

NYERI HIGHLANDS

It is with great pride that we offer Nyeri Highlands coffee at Jazzman's. Let us take you on the journey to the Nyeri Highlands, along with Phyllis Johnson, our coffee buyer, to meet the farmers who work so hard for this exceptional coffee.

In 2002, I visited Kenya for the first time for the sole purpose of meeting the farmers who produced the exceptional coffees we'd purchased over the previous years. Out of the many different coffees from many different regions that I'd tasted, I knew there was something special about Nyeri coffees. Nyeri coffees had a calm, smooth, complexity about them that was easily recognizable. I'd mastered the ability to pick out a Nyeri coffee even in a blind tasting.

When I traveled to the region, the same calm and complex feeling came over me. Deep rich volcanic red soil with a perfect view of Mt. Kenya in a perfect environment. It remains to this day one of the most beautiful places I've ever been. In the midst of enjoying this beautiful environment, things became very complex for me. There was extreme poverty that I had not seen in other parts of the country. The bodies of the children were deformed from malnutrition; it was truly a different world. The complex thoughts of how could this be came quickly to mind. As I got out of the car, I started to feel strong emotions, but quickly realized that I was the guest of honor and it wouldn't be wise to be so emotional.

The cooperative had decorated the shed where we held a 3 hour long meeting. The men sat under the shed while my husband, Patrick, and I sat with many political dignitaries. The program was translated in 3 different languages, one of which was English. I noticed how the women sat on the outside of the tent in the misty damp weather, partly paying attention to the entire event. Then all of sudden I heard, "Now, we would like to hear from our guest" and everyone turned and looked at me. I had not prepared a speech and started to feel a little intimidated at this point. To make things worse every woman sitting

outside of the tent came to stand inside the tent to hear my speech, the one I had not prepared. After the event was over, the ladies gathered around me and started to speak in their language, my interpreter finally making it to my rescue. I heard



him say, "She had left her coffee farm to ruin, but because you came here today, she's going to take pride in coffee again." I heard, "I own over 1,000 coffee trees." "I own 300 trees." "My kids are all grown up and it's hard for me to pick the beans." "We can make a home for you here so you can live with us when you come back." One lady gestured to me as if to say I don't need an interpreter for you to understand, you are just like me as she laid her hands over her breast. It was that moment when I knew that no longer could my accountant or banker tell me about profitability. My measure

of profitability went far beyond the pages of company financials. The day ended with me planting a coffee tree on the cooperative grounds, and being given a Kikuyu name, Nyawire, meaning, "hard working woman."

Phyllis Johnson

Jazzman's Coffee Buyer





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Introducing the second Jazzman's Noteworthy Coffee™ in its line, Nyeri Highlands. The Keremara farm in Kenya, East Africa lies in the middle of Mount Kenya and the Abardare Mountain Range. (Keremara means "beautiful high place" in Kikuyu, a language of one of the local indigenous tribes of Kenya.) Surrounded by snow-capped mountain peaks and lush jungle setting, the farm sits along the equator, enjoying its abundant natural resources. The 86 workers, representing 40 families who call the farm their home, utilize the best techniques available to harvest their coffee. Incidentally, this same farm also rears dairy cows!

Fans of this Utz Kapeh certified coffee enjoy its solid body and fine acidity. The great taste and advanced production methods that balance environmental concerns, aspirations of the workers and their families and a healthy business outlook result in the best Kenyan coffee: NYERI HIGHLANDS.

