



TransFair USA

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TransFair USA's Volume Guidelines: Partnering with the Coffee Industry to Build the Market

Fair Trade is a win-win partnership that empowers farmers and enriches the lives of consumers. Fair Trade also creates attractive opportunities for growth, profitability and supply-chain stability for industry. Given the urgency of the current coffee crisis and the global humanitarian disaster it has caused, TransFair USA asks consumers and industry to join us in taking bold steps to grow the Fair Trade market in support of family farmers around the world.

The specialty coffee industry has shown tremendous leadership and commitment in recent years, making Fair Trade Certified® coffee the fastest-growing segment of the industry. To support this commitment, TransFair has adopted an initial volume guideline for new roasters interested in offering Fair Trade Certified coffees.

Initial Volume Guideline

TransFair encourages coffee roasters to commit to converting at least 5% of their total green coffee purchase volume to Fair Trade within the first two years of launching labeled products. Our experience has shown that such a commitment is usually necessary to position companies for sales success by strengthening the visibility and breadth of their Fair Trade product line. Of course, 5% is by no means a ceiling, and most of our roaster partners enter the Fair Trade market by converting between 5% and 20% of their total volume.

Is 5% a requirement?

Making Fair Trade 5% of your company's total green coffee purchase volume isn't a requirement; rather, it's a goal. For this reason, the 5% guideline is not a part of our roaster certification and licensing agreement. However, we do request initial volume projections in the Letter of Intent (LOI) that we sign with each company, along with growth estimates and initial marketing plans. The LOI is a tool that helps us set realistic mutual goals with our new roaster partners, aligning our respective expectations and establishing a foundation for success.

We understand that different companies face different constraints. Some companies may not be able to commit to purchasing large Fair Trade volumes until they have had a chance to test the concept with their customers. So TransFair takes a flexible, pragmatic approach to the initial volume guideline. Ultimately, consumer demand will determine the growth and success of the Fair Trade market.

TransFair's commitment to your success

Over the last five years, TransFair has developed a strong track record of positive results for farmers by effectively supporting the coffee roasters who are growing the Fair Trade market. Our account management and marketing teams are committed to providing the services that our roaster partners need to build consumer demand and boost Fair Trade sales. By investing together, we have found that TransFair and its partners are able to surpass initial sales volume projections and achieve dramatic growth in Fair Trade offerings – to the benefit of both farmers and business.

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