



FAIRTRADE



TEN THOUSAND VILLAGES





OXFAM













FAIR TRADE



**FOR THE PLANET.
FOR THE PEOPLE.**

The money inside your daily fix.

THE PRICE of a pound of unroasted coffee is set on Wall Street, just like every other traded commodity. It is this constantly changing dollar price that decides whether or not a farmer in Ethiopia is going to be able to sustain himself and his family with his crop. Currently, the average price of coffee by the pound is at the 30 year low of only ten cents, despite the retail market for coffee being stronger than ever.

BY PURCHASING fair or direct trade coffee at a local independent coffee shop, you cut out the middle man and ensure that the coffee farmers get paid a fair price at a minimum of \$1.26/lb—enough to earn a living wage.

SEEK OUT WHERE TO GET THESE AND
SEEK FAIR OR DIRECT TRADE COFFEE
SHOPS IN SAN FRANCISCO:

Four Barrel Coffee 10th & Valencia
Blue Bird Coffee Roasters 21st & Valencia
Philz Coffee 30th & Polaris
Blue Bottle Coffee 4th & Jessie
Java Beach 4th & Julian







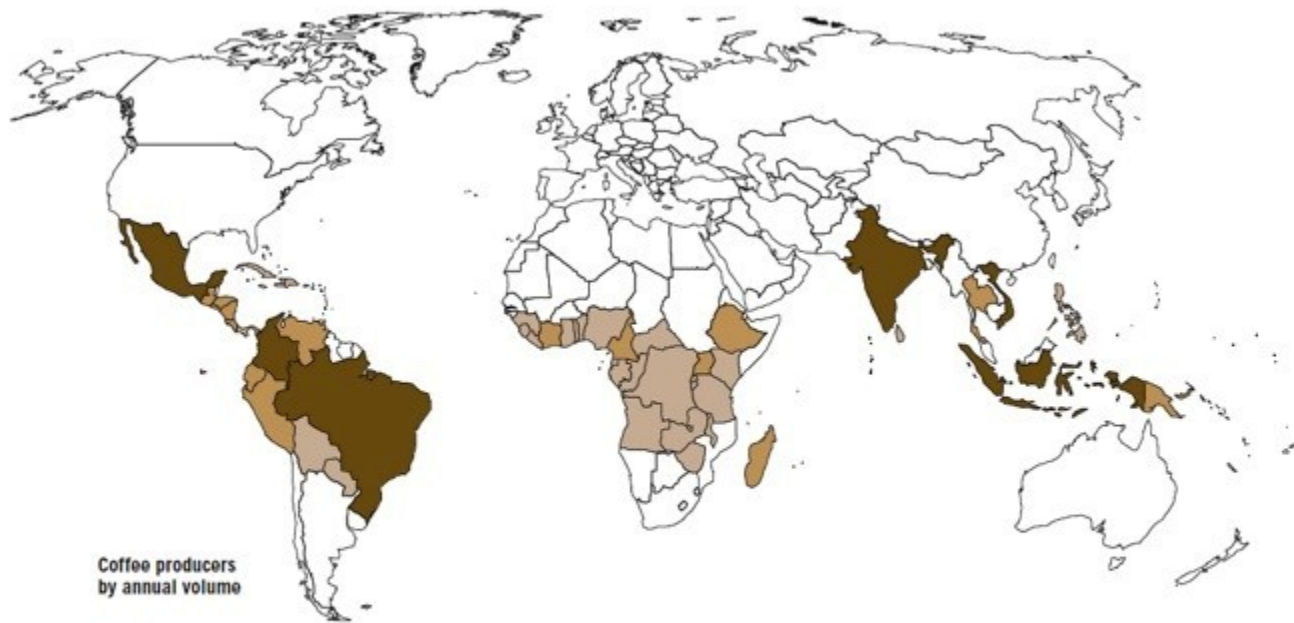












Coffee producers
by annual volume

- less than 1 million bags
- 1-5 million bags
- 5+ million bags