



Top challenges in coffee production

- 1 Record low market prices
- 2 Climate change is severely impacting coffee plants, harvests, and soil fertility
- 3 Gender imbalances within organizations
- 4 Aging coffee producers and a younger generation that doesn't see a future in coffee production

Where is Fairtrade focusing its efforts?

- ✓ Providing coffee farmers with economic stability
- ✓ Addressing the impact of climate change



THE IMPACT OF FAIRTRADE



The right to a living income

Global coffee prices are volatile, and haven't increased overall in decades – in fact, factoring in inflation, they have steadily decreased since the 1970s.

In response to the urgency to address the economic conditions for a sustainable coffee sector and bring the true cost of socially just and environmentally sound production practices into the equation, Fairtrade released its first Living Income Reference Prices for Colombian coffee.



There is no climate justice without trade justice

Fairtrade collaborates with over 758,000 coffee farmers worldwide, fighting for the planet through our rigorous standards, increasing farmer resources through the Fairtrade Minimum Price and Premium, and by connecting farmers to best practices through programs like the Climate Academy.

Over the past three years, 10,000 coffee farmers in Kenya have participated in the Climate Academy. This collaborative program has improved the quality of life for farmers today and has provided critical tools for resiliency in the future.

The program focuses on raising awareness on climate change and its causes, encourages the adaptation of environmentally friendly farming, highlights the importance of crop diversification, and emphasizes alternative energy sources.



Fairtrade increases women's participation in cooperatives

Researchers looked at six coffee cooperatives from Guatemala, Indonesia, and Kenya, and assessed how well they had met the Fairtrade gender strategy targets. The study found that women are involved in governance and leadership in all six participating cooperatives while women's membership ranges from 12 percent to 40 percent.

Fairtrade supports women in transforming their organizations and communities, including providing guidance to producer organizations in drafting gender policies, scaling up successful programs, such as the women's leadership schools, and encouraging use of the Fairtrade Premium to fund women centred projects.



Cooperativa de Caficultores y Servicios Múltiples de Tarrazú

Coopetarrazú R.L.
Costa Rica

Story from the field

The Casa de la Alegría (which translates to House of Happiness) is a social responsibility project developed by the COOPETARRAZÚ R.L.

The Casa de la Alegría is the first initiative of its kind. It aims to provide better care and day-to-day conditions for the children of farmers, while at the same time raising awareness among producers about the importance of providing adequate childcare for coffee farming communities, especially during the harvest.

The project is the result of a two-year collaboration between COOPETARRAZÚ R.L. and other public institutions, and advocates for the protection and safety of young children in farming families. During harvest time, the house cares for approximately 50 to 60 children at a time.



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When you drink your cup of coffee, I invite you to remember it comes from a place where people are working to build a different world in which we have peace, in which there is light, there is water, there is air for our future generations.

- Miriam Zelaya
Coffee farmer at COMSA cooperative, Honduras

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COFFEE

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is fair**
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