

BUYING COFFEE RESPONSIBLY

A Closer Look at Two Common Specialty Coffee Buying Models

FAIR TRADE*

MONEY TRANSACTION
PRIMARILY WITH COOPERATIVE

specialty coffee that can vary
in taste from average to great



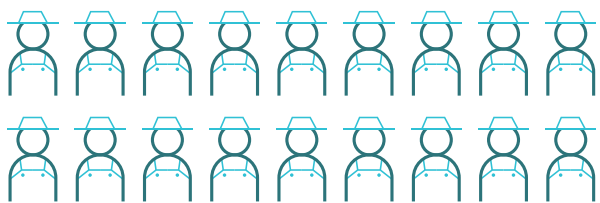
THE COOPERATIVE HANDLES
THE MONEY TRANSACTION



cooperative costs = \$ \$ = community portion

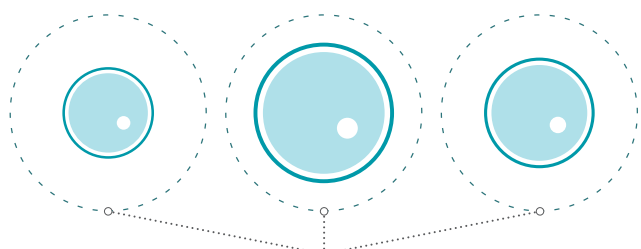
smaller % to farmer

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

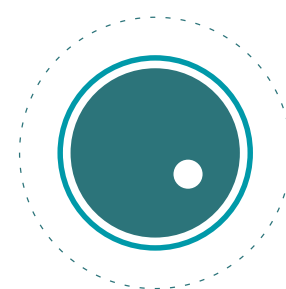


COLLABORATIVE RELATIONSHIP
WITH INDEPENDENT FARMER



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

PREMIUM



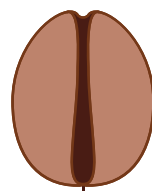
coffee quality controlled



COFFEE CUSTOMER



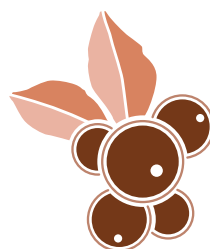
LOCAL ROASTERS



TRADE



FARMERS



COFFEE CHERRIES