

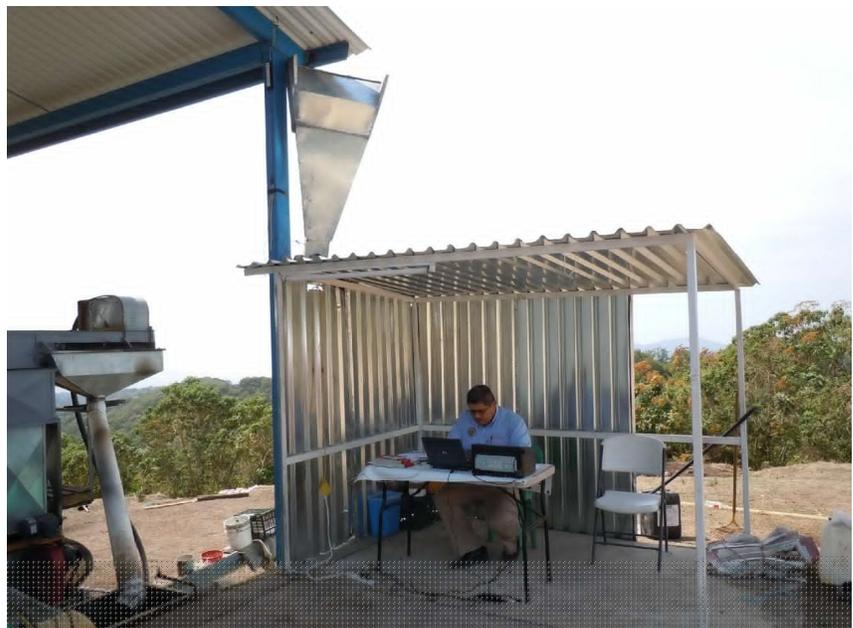


Tepic, Nayarit, Mexico, 28 February, 2012
Cafes Sustentables de Mexico, S.A.de C.V.
James Kosalos

Increased access to the internet is helping coffee producers in Nayarit to improve quality by better tracking and control of production processes. Cafes Sustentables de Mexico announced today that fruit purchase and wet mill process information are now being passed directly to their head office in Tepic through the internet. The new link materially reduces the cost of data acquisition by eliminating the need for physical transport of data stored in USB memories. Since timely process control information is vital to the management of coffee quality, the data link also helps to improve quality by reducing data latency from days or weeks to a few minutes depending on the situation.



The internet link uses 3G modems provided by local telephone companies used in conjunction with folded horn antennas built by Cafes Sustentables de Mexico. The increased directivity provided by the horn antennas discriminates against multipath interference, reduces fading, and strengthens the signal; thus increasing transferred data rates to usable levels.



The FincaLab™ coffee quality and process control system developed by Cafes Sustentables de Mexico, provides end-to-end traceability from each plot of land to green coffee bagged with serial numbers and barcodes; each bag is traceable to source through the internet at

www.trackyourcoffee.com. The FincaLab™ is favored by Certifiers requiring full traceability because its process control subsystems use process input and output data to manage and improve quality; full traceability is an inevitable consequence of process management.

The FincaLab™ is also an important risk mitigation tool for lending organizations. It provides transparent, on-demand reports of fruit purchases and coffee volumes in process. These reports provide the information needed to manage loan disbursements by tying disbursements to loan collateral (the coffee in process) and to contracts.

For more information visit www.cafesumex.com or www.fincalab.com.