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FAIR TRADE COFFEE

Hi, I'm Sandra Di Artico with Watch Mojo.com and, today, I am going to talk to you about the second most valuable commodity - next to oil - in the world: Coffee. There are approximately over twenty-five million coffee workers and farmers in over fifty countries that produce coffee in the world -- countries such as Brazil, Costa Rica, Nicaragua, and Ethiopia. Coffee producers are kept in a cycle of poverty and debt due to current global economy that exploits cheap labour. In recent years, new cafés and coffee franchises have been opening at an explosive rate; so although there is a greater demand, coffee farmers are not profiting from, the great demand. They have to sell to middlemen and these middlemen are known as coyotes. They sell their coffee at a lower market rate; so the coffee farmers are still debt poor in a cycle of poverty. Fairtrade coffee is changing that: there is a fair trade movement that started in the 1950s that is eliminating, or has been eliminating, middlemen, and bringing up prices of coffee for farmers. In 1997, a group was formed called "Fairtrade Labelling Organization." What it does is it sets prices and criteria for products, not only for coffee, but for other products such as tea, sugar and bananas. 85% of Fairtrade coffee is organically grown. Therefore, there are no pesticides or chemicals; it's more environmentally safe and healthy to drink. So you might think that Fairtrade coffee is expensive, but in fact it's not! It's quite affordable. Now with the general awareness and higher demand, it's not so expensive to drink. And if you do buy it, you will be supporting a really good cause.