

CASE STUDY



Making every cup count

The employees of the Wesfarmers Resources Brisbane office love their coffee as much as anyone. This year, they found a great way to feel good just by enjoying their favourite brew: by sourcing coffee from East Timor, one of the poorest countries in our region.

“Just Coffee” is a premium, organically grown coffee, produced in accordance with the principles of Fair Trade. This

ensures all profits are returned to the East Timorese coffee growers.

“Just Coffee” is an initiative of St Joseph’s College Gregory Terrace in Brisbane to support a sustainable and viable coffee industry in East Timor. In 2009 the “Just Coffee” program, of which Wesfarmers is now the largest corporate customer, returned US\$8,800 to the coffee growing families in the

Emera district which represents a potentially life-changing 30 per cent increase in annual income for the Emera coffee growers.

The success of the program in the Wesfarmers Resources Brisbane office has seen the Wesfarmers Limited offices in Perth and Melbourne also make the change to “Just Coffee”.