The Warrior Coffee Project: A Model of Service Learning in Study Abroad

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The Warrior Coffee Project, an outreach of Lycoming College, began in 2012 as a result of my research in the Dominican Republic. We have grown to where we have an interdisciplinary program that routinely takes students from political science, international studies, education, chemistry, biology, and the Center for Energy and the Future on interdisciplinary field experiences. Typically, twelve to sixteen students participate per trip. Currently, we even have two fellows who live in the Dominican Republic year-round to maintain our projects and demonstrate our commitment to the community. They are recent graduates from Lycoming College, and this is their first professional step into the world of sustainable development, which turns out to be a difficult field to break into if you do not go the Peace Corps route. The goal of all that we do is not only to educate our students but, in doing so, to have a positive, lasting impact on a community we care about and believe in. At Lycoming College, we are Warriors. And through Warrior Coffee, we can "fight for what's right, one cup at a time."

I became acquainted with this community through random chance in a lot of ways. At an event on Lycoming's campus, I met a woman who told me that she took volunteer groups to the Dominican Republic and invited me to go along. I had been looking for a way to get students into a developing country where they could make a difference but also where it is safe. The Dominican Republic seemed like a perfect place.

On that first trip, I spoke no Spanish. I had to rely purely on translators. I ended up on top of a mountain in a community called El Naranjito. To get there, I had to take a two-hour car ride from the capital to a town called Azua and then to another town an hour north of that, called Peralta. There they put me in front of the police station and said, "A truck is going to come along and get you at some point. Hop on the truck, and you're going to go up the mountain." I sat and waited for the truck, which finally came, quite late by American standards. We worry about time; Dominicans don't so much, which is great once you get used to it. I hopped in the back of the truck, and two hours later I arrived at the top of this mountain after going up what we could loosely call a road. I hopped off the truck, and Caesar Ramirez

(see Figure 1) was the first community member who greeted me. He gave me a big hug and said, "Let me teach you about coffee."

I had grown up in Tennessee, so I knew about corn and green beans and the like. That was about it for agricultural products. I had no idea how coffee grew; honestly, I had never thought about it. I came



Figures 1 and 2. In Figure 1 on the left, Caesar Ramirez shows off a large mortar & pestle used to grind roasted coffee. Figure 2 shows a typical home in the community of El Naranjito. Photo credits: Unless otherwise noted, all images are credited to the author.

to coffee from the perspective of "I'm a political scientist trying to understand trade and power dynamics" rather than thinking about how it was grown and harvested. So when he said, "Let me teach you about coffee," I thought to myself, "That would be a good idea. It would be helpful to see how it grows." He and the rest of the community were incredibly welcoming.

A typical house on the top of the mountain of El Naranjito is what we in the United States would describe as a dirt floor shack. They cook on three rock stoves, which means that you have an open flame with lots of smoke. If you have learned about the developing world, and especially about women there, you know that this constant smoke exposure presents serious health challenges for them. In Figure 2, notice that there are open slats that let the smoke out.

A man named Hector has become sort of the grandfather to the groups that we take there. He and his wife Consuela have become our surrogate family since they take care of us when we are there. We even talk to them when we are not there, and they take care of our fellows. As a result, I never worry about sending anyone to stay for as long as they need to stay because I know they will look out for them. They cook for us (see Figure 3). They give us a place to camp in the yard, and they are exceptionally generous people.



Figure 1. Consuelo Ramirez stoking a fire on which she is roasting coffee. Photo credit: Jeremy Ramsey.

To orient you a bit further, we operate in two areas in the Dominican Republic. Peralta is the base town where we stay much of the time, as it is not practical to take large groups to stay for extended periods in tents with no bathrooms or showers on the mountain at El Naranjito. Our fellows live in Peralta and visit the coffee farms routinely. I will also talk about a community called Las Terrenas, which is on the other side of the country on the north shore. We take students there because it allows them to see that a country is not defined by a single place. The Dominican Republic has considerable variety, and it is important for our students to learn that diversity exists.

Now that we have some background context in terms of the place we work and the people with which we work, I'm going to transition to talking a bit more about coffee. Coffee cherries grow on a tree, much like other kinds of fruit, and the pits of the cherries are the coffee seeds or beans. Generally, there are two or sometimes three seeds inside, depending on the variety. The farmers of Naranjito and coffee farmers all over the world start this labor-intensive process by handpicking coffee. High-quality coffee has to be handpicked for a couple of reasons. Coffee cherries can be picked mechanically, but the machine strips the plant and does not give you a good cup. Picking by hand here is important because you only want to pick the ripe fruit. If you don't pick only the ripe fruit, then the seeds are underdeveloped, and the coffee doesn't taste its best, again like other fruit. For example, if you get a banana that's underripe, it tastes awful. It smells bad. It's not sweet. It's hard and not pleasant to eat. In Figure 4, most



Figure 4. Ripe coffee cherries on the tree. Photo credit: Jeremy Ramsey.

of these cherries are ripe. What normally happens, is that about a third or less of a branch will ripen at a time, so the farmers have to go in, pick by hand, and only take the ripe fruit. This means going back to a tree three, four, five, even six times in any given year. Coffee here also has to be handpicked because, in the Dominican Republic, this coffee is grown under a shade canopy.

Traditionally, coffee grew in a forest under the shade of other trees and plants. What most coffee producers have done over time to make coffee production faster and cheaper is deforest massive chunks of land throughout the world in order to plant coffee so that it's grown like corn, as a row crop, and then many strip-pick everything. These days, most of you are getting coffee that is not being grown under shade but rather in an open field with full sun exposure. In fact, estimates are that only 5-8% of the coffee in the world is grown under a shade canopy. Shade growing is not only better for your cup of coffee, but it is also better for the environment. Think about all of those negative effects of deforestation that come along with the high productivity approach. Another benefit of shade-grown coffee is that coffee is living in a symbiotic environment with other trees, plants, and animals. Early on, we focused on something as simple as helping the farmers diversify their canopy so that they are planting other fruit trees that, when they lose their leaves, provide compost for the coffee trees as well as being another source of income for the farmers. We have invested in crops such as macadamia nuts and avocados that they can sell in addition to their coffee, and that also provide a nice environment for growing coffee.

Coffee producers take burros and horses into the forest, pick the coffee cherries by hand, and then put them in sacks that hang on the sides of the burros. They then bring the sacks out to the thing that most closely resembles a road, which is sometimes an hour-or-two ride away. They put the sack on the side of the road, and then the one truck that the cooperative has comes by to pick it up every day. Those who aren't a member of the cooperative must transport it by other means, either burros or other trucks they have to pay to carry their product.



Figure 2. Rady and Hector Ramirez use an old de-pulper to remove coffee beans from the cherries within which they grow. Photo credit: Jeremy Ramsey.

As you can tell, the picking alone is quite labor intensive, but that's not the end of their work. The coffee is then taken to their individual farms. The rusty machine in Figure 5 separates the coffee cherry from the seed. You put those cherries in the hopper and hand crank it, and it spits the cherries out one side and the seeds out the other. At this point, the seeds have what is called *miel*, or a honey layer, which is sticky.

There are a variety of ways that you can process coffee once it's been picked. In this region, they use the wet method that requires the *miel* to be removed through the use of water, which is hard to come by on this mountain. Their water system is PVC pipe over the top of the ground that comes from the "source" as they call it, which is a bamboo forest. They take old, dirty buckets, add water, and soak the coffee in there for 24 hours. Once they pull it out, that *miel* layer can come off.

What happens next is that Caesar and everyone else dries the coffee on their concrete patios at their houses (see Figure 6). There are different ways that coffee can be dried, but this is the way they have traditionally done it on the mountain. They have to turn it every hour or two, depending on the humidity and time of day, to keep it from going sour or fermenting. Once the coffee beans are dry, there is a layer on it called the *paja*, or parchment. That paper layer has to be removed through another complicated process, which does not take place at the farm-level, and then it can be roasted.



Figure 3. Caesar Ramirez stops to pose while raking his coffee, which is drying on his terraza.

When you get coffee in the United States, it has been shipped here as what we call "green coffee." It has not been roasted; that happens at your local roastery. On the mountain, they roast over the open fire. It's absolutely delicious. One of my favorite things is that Consuela, who is the matriarch of the mountain, allows the younger women to start the coffee until it gets to the critical point where it is about to experience the first crack, which is where it needs to be pulled off the heat. It is a beautiful thing to see, hear, and smell. As soon as it starts to happen, Consuela steps forward and takes it to that final stage because that is her expertise. That is what she knows how to do better than anyone else (see Figure 7).



Figure 4. Coffee being roasted over an open fire in El Naranjito. After roasting, it is ground by hand and then turned into the cup of Joe we all enjoy. Photo credit: Jeremy Ramsey.

Having described what happens at the farm level, let's consider how the coffee trade works. Figure 8 shows an oversimplification of the very complex trade process. You have people, farmers or producers, who produce a good. You have buyers that can be either domestic or international. In the case

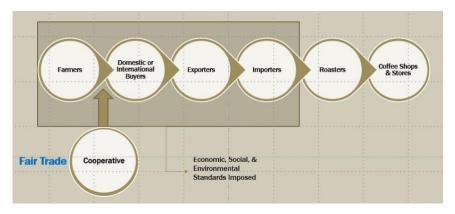


Figure 8. How fair trade impacts the traditional international trading process.

of the Dominican Republic, 95% of the coffee stays in the country, with most bought by one company called Induban, which effectively has a monopoly. When I first went there in 2012 and they walked me through this labor-intensive process, I was confused when they told me they received as little as eight to fifteen cents per pound. I know that farming isn't really rewarded; we don't pay what we should for the work that goes into it. I could not make sense of those prices, though, given how much American consumers pay for retail coffee: usually at least \$7-8 a pound and as much as \$15-20 per pound.

How was it possible they were getting so little for their coffee? That's where I began. That's when I said to myself, "There has to be something that we can do about this. This does not seem fair." A lot of that is because it's only being bought domestically from one company with a monopoly. They can offer whatever they want; they have captive suppliers so they don't worry about whether the price they offer is fair or not. A good portion of coffee-producing countries have a range of international buyers who will come in, but I don't mean that farmers will be paid more in those situations. That's not always true. In most places, if the farmer is not selling into the specialty coffee market, buyers can offer whatever they want, and the farmers are usually going to have to take whatever they are paying.

In the coffee trade, there are exporters and importers. This is how you get your product into a country the retail buyers are in, in this case, the United States. Then it goes to roasters. They can be large roasters doing millions of pounds a year, or they can be small roasters like the wonderful one down the road. That is going to vary. Sometimes the roaster also owns their own shop, or they do not but they sell to local stores.

This is how the coffee trade has traditionally worked. A modification of this is the concept called fair trade. Fair trade sets a minimum price paid to a producer (the seller of the coffee, not necessarily the

people who pick the coffee). Depending on the fair trade scheme, you will have other economic, social, and environmental standards imposed, such as having to pay your pickers a certain amount per pound, not being able to use slave labor, refraining from using certain types of chemicals because it can compromise the safety of your workers, and having to invest X number of dollars into social projects. A broad range of different standards exist. The way that fair trade traditionally worked is that cooperatives would bring laborers and producers together, and that would give laborers more negotiating power. A group of 100 that are selling their coffee together have more power than one producer does. In the Dominican Republic, when I first went to El Naranjito, they had buyers who would come in to play producers against one another. They intentionally tried to prevent farmers from forming cooperatives because they knew this would give them more negotiating power.

When it works correctly, fair trade allows these democratically chosen bodies to pool their interests and earn more money because they can collectively bargain. Again, they do so under a variety of labels. As a consumer, which label is going to allow you to direct your dollars to a social enterprise that is treating their workers fairly? The conundrum is that there is no absolute standard or even definition for what fair trade is. Every one of the labels in Figure 9 has its own standards for Fair Trade, and anyone can make up their own fair-trade label. Some of them emphasize people; some put emphasis on the environment. I would argue that some companies have realized that if you slap a label on something, people will say, "Oh, I feel good about buying it and will pay more for it."



Figure 9. The complexity of fair trade as seen through the number of labeling organizations. Source: aneelo.com/fair-trade/fair-trade-coffee-labels/ (site discontinued).

That was the launching point of my research. Is fair trade really just a marketing scheme, or is it actually having a positive economic impact? I started from the perspective that it cannot possibly have a positive impact if there is no "it," whatever "it" is. Fair trade organizations are self-monitoring and self-enforcing. The way to make your money if you're Fairtrade International or Fair Trade USA is to certify as many farms as you can, as they are paying for that certification. So do you really care about imposing standards, or do you care about making money off this certification? The research that I've done so far is not hopeful that fair trade works.

I would argue that the market started to recognize these patterns, and, as a result, the next thing that developed was something called direct trade. It's about a one-to-one, personal relationship between a roaster and a farmer. Ideally it allows you to take out all of those middlemen, so that more of the money actually stays with these farms. Every step that you take out frees up some money from the supply chain that can then be allocated to the producers. Many excellent roasters have a commitment to social responsibility and are doing this. They are the minority, though, for a few reasons. One, it's expensive. Two, even if, as a roaster, you want to find that farm, how do you find it? I stumbled upon a coffee farm on a mountain nearly purely by accident. This is how a lot of these relationships start. Many emerge from religious institutions, and, in some cases, coffee shops are owned by active members of churches, pastors, or previous pastors. Many of these individuals make contacts during mission work and develop relationships with coffee farmers, which is otherwise hard to do.

Not only is that difficult, but figuring out how to get coffee, an agricultural product, from another country into the United States is incredibly difficult. In terms of basic logistics, the roads to many farms aren't good. Who picks up the coffee? When do they pick it up? Well, they say they are going to pick it up this day, but it will not actually be that day. Do you just sit with it? I have a twenty-three-year-old who is hanging out with some coffee bags in a developing country hoping that the truck is going to show up and hoping it's the truck that it is supposed to be. It's quite complex.

Even though direct trade allows for more control over the supply chain and allows for more money to be directed to producers, it's a big challenge to pull off. You have to really be invested as a coffee shop owner or roaster to be able to engage in this, and you have to invest a lot of economic resources. My critique of this is that, just like fair trade, there is no absolute standard here and less accountability. What you are relying upon as a customer is that your roaster, your coffee shop, is truthfully communicating what they are doing. They are telling you a story, and they are actually doing it. In my experience, for the most part they are, but that's not always going to be true. In terms of the future of how we trade coffee, I don't know where it's going, but especially in specialty, higher grade, expensive coffee, it certainly seems to be moving toward direct trade. They are willing to invest resources into their craft, and it is a craft. Warrior Coffee of Lycoming College utilizes a direct trade model, and we have imposed our own standards that are more stringent than fair trade practices. We buy directly from two groups of producers: the San Rafael Cooperative and the El Naranjito Association. At this point, we pay \$2.47 a pound, which is a significant improvement over eight to fifteen cents a pound, which some farmers were previously receiving for their coffee. Even though this is an improvement, we hope that even this will increase over time. However, at this point, the quality of coffee they are producing is deserving of \$2.47 but not more. We are working with them to raise the quality of production because we want other people to buy their coffee, and other people are going to buy it based on quality. We are helping to raise their production standards so that they have more buyers and can provide for themselves in the long run. This makes the project sustainable and one that doesn't cultivate a dependency on one outside entity— in this case Lycoming College.

Figure 10 shows that, after purchase, the coffee goes on a shipping container to make the trip to the United States. It comes to Lycoming College in Williamsport PA and, as of this year, is actually going to be stored at Lycoming College in our Buildings and Grounds Facility. The coffee is then roasted in

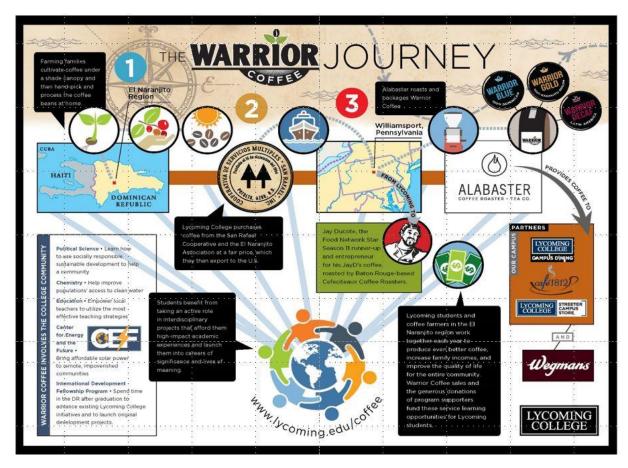


Figure 10. The journey of Warrior Coffee from bean to cup. Figure created by Lycoming College.

downtown Williamsport at a local shop called Alabaster. We originally worked with a larger roaster in Westchester before Alabaster had that capacity, but we always wanted to move the roasting closer to home. We have a responsibility to the Williamsport community, and this is a big part of us doing that.

At this point, the coffee also goes to other buyers. Our biggest other buyer of green coffee is a friend of mine. His name is Jay Ducote. He eats and drinks for a living. If you watch *Food Network Star*, he was a runner-up a couple of years ago. He's been on *Master Chef*, *Chopped*, and all those fun shows. He buys our coffee and sells it in Baton Rouge in collaboration with a roaster called Cafeciteaux Coffee Roasters. We are gradually building up the number of roasters that buy our green coffee because, despite the fact that we love coffee at Lycoming College, there is only so much a campus of 1200 people can consume. We need to help our Dominican partners connect with a bigger market. As of last year, all of the coffee in our campus dining facility has been Warrior Coffee. You can buy retail bags on campus. Last year, we got it in the local Wegmans. Recently, we entered into conversation with the green coffee buyer of the Wegmans corporate office and are trying to talk them into buying our green coffee to roast under Wegmans' brand, which could happen. It keeps me up at night thinking about how we will bring that much coffee to the US, but we will make it work.

The really cool thing about the program is that we use all of the money to do two things. The funds subsidize travel for students to go to the Dominican Republic. I fundamentally believe that students, no matter what their economic situation, should be able to take advantage of opportunities to help set them up for their life's passion. We subsidize travel so that everyone has access to this opportunity. Profits also are returned to the Dominican Republic through service-learning projects to address pressing "quality of life" issues that the community faces.

So how do we get to our growers? Figure 11 shows the little, four-wheel-drive trucks that we



Figure 11. The 2016 group travels to the community of El Naranjito.

take. We take a whole line of them depending on the weather. In the rainy season, this is one of the better parts of the road. This method of travel is not super accessible, but, so far, we've made it work. Once we got stuck and the Dominican military almost had to come, but they didn't. By the way, the US Embassy was called on a Friday afternoon. They called back to check on us on Monday morning. Don't worry; just in case you're ever stuck over the weekend in a foreign country, they'll call back on Monday morning to see how you are.

While in the community of El Naranjito, we camp in the yards of coffee producers. We get really close. We sleep in tents together, and we share coffee— sometimes in one really big cup that we pass



Figure 12. Students set up tents to sleep in while in El Naranjito. Photo credit: Jeremy Ramsey.



Figure 13. Brittney Gross enjoys our gigantic cup of communal coffee, prepared by the owner of Alabaster Coffee & Tea Co., who roasts Warrior Coffee. Photo credit: Jeremy Ramsey.

around (see Figures 12 and 13). Students get really comfortable with people in these situations. They get to know their classmates and professors in unexpected ways.

The core of our project is a long-term development project (see Figure 14). It's taking the resource that the community already produces and helping them access markets that will pay them more than they historically have gotten for their coffee. We started to do that by buying coffee and selling it on campus and to as many people as we could find. Our long-term plan is to connect producers to other buyers directly. We want to make sure it's sustainable. If I fall off a mountain, which could literally happen, or if the college decides that this isn't something that they want to do anymore, we want this



Figure 14. Capacity-building projects with coffee producers. Clockwise from top left: Karl Fisher, owner of Alabaster Coffee & Tea Co. leads a coffee cupping. Students and farmers plant new coffees. Dr. Caroline Payne teaches farmers about the coffee flavor wheel; photo credit: Jeremy Ramsey.

community to be better off. Therefore, they need to have this direct connection to other buyers. One step toward that is having coffee cupping classes with our roaster so that we're teaching them the language of international coffee trade. This coming year, part of our experience in May with students will be to bring in other coffee roasters as an advisory board and potential buyers so that we are starting those direct connections.

We do additional things like help farmers plant new coffee plants because the crop suffered from *la roya*, coffee leaf rust, which is a fungus that hit all of Latin America. This community lost 90% of their

coffee production beginning around 2012, and we have been fighting an uphill battle since then. Part of what we have done is help them purchase some coffee plants but then also connect them with government resources for further assistance. There was no way that we would be able to help them plant all of it back.

Another related project is the long-term research project my chemist friend Jeremy Ramsey just launched this past year. To the best of our knowledge, it's the first time it's ever been done in the world. They're actually studying the chemical composition of coffee right off of the tree (see Figure 15). Most



Figure 15. Chemistry coffee project. Left: Research assistants show off ripe coffee cherries before analysis. Right: Chemistry student Paige Rockwell analyzes the antioxidant capacity of coffee in El Naranjito. Photo credit: Jeremy Ramsey.

coffee analysis takes place in the lab with really expensive equipment. He and his students have developed methods to do that in the field with an innovative process of their own design. The goal is, if we can understand the chemical composition and the environmental factors that affect chemical composition, we can help the farmers produce better coffee and sell it for a higher price on the international market. They are very excited about this, and so are we. It's a great way to involve students in research.

We also want to address the immediate threats to the community's quality of life. It's going to take a long time, even at \$2.47 per pound, to have an impact that is felt in the entire community. So, we work with the community to identify their needs and engage in projects to meet those needs. Their water

system is PVC pipe with a holding tank at the source. They normally hold water in rusty barrels. Even though it's clean when it comes out, it's no longer clean once it's stored this way. Ramsey's students in Figure 16 are actually testing the water to see whether it is. Unclean water is a big threat to public health,



Figure 16. Chemical analyses of water quality in El Naranjito and Las Terrenas. Photo Credit: Jeremy Ramsey.

but this is normal. Chemistry, political science, and education come together to work on knowledge about water quality and access to water. We are trying to ensure that we can provide access to water all the time so holding becomes less important. By providing access, I mean we are literally buying PVC pipe and hacksaws and helping them map and fix their water pipes for \$200. They just don't have the resources to do it.

Energy access also remains a major hurdle to quality of life; there is no power on the mountain. Figure 17 may be my favorite picture of all time from the Dominican Republic. This is Hector and Consuela's house, where Consuela is cooking and roasting coffee. The image documents the first night that we installed a Pico Solar System, which is the first time they had ever had power on the mountain. It was amazing to see and to see what it meant for how their household habits changed, particularly for the

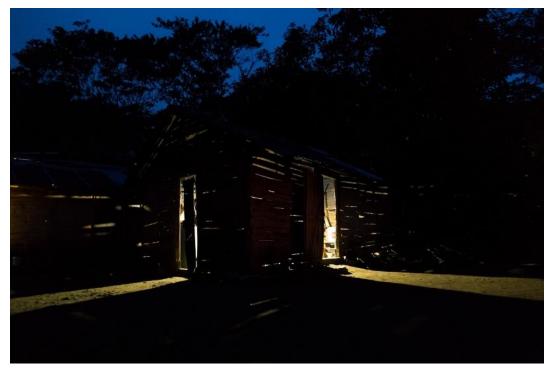


Figure 17. A home on El Naranjito on the first night it has Pico Solar power. Photo credit: Jeremy Ramsey.

women. In May 2018, the course that traveled was the Politics of Energy. We worked with Rady Ramirez, a respected leader in the coffee community, to help him establish a business. We are using a model called Micro-Consignment, and we purchased these Pico Solar kits. They range from \$20 to \$150. The College, using the profits from our coffee, is purchasing those systems. We then give them to Rady for him to sell. He doesn't have the money for startup costs for a business. When he sells them, everybody he sells them to has to give him a small down payment. Then microlending happens, so they are paying a little bit back to Rady at a time. Then he pays that back into the fund that we have created. He keeps his profit, that money comes back into our fund, and we invest it in even more Pico Solar products to get as many of those systems into the community as we can. They really need them because there is no electric power at all. We did not anticipate them being popular in the base town of Peralta, but they have unpredictable power maybe eight hours a day, so the kits have become popular there, as well.

In Las Terrenas (the other community we work in on the north coast of the country), a bigger solar project is happening. In May 2018, we actually converted an entire school to solar power, which has European expatriate children who pay tuition and Dominican and Haitian children who have scholarships. With their energy savings, we hope to allow them to offer scholarships to more kids; but, for all students, being educated in a solar powered school and talking about how that works and what that means will have an impact, which, when talking about generational change, is going to be huge. Our students actually got to install the solar system, which was really fun. Figure 18 is Zach Staver, and he is teaching one of the

students at Las Terrenas International School (LTIS) about installation. The sixth graders helped us, and then they taught the rest of the school, along with our education faculty and student, about solar power.



Figure 18. Lycoming Student Zach Staver works with a Las Terrenas International School student to install a solar system on the school's roof. Photo credit: Jeremy Ramsey.

The last area that we influence, which is, for the long-term, the most important, is education. My friend and colleague Dr. Rachel Hickoff-Cresko and her students go the Dominican Republic, and the goal is for them not necessarily to step into classrooms and teach. They do a little bit of that, but their focus is working to expose Dominican teachers to new, more effective pedagogies. When we leave after two weeks or however long we're there, those teachers are left in the classroom practicing these different pedagogical techniques for the long-term. An example of our students teaching them a new pedagogy was teaching them how to use learning stations and hands-on materials. Over the long-term, that is going to have a really big impact, much bigger than simply having our students teach a lesson or two. Additionally, every day the United States is becoming a more and more diverse place, and so our future educators will have a better sense of where some of their students are coming from.

To end, I want to focus on this word: community. This program is not about us, our students, or even about our students' needs. We address them, teach them, and give them that enhanced academic experience. However, as Figure 19 demonstrates, we do not do a project unless the community wants it. They identify something as a need, and we have to have the resources and knowledge to adequately tackle

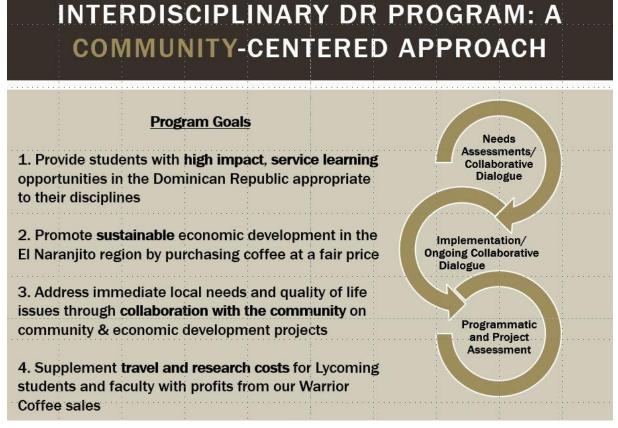


Figure 19. Interdisciplinary Dominican Republic Program Goals and Approach. Created by author.

that project. A project also has to be sustainable, which means the community has the resources, ability, and willingness to keep it going over the long haul. That is something as simple as the Pico Solar systems that I've discussed. Those are sourced in-country from a female-owned business. We are not bringing them in from the United States. That way, when we step out, Rady is a successful business owner on his own, which is what we want, and he can directly get those from Raquel, the seller in the north of the country.

This is the part I did not anticipate: building relationships by sometimes spending time seemingly doing nothing. Really, though, you are doing something. It's building trust. It's playing volleyball or soccer. It's riding horses; the farmers love to make me do that because it terrifies me! It is students fixing the same tricycle every year when we visit. It is seeing Rady's son grow up from the baby who drinks coffee from a bottle to the little boy who picks coffee with his dad. It's all about coffee, but nothing works without embracing the community and being committed to that community now and into the future.