

N.L. students to receive \$12 million in up-front grants

In the next few weeks, the Newfoundland and Labrador government will be distributing \$12.4 million in non-repayable grants to the province's post-secondary students. **METRO NEWS SERVICES**

Workology



Micro power
 McMaster University is the first post-secondary institution worldwide to get a powerful \$15-million electron microscope that will allow researchers to view atoms in far greater detail. **METRO NEWS SERVICES**

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Java with integrity

Doi Chaang Coffee couples quality with humanitarian efforts

Small Business
 BRIAN COULTON
 for Metro Canada

B.C.-based Doi Chaang Coffee doesn't want to be known for its humanitarian practices, though it has them. It doesn't want praise for helping a poverty-stricken area of Thailand, though it did. If you're going to buy Doi Chaang Coffee, it wants it to be for one reason: Quality.

"They do not wish to have charity or donations, but they want to be known for the quality of their coffee and they want their coffee

to be single-originated, not blended with other coffee," says John Darch, founder of the Thai-Canadian company.

It is an 800-family farming co-operative based in northwest Thailand's Doi Chaang (which translates to "Elephant Mountain") village. After decades of developing businesses in Thailand, Darch took his admiration of the village's self-sufficiency and put his knowledge of the area to work in a rare overseas partnership.

Teaming up with the coffee cultivators in Doi Chaang, Darch decided to bring the high-quality coffee to Canada to sell in a fair trade-rivalling financial



Doi Chaang coffee wants to "ensure a fair reward goes back through to the farmers" in Thailand.

agreement with the farmers. While Doi Chaang in Canada finances farming of the coffee, the farmers retain control of all Thai-based operations.

Darch says repaying the Thai people for how they helped him in his business past motivates his altruistic pursuits. "It's a good feeling when I can honestly say we

are representing the farmers and that we're not doing this as a charity — it's a commercial operation. Our goal is to ensure a fair reward goes back through to

the farmers."

Doi Chaang has a good honour system, commits to importing certain amounts of coffee and prepays for the product before it is delivered from Thailand, according to Darch. However, he says reaching the company's goal is inhibited by the challenge of informing Canadians about its practices.

"As long as we present (the coffee) with integrity and clarity and total transparency, (the Doi Chaang farmers) are very comfortable with that. When (the public) understands the compelling story behind it in terms of quality and structure, we gain their support."



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