

## Jamaican Coffee On Show In Canada

Canadians are some of the largest consumers of coffee, and Jamaica being producer of the world renowned Blue Mountain coffee, would like to tap into that market.

As the only English-speaking Caribbean country which participated in the recently held 2010 Canadian Coffee and Tea Show in Toronto, Canada, Jamaica's Blue Mountain coffee enjoyed pride of place at the show. At the Jablum booth, patrons not only tasted excellent blue mountain coffee, but they were also able to smell and feel the green and roasted coffee beans. President of the Mavis Bank Coffee Factory, which markets its coffee under the Jablum name, Senator Norman Grant, said the Canadian market is in the strategic plan for development by the company. He noted that the factory is the largest coffee operation in Jamaica, purchasing coffee cherry from some 6,000 Blue Mountain coffee farmers in Portland, St. Thomas and St. Andrew. "We are going to aggressively market the world's best coffee to Canadian coffee consumers. Our plan is to transfer at least one container load of coffee valued at US\$200,000 to Toronto, in order to have our coffee readily available in Canada," Senator Grant said. The company intends to attend future specialty trade shows like the Coffee and Tea Show, to continuously showcase Jamaican coffee and attract Canadian coffee houses and roasters. The two-day Coffee and Tea Show highlighted the latest in coffee and tea trends from around the world and featured the latest equipment, services and products.