The Real Price of Coffee & Steps Towards a Sustainable Future

New Yorkers pay an average $3.27 for a cup of coffee.

Coffee farmers only get a few cents of it.

THE ISSUE AT A GLANCE

How much do you pay for a cup of coffee? On average, a coffee farmer receives only a few cents (0.1%) of that price. A long period of low global prices has pushed many coffee farmers below the extreme poverty line, leaving them without enough money to adequately feed and support their families. While there are many forces at play, you can make a difference!

WHAT YOU CAN DO

BUY DIFFERENTLY:

- Purchase coffee directly from the farmer. This is the most impactful action a consumer can take to ensure the farmer earns more of the final retail price.

Two verified farmer-direct coffee providers are:

- The Coffee Collective, which offers organic coffee and is 100% sourced and governed by thousands of farmers from around the world.
- ChocO'Dojo, which sells specialty-grade coffee directly from farmers using a revenue-sharing model so that farmers earn more of the profits.

Buy coffee with a sustainability certification. Companies aren't buying enough sustainably certified coffee. When they say consumers don't want it, so prove them wrong.

Look for Fair Trade certifications, which guarantee a minimum price to farmers.

Buy specialty, but do your research! Specialty companies can be some of the best partners for farmers, but specialty isn't a regulated term. If you're buying from a specialty coffee company, look into what the company is doing to ensure the economic, social, and environmental sustainability of their coffee supply. Don't fall for greenwashing. Get the facts.

Very low world coffee prices have pushed many farmers below the extreme poverty line.

Farmers only receive the premium price for a fraction of their sustainably produced coffee.

WHAT YOU CAN DO

Make your voice heard! Sign the Decafpledge petition to support a living income for coffee farmers. The International Coffee Organization (ICO) is collecting signatures from around the world to empower consumers to take a stand. Help influence those with the power to effect positive change—sign today to support coffee farmers and a sustainable coffee future for all.

@AmericasCup: owner of FreshfromFlorida.org