

- La Voz can bring their local knowledge of the people and problems within the community.
- Along with their knowledge of the problems, la Voz is probably much closer to community, and can get to know the people there.
- The people in the community can rely on local support from La Voz in setting up their coffee plantation.
- La Voz can talk to people in the area to try and sell them on the idea of fair trade.
- They also speak the same language and are part of the same culture.