oz flavored bags sell for \$7.75 - you keep \$2.50. 5 lb bulk bags sell for \$61 - you keep \$22.