



**“I earn more now than before. I am happy with the money now. I am sending all my children to school.”**

**Zania,  
Gumutindo, Uganda**

## Improving quality, increasing profits

Every time you add one of Cafédirect’s freeze dried coffees to your Traidcraft order, you are helping improve the lives of people like Zania Guimbo in Uganda.

She hand-sorts the coffee beans at Gumutindo Coffee Co-operative, which has benefited from Cafédirect’s reinvestment of profits into producer partner projects.

Before the warehouse was refurbished, Zania and the other women sat on the concrete floor all day, hand-sorting the coffee which ensures only the very best quality beans are chosen.

Now the women work at electric conveyor belts under daylight quality artificial lights. They are indoors, protected from the often harsh weather conditions, in a well-ventilated building.



## School fees paid



Photos: Cafédirect

“Cafedirect has improved grower livelihoods as farmers get additional money for gourmet coffee which they use for various things, like paying school fees for their children and building a dispensary. Farmers are keen to sell more coffee to Cafedirect because of this additional money.”

Lydia Nabulumbi



Photo: Cafédirect

## Lydia's taste test

Thanks to Cafédirect reinvesting their profits into programmes like these, Gumutindo has also been able to open its own ‘cupping’ laboratory and train a full-time Quality Controller. Lydia Nabulumbi tastes every shipment of coffee beans from the co-operative. She gives the farmers valuable feedback about how to improve the quality of their coffee crop.



Photo: Cafédirect

## Fighting poverty through trade

Traidcraft doesn't just sell Cafédirect coffee. Through our Traidcraft Meet the People Tour to Costa Rica and Nicaragua, customers and supporters can meet the people behind the products by visiting two co-operatives which supply their coffee beans to Cafédirect. Visit [www.traidcraft-tours.com](http://www.traidcraft-tours.com) to find out more.

