

The Ruli Mountain Story

With the slogan “Drink Coffee. Do Good” you know something good comes from this coffee.



Jonathan Golden - Founded Land of a Thousand Hills Coffee in 2006

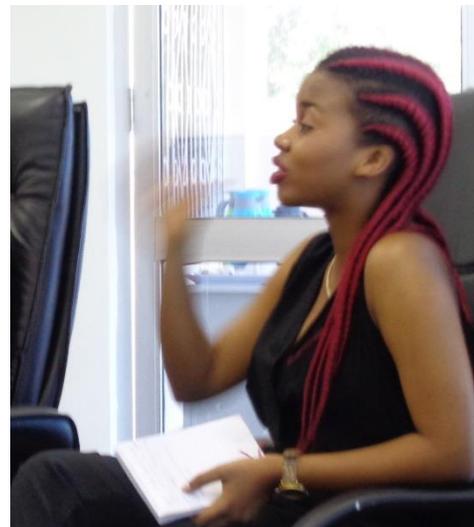
Today the company helps the farmers of Rwanda with their basic needs and brings a quality product to coffee lovers.

Artisan first crossed paths with the Ruli Mountain location on one of Ruth Ann Church’s journey’s into the mountainous area of Gakenke. She was on her way to another washing station and saw the Ruli Mountain sign along the road. Later that month, she would be sitting in a roundtable discussion with a young woman named Nemie, who was the community development manager, developing programs to support farmers for Land of a Thousand Hills in the Gakenke region.

LTH works with thousands of farmers in Rwanda and Haiti through microfinance loans, agricultural extension, and community programs providing bikes for transport. Coffee is roasted in the U.S. and sold to about 600 churches and through five franchise stores, to consumers and the general public. Profits are re-invested in the farmers.

Golden continues to think through the entire process of how the work contributes to the good of everyone, from the farmer to the customer. They create sustainable economic environments for people in developing countries, while providing U.S. consumers with great coffee.

Upon visiting post-genocide Rwanda in 2005, Jonathan Golden, founder of Land of a Thousand Hills, recognized an opportunity to make a difference in the reconciliation of the Rwandan people. In 2006, he bought 20 bags of coffee— 2,640 pounds—from Rwandan farmers. He borrowed \$20,000, bought a used roaster on eBay, and began selling the coffee to church cafés. He opened a coffee shop in Roswell, Georgia, and Land of a Thousand Hills Coffee Company was born.



Nemie - 2016 – Sharing insights from her experience as a community worker with LTH’s farmers