

# FAIR TRADE COFFEE

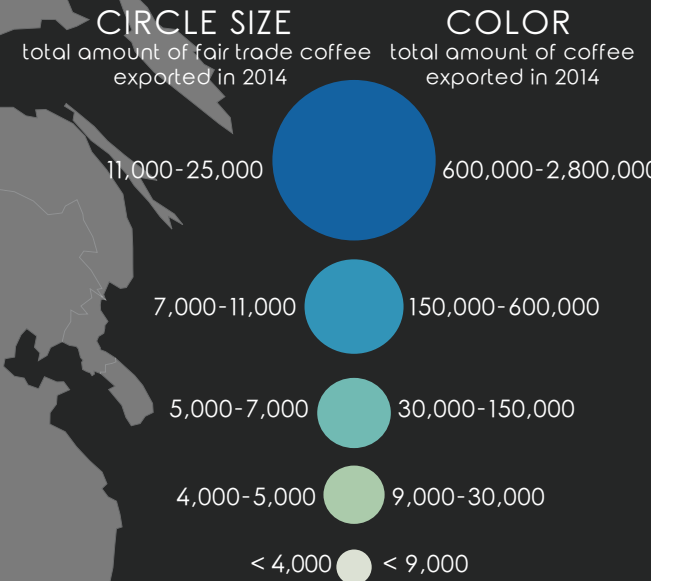


## WHAT IS "fair trade"?

"Fair trade\* is an alternative approach to conventional trade and is based on a partnership between producers and consumers. When farmers can sell on Fair trade terms, it provides them with a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to reduce poverty through their every day shopping."

- Fair Trade International

\* Fair trade products can be recognized by logos such as this



## "THE BEAN BELT"

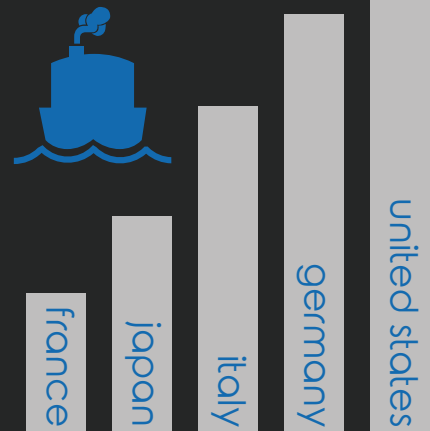
area between tropics of cancer and capricorn where coffee is grown (coffee from u.s. is grown in hawaii)

units given in Metric Tons (MT)

\* data is from the International Coffee Organization's 2014 report and the Fair Trade Coffee Foundation's Community Briefing

## TOP 5 IMPORTERS

the u.s. represents more than 1/3 of all coffee imported annually



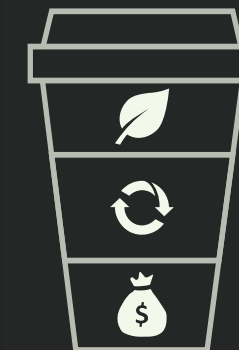
## THE PROBLEM

brazil, colombia and vietnam were the top 3 exporters of coffee in 2014. out of the over 5 million metric tons exported, only .32% was certified fair trade.



**SOLUTION?** consumers can use their purchasing power in order to make the demand for fair trade larger

## WHY WE SHOULD CARE



**HEALTH BENEFITS**  
all fair trade coffee is certified organic. the use of gmOs are strictly prohibited.

**SUSTAINABILITY**  
environmentally conscious practices such as crop rotation are used. growing methods support biodiversity.

**FAIR COMPENSATION**  
farmers and workers are paid just wages for their labor.