

FAST FACTS: Fair Trade Certified™ Specialty Coffee

Coffee and the Small-Scale Farmer

- **Small family farmers grow over 50% of the world's coffee.**¹
- 221 Fair Trade cooperatives, representing **800,000 farmers and family members**, sell their coffee as members of the Fair Trade Register.
- By linking directly with markets, farmers in Fair Trade cooperatives are able to **earn 3-to-5 times more** than they would receive by selling their coffee through conventional mechanisms.
- Licensed **Fair Trade importers pay \$1.26/lb** (\$1.41/lb if organic) to Fair Trade coffee cooperatives.
- Importers of Fair Trade Certified™ products must make **pre-financing available** for up to 60% of the value of the contract, when growers request it.
- Small farmers who work without the benefits of the Fair Trade label most often sell to middlemen, capturing a mere 2%-4% of the retail price of coffee.²

Specialty Coffee and Fair Trade Certification

- Specialty coffee comprises \$11 billion of the \$22 billion US coffee industry.³ **Fair Trade Certified™ coffee is the fastest growing segment** of the U.S. specialty coffee market.
- According to the market research journal *Lifestyles of Health and Sustainability (LOHAS)*, **63 million American adults** now base their purchasing decisions on **how the products they consume affect the world.**⁴
- U.S. retail sales of Fair Trade Certified coffee grew from less than **\$50 million in 2000**, to nearly **\$500 million by 2005.**⁵
- Fair Trade Certified green coffee imports have grown on **average nearly 75% a year since 1999.**⁶

- From 2003 to 2005, **Equal Exchange doubled its annual sales of Fair Trade Certified™ coffee, tea, chocolate and cocoa** from \$10.4 to \$20.8 million.⁷
- In 2003, **Dunkin' Donuts became the first national brand to sell 100% Fair Trade Certified™ espresso drinks.**
- In 2005, **Starbucks Coffee purchased 11.5 million pounds of Fair Trade Certified™ coffee.**⁸
- **Green Mountain Coffee Roasters'** sales have steadily increased each year since the Company converted 20% of their coffee to Fair Trade Certified™ in 2000, as much as 92% in 2003. A 44% increase in the Company's food service channel from 2005 to 2006 was a direct result of the **November launch of Newman's Own® Organics Fair Trade Certified™ coffee in more than 650 McDonald's Northeast restaurants.**⁹
- In 2005, **Costco** converted their private label **Kirkland Signature to Fair Trade Certified™ Starbucks' beans**, and **Café Bom Dia** partnered with **SAM'S CLUB** to offer a **Fair Trade Certified™ French Roast blend.** The combined total membership of both club stores brought Fair Trade Certified™ coffee to **over 80 million households nationwide.**
- More than **400 US college campuses now serve Fair Trade coffee** – including University of Washington, Yale, Harvard, Georgetown, University of Texas, Oklahoma State, Brandeis and UCLA.¹⁰

(Continued...)



1. *TransFair 2002 annual report*
2. *Fair Trade Labelling Organisations International, 2003*
3. *Specialty Coffee Association of America 2003 Report*
4. *LOHAS report, 2003*
5. *TransFair USA*
6. *TransFair USA*
7. *Equal Exchange Metrics, 2003*
8. <http://www.starbucks.com/aboutus/StarbucksAndFairTrade.pdf>
9. *Green Mountain Coffee roasters*
10. *2002 annual report*

Specialty Coffee and Fair Trade Certification (cont...)

- Critical acclaim for Fair Trade coffee includes: Nicaraguan **Cup of Excellence**, **Food & Wine “Best Coffees”** and **1st Place, Ken David’s Coffee Review “Pursuing Quality in Supermarkets.”**
- Fair Trade Certified™ licensees were at the **top of Food & Wine Magazines’ list of Best U.S Boutique Roasters in 2006**– Stumptown Coffee Roasters, Counter Culture, Barefoot and Ecco Caffé.

Coffee and the Earth

- In one year, a two-cup-a-day drinker of coffee will consume the annual harvest of 18 coffee trees.¹¹
- Of the 25 “**biodiversity hotspots**” identified by Conservation International, **13 overlap with coffee-growing areas.**¹²
- Approximately **85% of the Fair Trade Certified coffee sold in the U.S. is certified organic.**
- Studies in Colombia and Mexico found **94-97% fewer bird species in large-scale sun-grown coffee than in shade-grown coffee**, the predominant growing method of most Fair Trade farmers.¹³
- **Fair Trade certification ensures environmental stewardship** and forbids the use of ISO-designated “dirty dozen” pesticides.¹⁴

US and World Coffee Trade

- **108 million** people in the U.S. **drank coffee yesterday.**¹⁵
- At **2.3 billion pounds** each year, **Americans consume more coffee** than any other nation.¹⁶
- For **every daily coffee drinker in the U.S.**, there is one worker elsewhere in the world who depends on coffee for his or her livelihood.¹⁷

TransFair USA and Fair Trade Certification

- TransFair USA is the **only independent certifier of Fair Trade coffee** in the U.S.
- TransFair USA launched its Fair Trade Certified™ label with coffee in the spring of 1999.
- The label is the **consumer’s guarantee that the farmer received a fair price.**
- Currently, **more than 400 U.S. coffee roasters** and



importers are licensed to **sell Fair Trade Certified coffee.**

- Fair Trade Certified™ coffee is available in **35,000 retail outlets.**
- Over the last 8 years, TransFair USA has channeled **\$75 million in additional income to cooperative, small-scale family farmers** by certifying their coffee as Fair Trade.
- **25 countries** throughout Latin America, Asia, and Africa **produce Fair Trade Certified™ coffee.**
- Fair Trade co-ops use their **additional income for improving coffee quality, for community projects**, such as building schools and healthcare centers, and for training in organic farming techniques.
- **TransFair USA** is part of a world-class certification network with a **20-year track record of successful operations in over 60 countries worldwide.**



11. *Conservation International*
12. *Conservation International*
13. *Smithsonian Migratory Bird Program*
14. *TransFair USA, 2003.*
15. *National Coffee Association 2002 report.*
16. *Conservation International, 2004*
17. *TransFair USA, Oct. 2003*