

## **What happens when a passion for serving mankind intersects with an experimental coffee roaster?**

Good things, let me tell you that.

Rich Siri, co-owner of Infusco Coffee Roasters with his wife Stacey, witnessed intense poverty unlike anything he ever could've imagined during a mission trip to Kenya. He saw destitute people digging through heaps and heaps of worthless trash, looking for anything usable. Then he learned about the struggles of the country's coffee farmers and the gears began to turn.

Back home, Rich had spent the previous three months experimenting with a roasting coffee in his self-made roaster built out of a pizza oven before eventually switching to a one-pound roaster. He'd even managed to land his first client, Greenbush Brewing Company. And although the 35-pound order took over 65 hours to complete, a business was born.

Rich and Stacey aren't ordinary people, however, and their business isn't either. It's the furthest thing from it, in the best of ways.

When they see somebody struggling and being exploited — Kenyan farmers were routinely paid 38 cents per pound for their coffee beans — they don't see dollar signs. No, they see an opportunity to make things better.

And how did they do that? Rich likes to call it "Relationship Coffee".

While the concept seems simple, putting the idea into place proved rather difficult. In most coffee-growing countries, their governments strictly regulate its exportation. Thankfully, a series of coincidences helped Rich and Stacey navigate these roadblocks.

The father of one of their friends from the mission happened to be a bishop from the Anglican Church of Kenya. Knowing that the shipping coffee out of the country is much easier if the buyer owns the farm, the bishop gave him one.

In another happy coincidence, Rich was granted the opportunity to meet with a prominent official in the Kenyan government. Better yet, the official had attended Western Michigan University and knew all about the Benton Harbor area. The power of good intentions can truly be amazing, and it wasn't long before Rich's first shipment of coffee from his new farm in Kenya had arrived.

With the roadblocks surpassed, it was time to begin truly cultivating the partnerships they'd sought out in the first place. And that's when their story truly becomes one-of-a-kind.

Through their dedication to cultivating mutually advantageous partnerships with local growers, Rich and Stacey have helped Kenyan widows and orphans make a living and support themselves. They've even grown the business to include a second farm. There's nothing sweeter than the smell of self-sufficiency, not even a fresh roast.

Does sharing profits with the growers make business sense?

"When you know the growers it does," says Rich. "We're building relationships that improve lives."

We invite you to stop by Infusco Coffee Roasters today in Sawyer, Michigan and get a fresh brew of your own. **Buy from the local vendor who stocks Infusco Coffee** and experience the delectable taste of superior quality, slowly roasted beans. Sip slowly as you imagine our growers diligently tilling our fields back in Kenya — far away physically, yet so close in all the ways that matter.