

LANNA COFFEE PROJECT – THE STORY

A Guide for Starting your own Coffee Ministry

First Chinese Baptist Church in San Francisco

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In the Beginning...

In 2006 eight members of the First Chinese Baptist Church in San Francisco went on a missions discovery trip to Thailand with the expressed purpose of visiting fields where American Baptists have been working. The tour started in Bangkok where we visited the Maitrichit Chinese Baptist Church, founded by American Baptist missionaries in 1837 which makes it the oldest Chinese Baptist Church in the world.

Our travels continued to Chiang Mai where we met with Mike and Becky Mann, ABC International Ministries (IM) missionaries. We learned of their holistic approach to missionary work and of the various projects in which they were involved. We lunched at the *Lanna Café*, fellowshiped with the staff at the *Integrated Tribal Development Programs (ITDP)*, visited the *House of Love*, a home for children who are HIV positive and/or are afflicted with AIDS, and the *New Life Center*, a rehabilitation home for women who are recovering from the after-effects of employment exploitation and human trafficking. We heard about Lanna Coffee, the end product of a continuous stream of missionary work in the villages of northern Thailand. By growing Fair-Trade coffee, villagers are producing a profitable cash crop in place of growing opium.

We traveled on to Chiang Rai where we visited with IM missionaries Charles and Ruth Fox, who worked closely with the hill tribe villagers. Chuck took us to visit a Christian Akha village about 45 minutes away from the city. We visited with the chief and his family, who proudly showed us the social, economic, agricultural and spiritual aspects of village life. We witnessed the positive effects of holistic missionary work.

We learned that northern Thailand farmers produced a very fine Arabica coffee bean, but needed help to market their product. With successful marketing, the farmers would become economically stable and thus, would not need to send young women of the village to seek employment in the cities where they were often exploited and even trafficked. Mike Mann serves as a consultant to the coffee growers to process the coffee beans and to market the coffee in Thailand as well to other countries.

Our group returned home to San Francisco with a passion for mission—wanting to make our trip meaningful. We wanted to do something that would be life-changing and life-saving for the people living in the northern hills of Thailand, especially for the women and the children.

The Birth of the Lanna Coffee Project...

The travel group formed a committee named the Lanna Coffee Project to import, promote and sell Lanna Coffee.

- We developed a mission statement: "The mission of the Lanna Coffee Project of the First Chinese Baptist Church is to stop human trafficking in Thailand through the purchase of coffee grown by the Hill Tribe Coffee Growers in Thailand."
- We wrote a business plan which set the retail price for each pound of coffee to cover the cost of the coffee, shipping and handling, a 50 cent donation each to the House of Love and the New Life Center, and any other related expenses.
- We developed a power point presentation to introduce the product and designed a marketing and publicity brochure which included pictures of our travels.
- We asked the church's Board of Deacons for \$5,000 as seed money to cover start-up costs and to purchase the first shipment of coffee.
- We formalized the business plan and designated responsibilities to the various committee members.
- The Board of Deacons agreed to support our project.

Now what? Shipping, Marketing and other Little Details...

We explored different options to transport the coffee to San Francisco and found that DHL was the most cost effective for the amount that we would be shipping.

We found storage space for the inventory at the home of one of our committee members.

The staff at LannaCafe in Chiang Mai assisted us, via email, in the ordering, packaging and shipping of the coffee.

- Although Lanna coffee is available in five different blends and as whole bean and ground, we found that offering just two different blends in whole bean and ground provided enough variety for our customers and was simple enough for our committee to track the sales. In response to our coffee drinkers' taste, we order the two darkest roasted blends.
- Originally we ordered the coffee in one pound and half pound bags. After the first year we determined that our customers preferred to buy one pound bags. Now we only order half pound bags in holiday packaging for Christmas gift sales.
- Payment for the coffee was usually by wire transfer to Chiang Mai through a local bank. When Mike or Becky Mann happened to be in the US, we have made arrangements to deliver the check to either of them locally, thereby saving the cost of the wire transfer.

Publicity and Awareness...

We developed order forms, website information, and brochures.

- Lanna coffee may be ordered on-line through the church website...
www.fcbs-SF.org.

We serve Lanna coffee at our Sunday breakfasts as well as at many other church events.

We designated an annual kick-off day, usually the last Sunday of November, for members to order coffee as Christmas gifts and to renew subscriptions.

- We encouraged sales by offering an extra pound of coffee or a coffee mug for an annual subscription of 12 one-pound bags of coffee.

We designed magnets and gift cards to be included with the sale of each bag of coffee.

We sell Lanna Coffee in front of the church on the first three Sundays of Advent.

- Otherwise, coffee is sold on the last Sunday of each month and through the church's web site.
- Our customer base is composed mainly of members of the church, friends and work colleagues.

We welcome direct donations to the House of Love and New Life Center through the Lanna Coffee Project. 100% of any such donations are sent directly to them through International Ministries.

In the fall of 2009, we held an appreciation reception for "Friends of Lanna Coffee", the donors and subscribers to the coffee project, thanking them for their generous support.

Our pastor promoted Lanna Coffee to his ministerial colleagues at meetings and conference.

- As a result, several ABC churches have decided to embark on the same project as ours.

The Lanna Coffee Project committee meets regularly to strategize ways to maintain the project, to increase sales and to promote the work of ABC missions.

- The committee would be pleased to share what we have learned on this journey with any persons or churches who might be interested in starting their own coffee projects.
- We are planning a 2011 Mission Encounter to Thailand to introduce more people to the Lanna Coffee Project by visiting coffee growing villages, the House of Love, the New Life Center and meeting IM missionaries. We are inviting other churches who are interested in this project to send participants to attend.

Our Beneficiaries...

1. **The coffee growers** from the northern hillside tribes of Thailand benefit from the selling of their coffee.
 - More importantly, the girls and young women of the villages are saved from possible labor exploitation when the economic conditions are stable in their villages.

2. **The House of Love and the New Life Center**
 - The two homes benefit from every pound of coffee that we sell. To highlight their work, the Lanna Coffee Project has also designated special all-church offerings each year that are sent directly to them through International Ministries. We also encourage non-coffee drinkers to make direct donations to benefit the two homes.

We use a motto in all our communications...**Every Sip Saves Lives!!!**

Resources

- Rev. Don Ng, Senior Pastor
- Shirlene Nakano, Chairperson
- Lanna Coffee Project, First Chinese Baptist Church, San Francisco CA 94108

- American Baptist Churches, International Ministries, Valley Forge, PA 19482-0851

- Maitrichit Chinese Baptist Church, Bangkok, Thailand

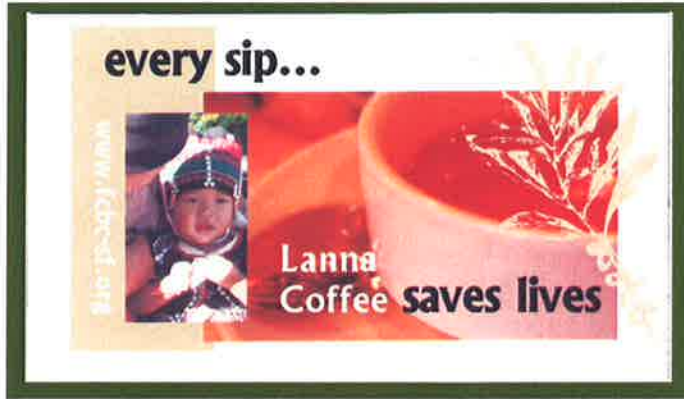
- Integrated Tribal Development Programs, Chiang Mai, Thailand

- Mike and Becky Mann, Chiang Mai, Thailand
- Lanna Café, Chiang Mai, Thailand

- House of Love, Kim Brown, Chiang Mai, Thailand
- New Life Center, Karen Smith and Kit Ripley, Chiang Mai, Thailand

- Charles and Ruth Fox, Chiang Rai, Thailand

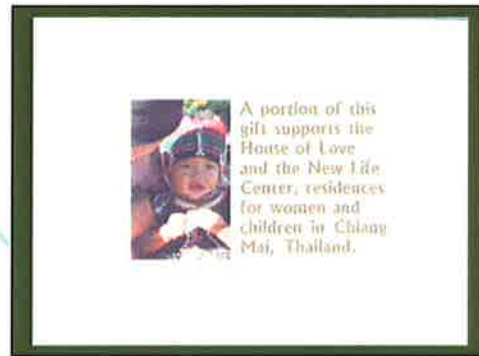
- Lanna Coffee Project Business Plan (available upon request)



Lanna Coffee Magnet



Lanna Coffee Mug



Lanna Coffee Gift Card

This Christmas, buy life-saving Lanna Coffee!

Proceeds from a \$12 Bag of Coffee



**Hill Tribe People
of Northern
Thailand
\$7**



**Shipping and
Handling
\$4**



**House
of Love/
New Life Center
\$1**





FCBC Lanna Coffee Order Form

"Every sip...saves lives"



Date	
Name	
Address	
City, State, Zip Code	
Phone	() -
Email	

Order No. _____



* Mail Order available for individual bag purchases only.
Subscriptions must be picked up at FCBC.

Blend	Qty.	Price		Extended Total		GRAND TOTAL
		Individual Bags	1-Year Subscription	Individual Bags	1-Year Subscription	
Espresso Ground						
One-pound		\$14.00	\$168.00			
1/2 Pound Gift Bag		\$9.00	\$108.00			
Espresso Bean						
One-pound		\$14.00	\$168.00			
1/2 Pound Gift Bag		\$9.00	\$108.00			
Premium Ground						
One-pound		\$12.00	\$144.00			
1/2 Pound Gift Bag		\$8.00	\$96.00			
Premium Bean						
One-pound		\$12.00	\$144.00			
1/2 Pound Gift Bag		\$8.00	\$96.00			
Total Before Shipping and Handling						
Add: Shipping and Handling for Mail Orders (See Table Below) *						
Add: \$6 for a Lanna Coffee Mug (optional purchase, free with subscription)						
Additional Donation (Optional) - Thank You!						
TOTAL PAYABLE						

**

Order taken by: _____

Method of Payment Check # _____

Cash

1 - 5 Pounds	\$8.95
6 - 10 Pounds	\$17.90
11 - 15 Pounds	\$26.85



Please make check payable to:
First Chinese Baptist Church
1 Waverly Place
San Francisco, CA 94108
Email: LannaCoffee@FCBC-sf.org

** Tax deduction: You may claim \$1 per pound of coffee purchased.