

## **The Story of Bean by Bean**

Bean by Bean was founded by people with a passion for using business to drive positive social change. While on a mission trip to Guatemala, Al DeKock was introduced to the inequalities many coffee workers endure. At the same time, Derrell and Missy Jackson were looking to develop a new social venture that would help improve the economic stability of coffee farming communities in Central America. Brought together by a mutual acquaintance, Al, Derrell and Missy knew that this was more than a coincidence. Bean by Bean soon took shape with its primary mission of changing both the lives of its suppliers and its customers for the better.

By supporting Bean by Bean, you are not only helping to empower farmers who have not had opportunities for fair pricing and larger markets, you are also supporting local business right here in West Michigan. Bean by Bean is based in Jenison, Michigan and all our coffee is roasted and packaged locally.

We invite you to experience coffee in a whole new way. Drink Bean by Bean coffee.

Learn more at [HYPERLINK "http://www.beanbybean.org"](http://www.beanbybean.org)  
[www.beanbybean.org](http://www.beanbybean.org)

## **The Direct Trade Model**

Fair trade has provided coffee growers around the world with an opportunity at a better future. But how much better? While empowering some, fair trade has unwittingly furthered the poverty of others. Bean by Bean operates under a different model that seeks to level the playing field. Consider it “direct trade”. We pay premium prices for quality beans from suppliers who deserve it. In turn, Bean by Bean re-invests profits back into their communities to support valuable social programs.