

Q u a l i t y

Three important factors explain, in large measure, the consistently uniform high quality of Colombian Coffees.

1. **NATURAL** Privileged climatic conditions which assure—throughout the year—a constant production of high grade coffees.
2. **TECHNICAL** Steady improvement in methods of cultivation and preparation as a result of constant experimentation and research.
3. **EFFICIENT** Governmental control of the marking of COLOMBIAN COFFEE bags, thus assuring uniformity of quality in the cup.

Now is the time, more than ever before, to adhere to quality standards in coffee merchandising. COLOMBIAN COFFEES fulfill all the requirements for quality coffee.

National Federation of Coffee Growers
of Colombia

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C o l o m b i a n s