



# What's the Story?

Ethical Addictions is 4 years old now and I'm in reflective mood as we approach the end of 2010.

Sometimes the day-to-day doesn't reflect the passion and story we're trying to live out so here's a well-known story I want to share from Loren Esiley's *The Star Thrower*:

*Once upon a time, there was a wise man who had a habit of walking on the beach before he began his work.*

*One day, he looked down the beach and saw a human figure moving like a dancer. He smiled to himself at the thought of someone who would dance to the day, and so, he walked faster to catch up.*

*As he got closer, he noticed that the figure was that of a young boy, and that what he was doing was not dancing at all. The boy was reaching down to the shore, picking up small objects, and throwing them into the ocean.*

*He came closer still and called out "Good morning! May I ask what it is that you are doing?"*

*The boy looked up, and replied "Throwing starfish into the ocean."*

*"I must ask, then, why are you throwing starfish into the ocean?" asked the startled wise man.*



*To this, the boy replied, "The sun is up and the tide is going out. If I don't throw them in, they'll die."*

*Upon hearing this, the wise man commented, "But, do you not realize that there are miles and miles of beach and there are starfish all along every mile? You can't possibly make a difference!"*

*At this, the young man bent down, picked up yet another starfish, and threw it into the ocean. As it met the water, he said, "I made a difference to that one!"*

At EA this story epitomizes what we're trying to do – make a difference one small step at a time. Our journey so far includes so many difference-making stories: from the small villages of Kilimanjaro, to **the family-run Gerezim Farm of Brazil whose first shipment has now arrived in the UK.**

We've seen lives changed by paying premium prices, investing in the infrastructure of the farms,

supporting social projects in the villages, as well as charity work with orphans in Uganda.

And through all of this we've had the joy of drinking great coffee and sharing it with you.

None of this would have been possible without our customers – business and at-home alike, we're thankful for you and for your partnership in making a difference

*Thank You*

Our commitment to the farms is unwavering and we looking forward to the next chapters of these stories.

**Join EA on a journey to enjoy great coffee sourced fairly, sustainably, and direct.**

[www.eacoffee.co.uk](http://www.eacoffee.co.uk)



Isaltino & Athos in the field wearing EA shirts!

**Businesses looking for a real story behind their coffee should contact Ian Meredith on 01452 280026**

Talk to us:

We look forward to hearing from you by email [hello@eacoffee.co.uk](mailto:hello@eacoffee.co.uk) or by phone 01452 280026.

Or send us some free stuff:

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