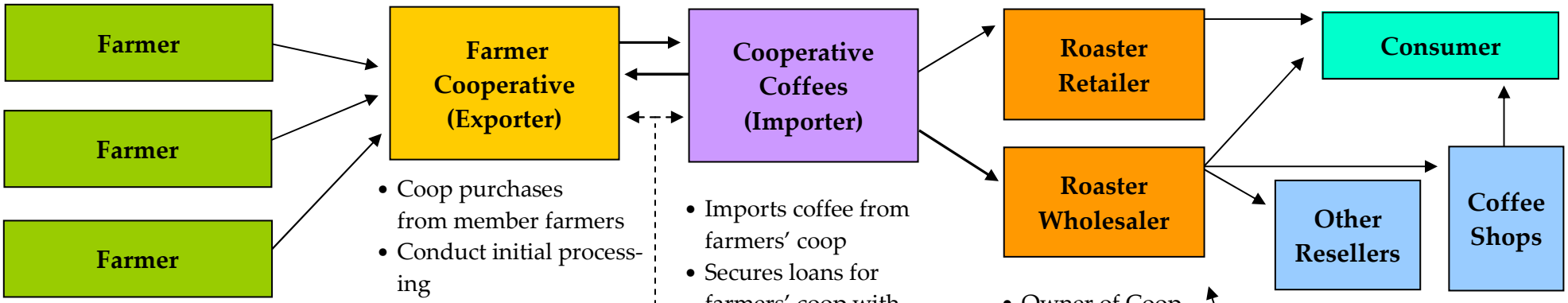
# Critical Steps along the Fair Trade Coffee Path*

*from crop to cup. . . a fair trade*




- Own and govern their coop
- Grow coffee and sell to their co-op
- Receive approx. 70% of the Fair Trade price paid to their coop
- Beneficiary of co-op's training and support programs

- Coop purchases from member farmers
- Conduct initial processing
- Negotiate and manage coffee exports
- Spearhead implementation of development programs
- Maintains dialogue with Cooperative Coffees regarding pricing, financing, technical support, organics, development and other related matters.

- Imports coffee from farmers' coop
- Secures loans for farmers' coop with coffee contracts
- Maintains dialogue with farmers' cooperative regarding pricing, financing, technical support, organics, development and other related matters.

- Owner of Cooperative Coffees
- Buys coffee from Cooperative Coffees
- Beneficiary of high quality Fair Trade coffee

- Drive Fair Trade coffee consumption.
- Grassroots and word-of-mouth advocacy of Fair Trade.
- Beneficiary of high quality Fair Trade coffee

→ *Indicates Fair Trade flow of coffee between players who take physical position of the coffee.*

- - - - - - ▸ *Indicates Fair Trade flow of support services and activities provided by third parties.*

**Lenders**

Provide Pre-Shipment Trade Credit—short term loans, which provide working capital.

**Consumer Education Organizations**

- Education for Consumers: Organize events, disseminate information, and promote public awareness of Fair Trade.
- Feedback: Provide feedback regarding consumer interest in socially responsible products back to retailers, roasters and green coffee importers.

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* Graphics adapted from the "Fair Trade Value Chain" by Ecologic Finance.