



THE REAL PRICE OF COFFEE & STEPS TOWARDS A SUSTAINABLE FUTURE

Columbia Center on Sustainable Investment | Jan 2020 | For more information, visit: <http://ccsi.columbia.edu/work/projects/coffee/>

New Yorkers pay on average US\$3.12 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 (US) 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 [Pachamama Coffee](#) cooperative, which offers organic coffee and is 100% owned and governed by thousands of farmers from around the world.
- [Thrive Coffee](#), which sells specialty-grade coffee directly from farmers using a revenue-sharing model so that farmers earn more of the profit.

OR

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

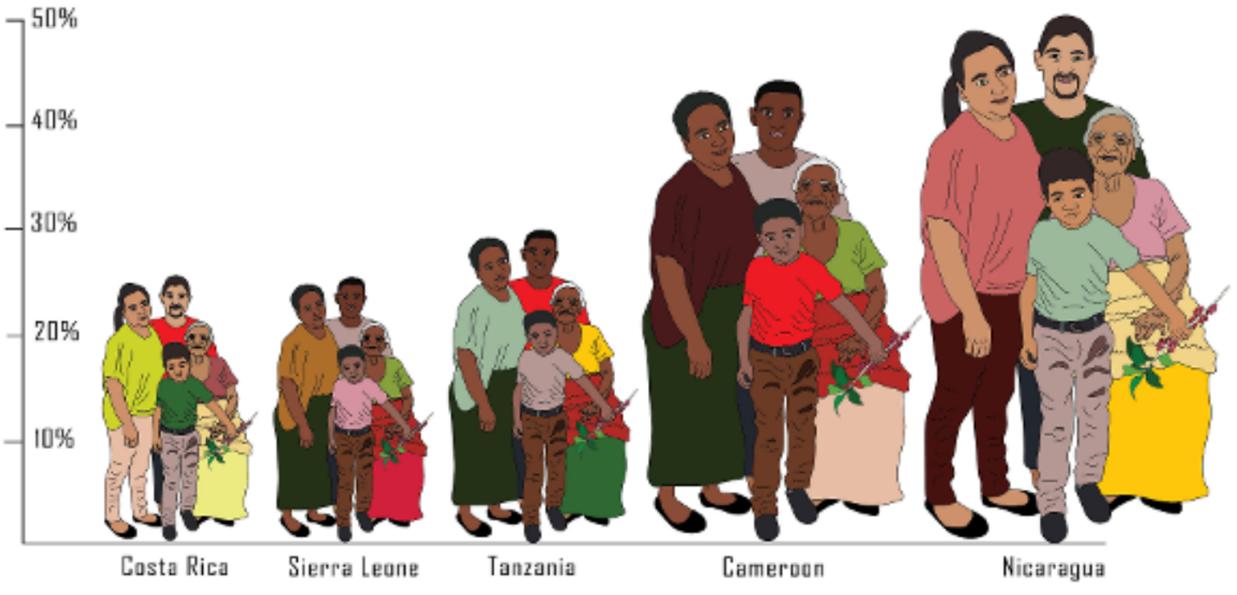
Look for these Fairtrade certifications, which guarantee a minimum price for farmers:



OR

Buy specialty, but do your research! Specialty companies can be some of the best partners for farmers, but specialty isn't all created equal. 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 suppliers. Don't fall for greenwashing. Get the facts.

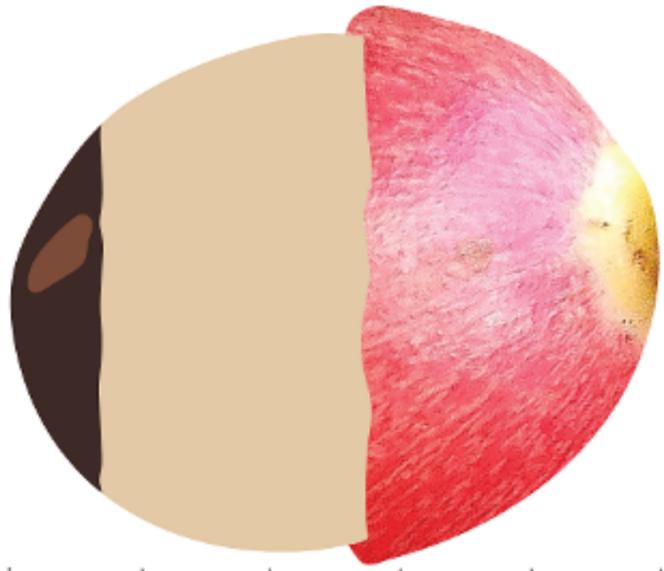
Very low world coffee prices have pushed many farmers below the extreme poverty line



Increase in Proportion of Coffee Farmers Living Under Extreme Poverty Line (US\$1.90 / day) Dec 2016-Dec 2018



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



Approximately 55% of the world's coffee is grown under a sustainability standard

Less than 14% is bought as certified sustainable, meaning farmers aren't fully compensated for the costs of producing under a sustainability standard

WHAT YOU CAN DO

Make your voice heard! [Sign the #coffeepledge 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.

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