

# COFFEE AND FAIR TRADE



Wouldn't it be great to know that your morning cup of coffee isn't hurting farmers around the world?

Canadians love their coffee. It's the number one beverage of adult Canadians.

Why, then, don't many of Canada's largest coffee retailers do their part and play fair with farmers of the Global South? Several Canadian-owned companies refuse to offer fair trade coffee to their customers. If they did, it could help improve people's lives.

Most of the world's coffee is grown by some of the poorest people on the planet. Small landowners and farmers in places like Colombia, Indonesia, Guatemala, and Mexico subsidize Canadian's morning habit through the decreasing price of coffee on the world market. They can't do this forever.

Fair trade coffee offers farmers in these countries a better livelihood by encouraging direct access to markets and paying a better price for their coffee. If the large coffee chains would offer Canadians the choice of a fairly traded cup of joe, Canadians could feel even better after their morning jolt of caffeine.

# Facts

- ❖ Coffee is the world's most valuable trading commodity after oil.
- ❖ 25 million small producers around the world rely on coffee for a living and there are over 500 billion cups of coffee consumed every year.
- ❖ The World Bank estimates that between 2000 and 2002, over 600,000 workers in the coffee industry lost their jobs in Central America alone due to dwindling prices.

# Take Action

## DON'T TRADE HUMAN RIGHTS FOR COFFEE.

Canadian coffee chains can help improve the lives of people in the Global South. Send a message to your favourite coffee shop to treat workers right by offering customers fair trade products.

Make sure your school or place of study deals only with vendors who offer fair trade products.

For more information, please visit our website at  
[www.kairoscanada.org](http://www.kairoscanada.org)