

The future is fair

Fairtrade & Coffee

From Honduras over Vietnam to Kenya and Indonesia, some 125 million people worldwide depend on coffee for their livelihood.

Current challenges

Though the coffee industry is a billion-dollar one, many farmers are paid less for their hard work than what it costs to grow and harvest their beans. The situation is unsustainable, and the future of coffee is under threat.

- Farmers aren't earning enough to cover their costs.
- The global price of coffee is highly volatile.
- The beans a farmer grows are often exported early on.
- The climate change is an ever-increasing threat.

How Fairtrade makes a difference

We all need to understand what coffee actually costs to be produced sustainably. Farmers need fair pay. There are almost +870,000 coffee farmers in the Fairtrade system, making up almost half of all Fairtrade farmers and workers.

- The Fairtrade Minimum Price is a safety net that offers coffee farmers stability in the unpredictable global market.
- Farmers can invest the Fairtrade Premium, an extra sum of money paid on top of the selling price, in projects they choose.
- Fairtrade farmers are fighting the effects of climate change. That includes sharing ways of adapting and making their farms more resilient.

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Fairtrade by the Numbers

775,709

small-scale coffee farmers

+\$96 million

USD in Fairtrade Premium generated in 2023

22%

of Fairtrade coffee farmers are women

32%

of Fairtrade Premium funds are invested in improving farm production and organizational development

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. To learn more about Fairtrade visit: fairtrade.ca or contact: cafe@fairtrade.ca.

