



TransFair USA

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Fair Trade Certified™ Coffee Facts

- TransFair USA is the only third-party Fair Trade certification agency in the US.
- TransFair USA launched its Fair Trade Certified label in the spring of 1999 with coffee.
- TransFair USA certifies coffee, tea, cocoa and fresh fruit imports.
- TransFair USA is one of 18 members of the international umbrella organization, FLO (Fairtrade Labelling Organizations International.).
- Currently, more than 240 coffee roasters and importers from all over the country are licensed to sell Fair Trade Certified coffee, and it is available in over 20,000 retail outlets.
- Licensed importers pay Fair Trade coffee cooperatives the Fair Trade price of \$1.26/lb and \$1.41/lb if their coffee is certified organic.
- In 2003, 18.5 million pounds of green coffee imports were Fair Trade Certified in the US, which amounted to \$208 million in value sold. This represents 90% year over year growth.
- 221 Fair Trade cooperatives, representing 800,000 farmers and their families, sell their coffee through the Fair Trade Register.
- 25 countries throughout Latin America, Asia and Africa produce Fair Trade coffee.
- Fair Trade Certified coffee is grown on small, family-run farms. These farmers typically grow their coffee in the shade of a forest canopy, which provides habitat for wildlife such as songbirds.
- Approximately 85% of the Fair Trade Certified coffee sold in the US is certified organic.
- Fair Trade certification ensures environmental stewardship and forbids the use of ISO designated “dirty dozen” pesticides.
- Farmers receiving a Fair Trade price for their coffee can afford improved healthcare and housing for their families and can keep their kids in school.
- Many Fair Trade co-ops also use this additional income for community projects, such as building schools and healthcare centers, as well as providing training in organic farming techniques.