**Case Study 3 Copy: Odessa Michelle Grant**

## Social Media Copy

Use for social media, with portrait photos. Please credit photographer Sean Hawkey for photos of Odessa.

**Odessa Michelle Grant, Fairtrade coffee farmer, Honduras**

Odessa is recharging coffee-growing traditions by bringing down barriers to women earning enough from their crop. *‘…when men handed over part of the ownership of the farms to their wives and daughters, there were a lot of tears, it's no small thing.’* After her coffee community was badly hit by hurricanes two years ago, redressing the gender balance is giving members hope for the future.

This shake-up of traditional land ownership offers Odessa and her fellow women farmers more power, more independence and perhaps most importantly in the climate and cost-of-living crises, more income. Fairtrade has supported the legal process through the co-operative to which Odessa belongs. It’s paved the way for Odessa to take a seat on the board and inspire other women to come together to market their coffee as an all-woman grown speciality product.

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OPTIONAL ADDITION: Fairtrade farmers like Odessa are protecting the future of the coffee we love.