

The future is fair

# Fairtrade & Coffee

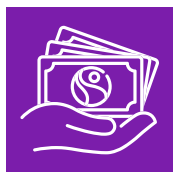
For over 30+ years, Fairtrade has driven social justice through trade. We understand supply chain challenges and have the ability to convene the right partners to find innovative solutions. Fairtrade is still the most recognized and trusted certification mark, with consumers overwhelmingly indicating that they have a positive impression of a brand that carries the FAIRTRADE Mark.

Fairtrade coffee helps build sustainable livelihoods. When small holder coffee farmers partner with Fairtrade, they have a chance to plan their future, improve their income and build more sustainable systems for themselves and their communities. Fairtrade ensures farmers have stability through the **Fairtrade Minimum Price**, which is a crucial safety net against sudden price drops. Fairtrade coffee farmers also benefit from the **Fairtrade Premium**, paid on top of the selling price, that they invest in projects of their choice to improve their businesses, communities, and livelihoods.

## Why Fairtrade coffee?

We are the only certification that is equally owned by farmers, meaning their voice is integrated in everything we do. Fairtrade helps to build long-term relationships that lead to sustainable practices and stronger supply chains that benefit all.

You are also supporting stronger coffee producer organisations which means they will be better organized, have better planning and decision-making and have stronger negotiating positions and have more access to markets.



**Sustainable livelihoods**



**Environmental sustainability**



**Sustainable supply chain**



**Decent work**



**Equity & inclusion**

## 2021: Fairtrade by the numbers

# No.1

Fairtrade coffee is the most globally recognized Fairtrade product

# 663

Fairtrade certified coffee producer organisations

# 18%

of Fairtrade coffee farmers are women

# €565 million

in Fairtrade Premium generated from coffee sales since 2015

# Nearly 9 in 10 people

who recognize the Fairtrade label trust it, compared with much lower trust in companies' self-reported sustainability performance

## Partners in developing sustainable supply chains

Fairtrade is helping build a more sustainable coffee industry. When you work with Fairtrade, you gain a partner committed to:

- making your supply chains resilient and reliable
- strengthening compliance with Human Rights and Environmental Due Diligence requirements through the Fairtrade Standards.

## Living income for sustainable livelihoods

By choosing to work with Fairtrade, your business is supporting more sustainable livelihoods for coffee farmers around the world. Through a collaborative effort and extensive consultation process, Fairtrade now has Living Income Reference Prices (LIRP) for coffee in four Fairtrade origins: Colombia, Honduras, Guatemala\*, Indonesia, and Uganda.

The LIRPs are prices that coffee farmers need to receive in order to earn an income that covers housing, nutritious food, education and other elements of a decent living standard. Companies can choose to pay these voluntary prices as part of a commitment to driving greater progress toward living incomes. Our holistic strategy also includes improving other factors such as sustainable yields and income diversification.

## Environmental sustainability

The effects of climate change, deforestation, and extreme weather events threaten the future of coffee around the world, with rural smallholder producers being the most at risk. Your partnership with Fairtrade coffee is funding vital training, technologies and projects that are forging a more sustainable, eco-friendly industry.

Projects like the Fairtrade Climate Academy, developed in consultation with thousands of farmers across the world, which is now raising awareness, sharing best practices, highlighting diversification and alternative energy sources, and providing tools to help farmers be more resilient to climate change.



## Award winning coffee that does good

**Fairtrade coffee is great tasting, high-quality coffee. It's produced with skill, care and attention by award-winning cooperatives.**

To contribute to the promotion and growth of Fairtrade coffee throughout the global coffee sector, Fairtrade Producer Networks launched the 'Golden Cup' competition. The event promotes high quality coffees from Fairtrade certified organisations across the globe and took place in 15 countries in 2022.

The competitions encourage small coffee producers to improve coffee quality, while also providing them with the opportunity to interact with potential buyers and grow their market. Many of the winning samples have been taken to international trade shows, such as the Specialty Coffee Expo (USA) and World of Coffee (Europe).

## Fair is working together

Fairtrade offers multiple ways that companies and brands can put their values into action. Work with us to transform your supply chain and discover what is fair.

For detailed information, visit [www.fairtrade.net/act/fairtrade-for-business](http://www.fairtrade.net/act/fairtrade-for-business) or contact your local National Fairtrade Organisation.

