



Ruta Maya Headquarters

Solid Waste Services started the WasteSMART program to recognize local businesses that reduce and recycle waste and buy recycled products...

Ruta Maya was founded in 1990 in Austin, on a simple premise—to create a marketplace of superior products produced in Latin American countries and to return to the producers of those products a fair portion of profits generated. The Ruta Maya guiding principle is “Oportunidades para las Americas,” (Opportunities for the Americas).

Ruta Maya imports 100 percent organic Arabica coffee beans that are shade-grown by a cooperative of farmers in the highlands of Chiapas, Mexico. The carefully harvested green coffee beans are imported to Texas, where they are custom-roasted to exacting standards and packed fresh daily. The Ruta Maya product line includes certified organic coffee in medium, dark, and espresso roasts.

Ruta Maya and the farmers in Chiapas adhere to these principles and goals: to produce organic, shade-grown coffee among and in rotation with other food crops, which enables farmers to sustain and replenish the land for future generations while helping to promote conservation of natural resources. And also, to help identify, distinguish and empower the Mayan farmer as a viable economic force within the community.

How They Do It

Besides offering their certified organic coffee, customers are offered reusable silverware and plates when dining in. Ruta Maya tries to sell products from bulk packaging and they use paper cups for to-go orders only. All plastics, all paper and all glass are recycled.

Above and Beyond

Ruta Maya is a casual Austin coffee house offering locally prepared items including vegetarian selections. They sell products from at least 20 local businesses, thereby stimulating the local economy. The coffeehouse is a grass-roots community gathering site for music, art, poetry, yoga and Thai Chi and many other events. They have a Community Wellness Program that includes free wellness classes.

Going Green is the Root of the Solution

The employees at Ruta Maya are very enviro-conscience and work hard every day to hold true to the company’s philosophy.