



FOR IMMEDIATE RELEASE

COMMUNITY AGROECOLOGY NETWORK ANNOUNCES

**EL INTERCAMBIO:
ENGAGE, EXPERIENCE, EDUCATE**

February 1- 8, 2011

(Santa Cruz, California, 18 January 2011) — Community Agroecology Network (CAN), an international organization that confronts some of the world's most pressing problems in sustainability and conservation, today announced complete details for **El Intercambio: Engage, Experience, Educate**. This event marks the 3rd annual visit of internship coordinators from the CAN partner communities in MesoAmerica. During this week-long event, members of the international network learn from one another, develop strategies to improve cross-border communications, and expand participation in the network through outreach to the community.

During **El Intercambio** the CAN community representatives will collaborate with local CAN staff; the University of California, Santa Cruz student group, Friends of CAN (FoCAN); and CAN researchers to offer educational presentations, interactive workshops, and activities to learn more about International Internship opportunities and AgroEco[®] coffee, the product of a collaborative partnership among small-scale coffee farmer cooperatives, coffee roasters, the Community Agroecology Network, and CAN researcher liaisons. AgroEco[®] coffee is sustainably grown and offers a high return to coffee cooperatives and their members.

Visit www.canunite.org for more information about CAN.

Schedule of community events

When: Tue Feb 1 6-8 pm

Where: Building A3, Sustainable Living Center in the Village, UCSC

What: Meet the internship coordinators at the weekly FoCAN meeting. Learn how you can become a CAN intern in one of the CAN partner communities abroad!

When: Wed Feb 2 2-4 pm

Where: Downtown Santa Cruz Farmers' Market, at the corner of Lincoln & Cedar
Look for CAN, vendor #52.

What: Learn about AgroEco[®] coffee grown in Nicaragua by CAN partner coffee cooperative, La UCA San Ramón. Visit with CAN internship coordinators and FoCAN volunteers. Buy some coffee to take home!

When: Wed Feb 2 4-6 pm

**Where: Coffee Learning Center, Santa Cruz Coffee Roasting Company
1330 Pacific Ave., Santa Cruz**

What: Learn how CAN, Santa Cruz Coffee Roasting Company, and New Leaf Community Markets are working together for social justice and the environment. Meet Darling Rayo and Yadira Montenegro from our partner coffee cooperative in San Ramón, Nicaragua. Listen to presentations on fair trade and sustainably grown coffee.

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When: Sat Feb 5 11 am-1 pm

Where: Westside New Leaf Community Markets, 1101 Fair Ave., Santa Cruz

What: AgroEco® Presentation and Coffee Tasting. Sarah Albuquerque, Santa Cruz Coffee Roasting Company's General Manager, will teach you the skills to become a coffee connoisseur.

When: Mon Feb 7 noon-2 pm

Where: Cervantes & Velasquez Room, Bay Tree Bookstore (3rd Floor), UCSC Campus

What: Enjoy lunch with El Centro, CAN, and CAN internship coordinators from MesoAmerica. Engage in discussions about immigration, social justice, and opportunities for CAN's international internships. Listen to internship presentations and watch a short documentary about coffee production in Nicaragua.

When: Tue Feb 8 4-6 pm

Where: CAN office, Building A2, Sustainable Living Center in the Village, UCSC

What: Office Hours with CAN Internship Coordinators. Meet one-on-one and discuss your opportunities for a CAN international internship.

When: Tue Feb 8 6-8 pm

Where: Building A3, Sustainable Living Center in the Village, UCSC

What: *La Despedida*. Come to a farewell event for CAN internship coordinators from MesoAmerica at the FoCAN meeting.

ABOUT CAN: The Community Agroecology Network's **mission** is to sustain rural livelihoods and environments by integrating research, education, and trade innovations. CAN's **vision** is for a global economy where people, healthy food systems, and the environment come first.

CAN researchers immerse themselves in the regions where they study the agroecology of local communities. They learn how the farming and social systems work on site. Through collaborative relationships, farmer groups engage in the development of the research questions, which makes the findings directly useful to community members. Field-study opportunities, farmer-to-farmer exchanges, research, internships, and an annual agroecological shortcourse inspire action for social and environmental justice.

HISTORY: In 2001 during the height of the coffee crisis, founders Dr. Stephen Gliessman and Robbie Jaffe traveled to five farming communities in Central America and Mexico. Four of the communities depended on the coffee market to support their livelihoods. For these communities, the consequences of the coffee crisis were dire. Migration, deforestation, and hunger threatened the fabric of rural life. Recognizing that these difficulties were better confronted together, CAN was founded to connect farming communities throughout the region with consumers in the United States. From the first few pounds of coffee brought back to friends and family grew a network of consumers purchasing coffee directly from the farmers.
