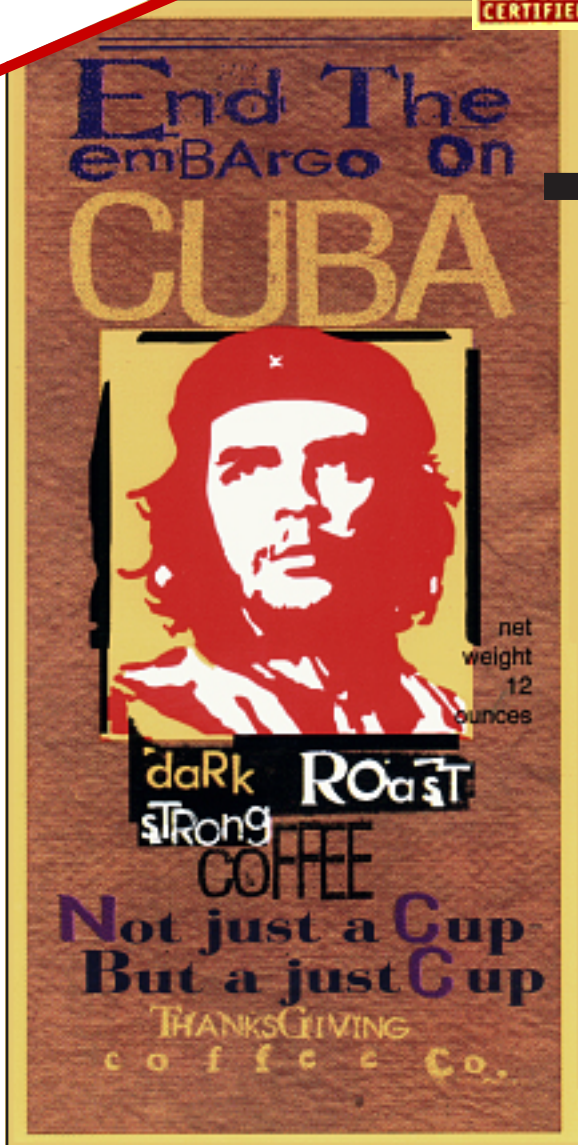


Thanksgiving Coffee

presenta

**CERTIFIED
ORGANIC**



We aim to raise awareness about this unjust embargo by donating 15 cents per pound to Global Exchange, an organization which sponsors student and cultural exchanges to Cuba. We hope that this will foster a new understanding between our countries and help bring about the end of the U.S. blockade. Our commitment to a just cup demands no less.

“Because of the circumstances in which I traveled., first as a student and later as a doctor, I came into close contact with poverty, hunger, and disease. With the inability to treat a child because of the lack of money; with the stupefaction provoked by continued hunger and punishment, to the point that a father can accept the loss of a son as an unimportant accident . . . and I began to realize that there were things which were almost as important to me as becoming a famous scientist or making a significant contribution to medical science: I wanted to help those people.”

– Che Guevera

“Economic embargoes . . . are always deplorable

because they hurt the most needy”

Pope John Paul II,
upon visiting Cuba in 1998



**Thanksgiving Coffee
Company, Inc.**

**ROASTING FINE COFFEES
SINCE 1972**

BOX 1918, Fort Bragg, CA 95437

mail order: 800. 648.6491

fax: 707/964.0351

www.thanksgivingcoffee.com

www.endtheembargo.com

Effects of the Embargo

The embargo is an affront to human decency, and also an affront to the free market. We are unable to bring you coffee actually grown in Cuba, so we have substituted beans grown by farmers in Guatemala, Mexico and Nicaragua.

The coffees are organically and shade-grown under natural rainforest canopy, practices which preserve rainforest habitat. They are also Fair Trade certified, insuring that the farmers make a living wage. Your purchase of "End The Embargo Coffee" is more than a protest against the Cuban embargo, it promotes sustainable agriculture everywhere.

"The outright ban on the sale of American foodstuffs has contributed to serious nutritional deficits, particularly among pregnant women . . ."



"I strongly believe that it is in the best interest of our company to be actively involved with the environmental and social consequences of coffee growing as well as coffee consuming."

- Paul Katzeff,
CEO of Thanksgiving Coffee

" . . . by one estimate, daily caloric intake dropped 33 percent between 1989 and 1993 . . . The embargo is severely restricting Cuba's access to water treatment chemicals . . . This has led to serious cutbacks in supplies of safe drinking water."

Since 1992, the United Nations has passed annual resolutions condemning the U.S. embargo of Cuba. In 1995 the UN General Assembly voted 117 to 3 for condemnation. The three dissenting votes were cast by the U.S., Israel and Uzbekistan and the latter two both trade with Cuba. In 1998, the vote was 157 to 2. The United States is alone in its continuation of harsh policies toward Cuba, a country of minimal strategic importance to U.S. interests. The passage of the Helms-Burton Act in 1996, a law extending and tightening the embargo, has exacerbated the situation. Helms-Burton illegally restricts the right of other nations to trade with Cuba. The U.S. now risks souring relations with important trading partners (such as Canada, Mexico, and the European Union) over its attempts to force a global embargo.

Thanksgiving Coffee has a history of socially relevant products, beginning with the "Coffee for Peace" program in the 1980's, when our company imported coffee from Nicaraguan farmers facing the dual hardships of an embargo and a revolution. Thanksgiving also works to make the speciality coffee industry more environmentally responsible with organic and shade-grown coffees. Our tradition of social and environmental responsibility continues with "End the Embargo Coffee".

**Not just a Cup-
BUT a just Cup**