

# PAY TO CARE.

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## Intelligentsia Direct Trade

is a purchasing model based on coffee quality. A lot of work goes into growing, harvesting, and preparing the best coffees in the world. We recognize this effort and are willing to pay for it, a minimum of 25% above Fair Trade price.

For a few extra pennies, you (the customer) are doing your part by placing responsible consumer decisions ahead of cheap, low-quality...

You get the idea.



FOR MORE INFO:  
[DIRECTTRADECOFFEE.COM](http://DIRECTTRADECOFFEE.COM)