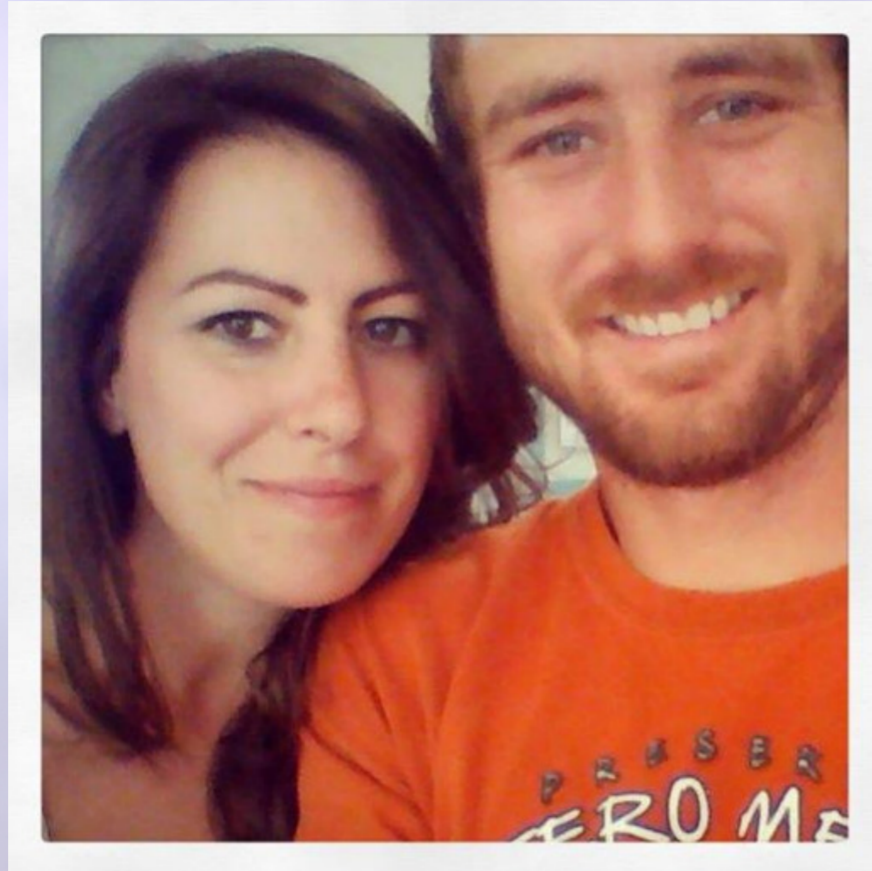


# Organ Mountains-Desert Peaks --Local Business Impact

## BECK'S COFFEE



**Arianna Parsons & Tyrell Thacker, owners**

**Business Contact Information:**

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### **How is the Organ Mountains-Desert Peaks National Monument (OMDP) important to your business?**

Our business has been invested in the Monument well before the designation. We recognized the opportunity we had before us with OMDP and decided to create a specialty blend of coffee and name it the OMDP Coffee Blend, a bold and rich blend of medium to dark coffee with a chocolaty finish. To finish off the package, we used one of the iconic photographs from local photographer Wayne Suggs. By having this coffee blend, along with our other specialty coffees named after events and places in the area, we take the responsibility seriously as stewards of our public lands, iconic places, and flavors that are unique to the area.

### **What ways do you use the Organ Mountains-Desert Peaks in your business?**

In addition to marketing our OMDP coffee blend to the hundreds of visitors that come to the Farmers and Crafts market every week, our coffees are available to coffee lovers across the country. With the coffee description on the back of every bag of coffee, we know we can tell the fantastic story of our area, highlight the history of our culture, and spotlight special events. Since the launching of the OMDP Coffee Blend, we have sold approximately 1000 pounds of this specialty blend. We also give out the OMDP brochures to visitors and residents of our area who want to know more about our Monument. As a locally owned business, we realize the impact we can have on creating positive change in our community. By stressing the importance of protecting our public lands, we can play an important part in protecting it for generations to come.

**Las Cruces Green Chamber of Commerce**  
[www.locallascruces.com](http://www.locallascruces.com)

**Partnership for Responsible Business**  
[www.PRBnewmexico.org](http://www.PRBnewmexico.org)

