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Helping coffee-farming families improve the quality of their lives.

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**COFFEE KIDS HIRES PETER KETTLER
AS DEVELOPMENT DIRECTOR**

Industry veteran has background in serving coffee-growing communities

SANTA FE — Coffee Kids, a nonprofit organization dedicated to improving the lives of coffee-farming families in Central and South America, announced Thursday that Peter Kettler has joined the team as development director.

Since working as a barista while a student in Paris, Kettler has been a manager, roastmaster and buyer in the coffee industry and co-owned a retail and wholesale coffee company. From 1999 to 2009, Kettler was Holland Coffee Midwest's regional manager and senior trader. He most recently served as Director of Coffee for Taylor Maid Farms in Sebastopol, Calif.

In 2004, Kettler started Coffee Lifeline, which provides Rwandan coffee farmers access to vital information via solar-powered radios. The project won the Specialty Coffee Association of America's 2010 Sustainability Award.

"I've been on the business side of coffee for 20 years, from roasting to importing to development projects," Kettler said. "On the business side, we always think our greatest resource is coffee. Actually it's farmers and the communities, and Coffee Kids has the longest track record of any group that works with these communities. It's an amazing record of success."

"Peter's rich background in coffee and his understanding of the issues at origin will help us grow and build programs by strengthening relationships with our current supporters and developing new opportunities," Coffee Kids Executive Director Carolyn Fairman said. "His enthusiasm, heart and wealth of experience expand our ability to help farmers confront quality-of-life issues."

Coffee Kids, Inc. is a nonprofit organization dedicated to improving the lives of coffee-farming families. Coffee Kids currently supports economic diversification, education, health awareness and food security programs in Mexico, Guatemala, Nicaragua, Costa Rica and Peru. To learn more about Coffee Kids or to make a donation, please visit www.coffeekids.org or call 505-820-1443.

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