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THE BEST STRONG COFFEE IS THE KIND THAT KEEPS FARMERS STRONG

People all over the world rely on coffee to wake up, yet many of the 25 million small-holder coffee farmers who depend on it for their livelihoods struggle to survive. Fairtrade helps to bring farmers together to strengthen their position and to learn from one another. No matter how you take your coffee, choose Fairtrade to support the most important people behind it.

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WHY CHOOSE FAIRTRADE COFFEE?



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**A FAIR DEAL FOR FARMERS
EVERY TIME YOU DRINK A CUP
OF FAIRTRADE COFFEE YOU
KNOW THAT THE FARMER WHO
GREW THE BEANS IS GETTING A
FAIR DEAL**



Around 125 million people worldwide depend on coffee for their livelihoods. However many smallholder farmers - the men and women who produce 80% of the world's coffee - are unable to earn a reliable income.

FAIRTRADE MAKES A DIFFERENCE

Fairtrade Minimum Price

Covers the costs of sustainable coffee production and acts as a safety net when market prices fall. This protection ensures that farmers and workers can have an assured and stable income and plan for their future.

Fairtrade Premium

An additional sum of money which goes into a shared fund for farmers and workers to use to improve their social, economic and environmental conditions. Over 40% is invested in improvements to coffee production and quality.

Climate Change Adaptation and Mitigation

Fairtrade provides essential training and support to farmer organisations to help them thrive. One of the main focus areas is to train farmers to how to better adapt to a changing climate and weather conditions.

By choosing Fairtrade, you get a great cup of coffee that you know has met high ethical standards, and one that has directly benefited the farmer who produced it.

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