



# Fair Trade Coffee 101

Use these facts to educate about the need for Fair Trade in the coffee industry

## General Fast Facts

- Coffee is the second most traded commodity in the developing world (after oil).
- The United States consumes one-fifth of all the world's coffee.

## The Need for Fair Trade Coffee

- Most small-scale coffee farmers live in remote locations and typically have no access to the world market, nor knowledge of trends in their industry.
- Farmers often sell their coffee at a fraction of its worth, which leaves them unable to invest in sustainable farming methods.
- For some of the world's Least Developed Countries, such as Burundi, the cultivation of coffee accounts for the majority of foreign exchange earnings, up to 80 percent.

## Conventional Coffee

- High price volatility, combined with long maturity times creates unsustainable relationships.
- The price of coffee has fluctuated from a low of \$0.53 per pound in 2002 to \$1.19 in 2016.
- Conventional farmers receive less than 12 percent of the finished product cost paid by consumers.
- Pesticide usage often results in the loss of biodiversity and dangerous working conditions.

## Fair Trade Coffee

- Fair Trade minimum prices allow farmers to cover production costs and provide for their families.
- Fair Trade helps farmers earn additional community development premiums (\$0.20 per pound), which are invested in much-needed community projects and improving quality and productivity.
- Price incentives for organic farming have resulted in over 50 percent of all Fair Trade coffee imports also being certified organic.

