

25TH ANNIVERSARY



MOUNT MERU COFFEE PREMIUM TANZANIAN COFFEE

In 2025, churches across the Milwaukee area are celebrating 25 years of changing lives around the globe in Africa, simply by committing to drinking coffee! A direct fair trade partnership between Milwaukee area Lutheran churches and coffee farmers in Tanzania, in eastern Africa, was born out of a simple question asked by a Tanzanian Lutheran Bishop of a Milwaukee Bishop in 1999: *We grow coffee, you drink coffee, will you buy our coffee?* The response, "Yes, we'll buy your coffee," led to the creation of the Mount Meru Coffee Project, affiliated with the Evangelical Lutheran Church in America (ELCA) Greater Milwaukee Synod.

The non-profit Mount Meru Coffee Project imports the farmers' beans, fresh roasts the coffee locally via Superior Coffee, a Bayview-based commercial roaster, and is packaged through volunteers, to sell through congregations and its website. Committed volunteers have managed and operated the Mount Meru Coffee Project since its first bag of coffee was sold in 2001, and thereby remove middleman costs which allow the farmers to realize a larger return on their coffee beans. The Project is housed within Martin Luther Lutheran Church, 9235 West Bluemound Rd., Milwaukee, WI 53226.

From this humble beginning, the lives of over 1,000 farmers and their families are now changed for the better. Through the project, farmers receive: Training in farming techniques and more climate resilient plants; and - most importantly - over 60% of the sales price realized in the U.S. is returned to the farmers to improve their farms and processing centers. This far exceeds what coffee farmers receive from commercial brands - typically 10% or less.

A member of the Fair Trade Federation, the coffee project imports 100% premium Arabica coffee from micro-scale farmers on the volcanic slopes of Mount Meru, just southwest of the higher profile Mount Kilimanjaro. The participating coffee farmers of the Meru region improve their standard of living, enhance their farms, and invest in their children's education to break the cycle of poverty.

Any individual or congregation wishing to volunteer with the Mount Meru Coffee Project should contact Board President Rick Frowein at 414-438-0122, or via email at info@mtmerucoffee.org. We are currently in need of board volunteers with expertise in marketing, website, e-commerce and sales.



**THANK YOU TO THE
CONGREGATIONS
OF THE
GREATER MILWAUKEE
SYNOD FOR 25 YEARS
OF PARTNERING FOR
IMPACT!**



**MOUNT MERU COFFEE PROJECT
FARMER ELIBARIKI L. NANYARO**



FOUNDATION

Our Mission

Living the Gospel by building economic justice and respect together with Mt. Meru coffee farmers.

Our Values

We are inspired by Jesus.

We strive for justice.

We believe in mutual relationships.

We embrace joyful hospitality.

We seek to be stewards of the Earth.

We serve to change lives.

Celebrations in Tanzania

Partnering with the Diocese of Meru (Bishop Elias Kitoi Nassari), visits were made in late October 2024 to all six processing centers where plaques marking the 25th anniversary of the partnership were dedicated, as well as delivering a blessing for continued prosperity.

MISSION IMPACTS

Farmer Training

For the six consecutive year, we were able to fund farmer training at the Tanzania Coffee Research Institute (TaCRI). **\$8,400 was invested in 2024** enabling 121 additional farmers (now 670 in total) to learn how to plant, how to care for the trees and how to pick and process the coffee to ensure higher quality and production.



	Number of Farmers Trained						ALL
	2019	2020	2021	2022	2023	2024	
Mulala	21	20	18	20	20	20	119
Makumira	21	21	13	20	21	20	116
Legaruki	23	22	20	21	20	20	126
SILK	20	21	21	17	20	20	119
NIA	20	20	20	20	21	20	121
Mlimani			5	20	19	20	64
Association	4					1	5
Total	109	104	97	118	121	121	670

Capital Improvement Projects

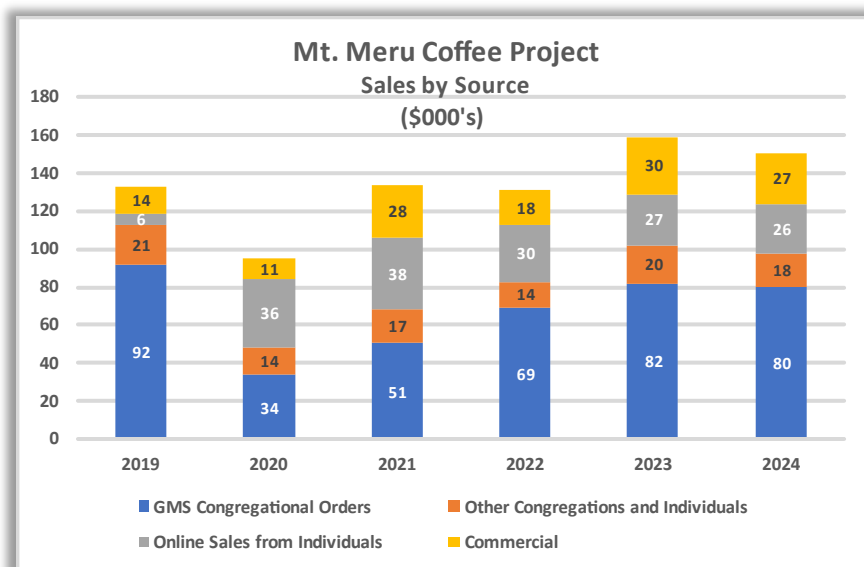
We continued to address the needs of the processing centers resulting from the changes in the climate. Through the generosity from individuals and congregations we were able to allocate over \$5,000 to help the accelerate some of the remaining capital projects.



New Pulper and Water Tanks @ Legaruki



FINANCIALS



2024 was a tough economic year for all of us which was reflected in our overall sales. We did pick up or re-activate a few congregations and plan to push that into the new year as well. Thanks to all the Ambassadors for their continued strong support.

Asante Sana

CONDENSED STATEMENT OF ACTIVITY (cash basis):

For fiscal year ending December 31, 2024

Operating Revenue

Consumer Sales	\$130,010
Commercial Sales	20,840
General Contributions	7,830
Farmer Training	<u>14,220</u>
Total	\$172,900

*Training of \$8,640, Farmer Coop Capital Improvement Projects of \$5,770, and \$15,460 Supplemental Farmer Grants were funded as a part of the 2023 Advances.

Operating Expense

Advances for Coffee & Tz Op	\$55,000
Farmer Trng. & Cap. Improvement	*0
Contributions to Meru Partner	1,520
Decaf Processing	14,050
Getting Coffee to Customer	59,380
Website Development	10,800
Interest Expense	<u>140</u>
Total	140,890

Net Cash from Operations **\$32,010**

Financing Activities

Increased Debt (net)	<u>(950)</u>
Net Increase of cash on hand	\$31,060

CONDENSED STATEMENT OF FINANCIAL POSITION

Assets

Cash on Hand	\$ 60,590
Investment in Coffee	100,550
Accounts Receivable and	
Other Assets	<u>16,530</u>
Total Assets	\$177,670

Liabilities and Net Assets

Line of Credit	\$ 0
Vehicle Loans	1,700
Accounts Payable	<u>270</u>
Total Liabilities	\$1,970
Net Assets	<u>175,700</u>
Total Liabilities & Net Assets	\$177,670

Change in Net Assets = (\$25,950)