Alta Gracia: lessons learned
Café Alta Gracia
Specialty Coffee

Shade Grown in the Dominican Republic
WHAT WE ENVISIONED

• BETTER MARKET FOR COFFEE

• LITERACY

• BRANDED DOMINICAN COFFEE
A FEW ACCOMPLISHMENTS

- MARKET FOR 100+ SMALL GROWERS
- CHANGE IN COMMUNITY
- A NAME FOR DOMINICAN COFFEE
- EDUCATIONAL OPPORTUNITIES
FAILURES

A LONG LIST
LESSONS LEARNED

• BE THERE!!!
• USE LOCAL ORGANIZATIONS
• SHUT UP AND LISTEN
• PATIENCE
OPPORTUNITIES

• NEW VOLUNTEER PROGRAM

• COFFEE IN THE USA

• SPECIALTY COFFEE IN THE DOMINICAN REPUBLIC