

Just Us! Coffee Roasters

Our Mission

To be a viable and profitable business while being socially and environmentally responsible, to serve our Fair Trade customers by giving them the best value on our products and informing them to the fullest possible extent, to serve the interests of Fair Trade producers by developing personal and long-term relationships that adheres to and indeed goes beyond the basic principles of Fair Trade, and to develop relationships with our members, employees, business associates and the community as a whole based on honesty and respect; and to maintain an ongoing commitment to education, innovation and collaboration.

The Company

Just Us! Coffee Roasters was started in 1995 as Canada's first Fair Trade coffee roaster. This progressive worker owned cooperative deals in Fair Trade coffee and other associated Fair Trade and organic products. Their manufacturing, distribution, and retail facilities are located in and around Wolfville, Nova Scotia. The company has steadily grown to become the premier Fair Trade coffee, tea and chocolate merchant in the Atlantic Canada region.

The company was originally established on Fair Trade principles and practices that involve paying producers a fair return for their products, commitment to the protection of the environment, investment into third world development and just treatment for all company stakeholders.

Over the past seven years Just Us! Coffee Roasters Co-op has experienced healthy growth, created jobs in the community and developed a strong consumer loyalty and interest in their products, activities and philosophies. They are currently in the process of expanding their manufacturing facilities and have recently extended their product line to include fair trade organic tea, chocolate, clothing and Ten Thousand Villages crafts.

Products are currently sold through their retail outlet, supermarket chains, health food stores, cafes and churches across Canada with some export into the USA market. A recent public offering using a Community Economic Development Investment Fund (CEDIF) raised new working capital and will allow the organization to grow into exciting new market opportunities.

Our Values

- Socially responsible with our people, our resources, our customers and our actions.
- Assure the best value with quality products and service.
- Environmental responsibility and sustainability.
- Being a supportive place to work.
- We lead by challenging the norm!
- Enjoyment in what we do.
- Strive to be an ethical business in all areas.
- Be consistent in what we do and how we act.
- Initiative by owners and staff.