

All's Fair in Love and Coffee

Almost everyone loves a good cup of Joe. But not every ☒ coffee company promotes love with each bean. The Atlanta-based Land of a Thousand Hills Coffee (LTHC) is not just in the business of producing high-quality java, but also using their brew to bring justice in the name of Christ to Rwanda, where they grow their beans.

“God calls us to engage the good news of the gospel through both word and deed,” owner Jonathan Golden says. “Eighty percent of the coffee Christians drink at home and at church exploits the people who grow it. We should choose to brew a coffee that matches the message we preach.”

Through a partnership with farmers affected by the Rwandan genocide of 1994, LTHC participates in “community trade”—paying above-market wages to workers—in an industry where exploitation is common practice in certain places. They also provide microfinance loans to Rwandans, and they build sustenance farms for the region’s malnourished orphans. All their beans are grown 100 percent naturally. For this company, coffee isn’t just a drink, it’s a symbol of community, healing and justice.