

FAST FACTS: Fair Trade Certified™ Specialty Coffee (From TransFair USA)

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
- In 2005, 44 million pounds of green coffee imports were Fair Trade Certified™ in the U.S., which amounted to about \$500 million in retail sales. This represents an average year-over-year growth of nearly 90% since 1998.⁵
- In 2003, U.S. coffee roasters selling Fair Trade Certified™ coffee for at least 2 years saw an average of 125% year-over-year growth in Fair Trade sales.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
- 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, Intelligentsia 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.

Fast Facts” references

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 Certification Statistics, 2004*
7. *Equal Exchange Metrics, 2003.*
8. <http://www.starbucks.com/aboutus/StarbucksAndFairTrade.pdf>
9. *Green Mountain Coffee roasters*
10. *2002 annual report*
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12. *Conservation International*
13. *Smithsonian Migratory Bird Program*
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15. *National Coffee Association 2002 report.*
16. *Conservation International, 2004*
17. *TransFair USA, Oct. 2003*