

PRESS RELEASE



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Grammy Award Winning Musician Jason Mraz is Growing California Coffee, and his Long-Awaited Geisha is Here

Mraz began his music career in the coffee houses of San Diego; now he is growing FRINJ specialty craft coffee from Mraz Family Farms.

OCEANSIDE, CA (APRIL 2021) — Celebrity farmers are growing in numbers. From Martha Stewart's stunning farm in Bedford, Connecticut to Lisa Bonet and Jason Momoa's ranch in Topanga, California to Oprah Winfrey's organic farm on the Hawaiian island of Maui, many celebrities enjoy being in touch with the earth. Jason Mraz founded [Mraz Family Farms](#) in 2015 in Oceanside, California, a farm that is committed to peace in the world through organic regenerative agriculture, fair trade, and kind words. He began growing avocados and exotic fruit, and then crossed paths with Jay Ruskey, Founder and Farmer of [FRINJ Coffee](#), known for pioneering exquisite craft coffee from California and awakening care with its farmer-first approach. An avid coffee drinker and San Diego local, Mraz tried his hand at growing coffee trees and debuted his first Mraz Family Farms Estate Blend to his legions of fans. The coffee sold out immediately.

The Mraz Family Farms' latest Geisha Coffee is now available for purchase, and features impressive cup qualities of peach pie, dried apricot, and jasmine. The beautiful orchard is planted in a regenerative agricultural style, making not only a fantastic cup, but a healthy restorative farm ecosystem. Each sip is an embodied sense of optimism for what's to come from coffee grown in California.

The Geisha has long been known as the most famous, coveted bean in the world, and will usually grow in Ethiopia or Columbia. The Mraz Geisha is even more rare as it is grown in San Diego, California. Its price reflects the investment in time, a labor force paid with fair wages, infrastructure, research, plants, food and water, all of which culminate in the cultivation of a rare, exotic crop that is not native to this part of the world.

"This Geisha is many years in the making and made possible by a dedicated team of young farmers and our Operations Manager, Justin Jonte who I've collaborated with since my early days playing music in the coffee shops," says Mraz.





“Our partnership with FRINJ Coffee helped us create a more resilient production model, by interplanting coffee among our avocados to create a layered Agri-forest. As with all the crops we produce, the Geisha coffee cherries are grown organically, and all our workers are paid living wages. This is unique for the global coffee industry. By considering this extremely rare pour, the coffee connoisseur enjoys an unparalleled complex cup of coffee and does their part to promote local, regenerative agriculture and a fair trade,” says Mraz.

Farmer & CEO of FRINJ Coffee, Jay Ruskey cultivates rare varieties from seed to bean to cup and works with more than 65 farms in the coastal climates of Central and Southern California, to provide coffee plants and consulting services to help farmers diversify their portfolios. FRINJ works with more than 30 farmers in San Diego County.

FRINJ has led the California-grown coffee movement for decades and handles all the processing, drying, and fermenting of the Mraz Family Farms’ coffee cherries. FRINJ offers a farmer-first model of coffee growing, which gives a much higher return to the farmer than other models. It a way for California farmers to sell their product at a premium price and grow the California coffee market as its success and awareness grows.

“Jason is a true steward and had the vision and execution to build a highly-productive farm, which produces some of the best quality coffees in the world,” said Ruskey. “His farm has a lot of character, just like him, with unique species of trees and plants, and something new to discover at every turn. Jason is an amazing ambassador of California coffee; he understands the beauty of this crop and what we are trying to build.”

FRINJ Coffee

FRINJ Coffee is a late-stage growth company, coffee breeder, and luxury coffee producer. In 2002, Farmer & Agronomist Jay Ruskey planted a trial crop of coffee at his family-owned and operated farm in the hills of Santa Barbara, California, called Good Land Organics. Ruskey proved that coffee could be grown successfully outside of tropical regions and put California coffee on the map! The farm takes the coffee experience full circle, from seed to harvest to roast to cup. FRINJ Coffee was incorporated in 2017, setting out to provide California farmers an opportunity to diversify their farm portfolios. Today, they support 65 farms in the coastal climates of Central and Southern California. Their science-forward services span from production to post-harvest to product marketing, ensuring excellence from the field to the cup. For more information, visit [FRINJ Coffee online](#). For media inquiries, contact Christina Madrid at Christie & Co, www.christieand.co, by phone (818) 621-1897 and/or email christina@christieand.co.

Mraz Family Farms

[Mraz Family Farms](#) is a CA Certified Organic Farm established in 2015 by Grammy Award winning musician Jason Mraz in Oceanside, CA. The farm currently specializes in coffee, avocado, and passion fruit. Mraz Family Farms is committed to peace in the world through organic regenerative agriculture, fair trade, and kind words.

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