

# 42 Days Coffee Launches: Dedicated to Ethical Coffee Sourcing and Maternal Well-Being

*42 Days Coffee is Committed to Improving Maternal Health Outcomes "One Sip at a Time."*

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EINPresswire.com/ -- 42 Days Coffee announces the launch of their new coffee brand with a dual mission: ethical sourcing and improving [maternal health](#). Co-founded by Rodney Thompson and Dr. Crysta Meekins, the company combines a passion for premium [organic coffee](#) with a commitment to social responsibility.



Change Starts with a Single Sip

Rodney Thompson and Dr. Crysta Meekins (Doctor of Public Health (Dr.PH) in Diverse Populations and Health Equity) created 42 Days Coffee to address the stark inequalities faced by coffee farmers. Their research revealed that these labor-intensive workers often live in poverty due to unfair compensation. Determined



Be The Change You Want To See"

*Rodney Thompson*

to drive change, 42 Days Coffee ensures that each step of their process—from coffee bean selection to trade practices—supports the well-being of farmers. They collaborate with growers in regions celebrated for their organic beans and guarantee fair wages through their participation in Fair Trade programs. Unlike commodity

coffee, 42 Days Coffee uses only hand-picked, ripe cherries, resulting in a rich, flavorful cup.

Beyond premium organic coffee, 42 Days Coffee is committed to improving maternal health. The U.S. faces a troubling maternal mortality rate, with significant disparities affecting low and moderate-income communities. Dr. Meekins' expertise and the urgency of this issue prompted 42 Days Coffee to take action. The company dedicates 10% of its profits to organizations focused on enhancing maternal care and reducing mortality rates. Co-Founder, Rodney Thompson

challenges us to, “Be the change you want to see.” That statement reflects their mission to better the lives of women in underserved areas through support and advocacy.

42 Days Coffee is distinguished by its dedication to both product excellence and social impact. Consumers choosing 42 Days Coffee are not only savoring high-quality, ethically sourced organic coffee but also contributing to meaningful social change. By supporting 42 Days Coffee, customers play a role in improving the livelihoods of coffee farmers and advancing maternal health care. This dual focus on ethical sourcing and social responsibility offers more than just a great coffee experience—it’s a chance to make a positive difference.

Special Offer: In celebration of [National Coffee Day](#) on September 29, 2024, 42 Days Coffee is offering a 20% product discount off their entire coffee line. To learn more, visit their website at [www.42DaysCoffee.com](http://www.42DaysCoffee.com) and use code “NatBrew42.”

About 42 Days Coffee  
Founded by Rodney Thompson and Dr. Crysta Meekins, 42 Days Coffee aims to create a positive impact through fair trade and health initiatives. For more information, visit [www.42DaysCoffee.com](http://www.42DaysCoffee.com).

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