

• Presented by Bird Rock Coffee Roasters •

BUYING COFFEE RESPONSIBLY

BIRD ROCK COFFEE ROASTERS Follows a Direct Trade Model for Most of Our Green Beans

FAIR TRADE*

MONEY TRANSACTION PRIMARILY WITH COOPERATIVE

specialty coffee that can vary in taste from average to great



THE COOPERATIVE HANDLES THE MONEY TRANSACTION



cooperative costs = \$ \$ = community portion

smaller % to farmer

THE COOPERATIVE HAS UP TO THOUSANDS OF FARMERS

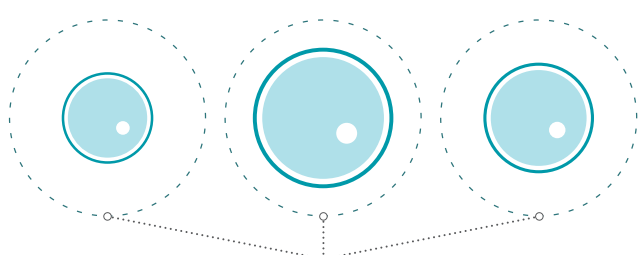


- not insulated against increased coffee commodity prices
- farmers have little to no direct feedback of quality
- farmers have little to no contact with local roasters

GOOD

BAD

AVERAGE



coffee quality combined

DIRECT TRADE

MONEY TRANSACTION WITH FARMER

exceptional rare coffees of limited lot sizes, and sublime tasting experience



DIRECT MONEY EXCHANGE

larger % to farmer

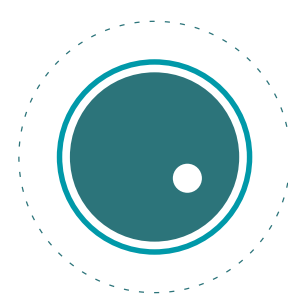


COLLABORATIVE RELATIONSHIP WITH INDEPENDENT FARMER



- roaster helps needs of farmer
- farmer eligible for bonuses and rewards per roaster
- improved coffee quality

PREMIUM



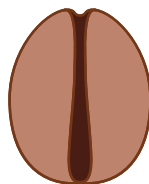
coffee quality controlled



COFFEE CUSTOMER



LOCAL ROASTERS



TRADE



FARMERS



COFFEE CHERRIES