



Photo credit: Just Us!

COFFEE

Learning About Fair Trade

Region: Africa/Latin America **Focus:** Coffee and Women's Rights



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Concepts and definitions

Gender: The roles, responsibilities and relationships that come from being a man or a woman, a boy or a girl in society.

Gender equality: The situation where women and men enjoy the same status and have equal conditions, responsibilities and opportunities for realizing their full human rights and potential and to benefit equally from the results – regardless of being born male or female.

Women's rights: Refers to protecting and realizing women's human rights as central to achieving more just and equitable societies free of poverty. From a women's rights perspective, women are more likely to be disadvantaged relative to men and therefore special attention and measures must be put in place to ensure their rights are protected.

Coyote: Traditionally, small coffee farmers have been forced into exploitive relationships with local "coyotes" or middlemen, to whom they sold their coffee, often at less

than the cost of production. This created a cycle of poverty, tying the farmer to the "coyote" for loans to produce next year's crop, or put food on the table.

Latin America: A term with slightly different meanings. Usually refers to Spanish, French, Creole and Portuguese-speaking areas of Central and South America.

1. Fair What?

Introduction

Coffee is known as black gold because it is one of the most profitable and most traded commodities on the planet, second in trade only to oil and gas. But where does coffee grow? How is it harvested? And who gets the gold embedded in every cup of coffee? Not those who climb the sides of mountains to pick coffee berries, that's for certain. Conventional coffee growers typically get only 3 cents from a \$1.50 cup of coffee sold in North America.¹

But there is hope through fair trade. Coffee is the “original” fair trade product; the first to receive fair trade certification by the Netherland's Max Havelaar in 1988. Today it is the flagship of the fair trade movement. More than 290 small-scale producer cooperatives in 25 countries are certified for the sale of fair trade coffee. And loyal fair trade customers in the North make this a successful market, with retail sales of US\$1.7 billion and growing!²

But are the decisions, the work and the profits from fair trade coffee shared equitably among women and men?

According to the United Nations, women do 2/3 of the world's work yet earn only 5 percent of the world's income and own less than 1 percent of the world's real property.³

Considering the role of rural women in all forms of agriculture, including fair trade, is important. Most rural women around the world are farmers. This is how they feed their families, and others—women produce between 60 and 80 percent of the food in most developing countries and are responsible for half of the world's food production on their own small plots of land--averaging only 1 – 2 acres.⁴ And coffee

Conventional coffee growers get only 3 cents from a \$1.50 cup of coffee sold in North America.

is no different—it's women who, on average, carry out more than 70 percent of the fieldwork, harvest and sorting of coffee beans. Only 20 percent of the land used for coffee production is owned by women and only 10 percent of companies in the coffee sector are owned by women.⁵

Gender equality exists when women and men enjoy the same status in social relations, have equal opportunities to realize their full human rights and equal access to, and control over, resources. Gender equality is a cornerstone of fair trade principles. This means that a major requirement of fair trade is ensuring women's role in production is valued and that they are fairly compensated for their contributions. But overall, there is still a minority of women speaking out at meetings and around the decision-making tables.

In this module, learn more about global coffee production and the benefits of fair trade. Explore the role women are playing to shift the balance of fairness within their own organizations. Then choose your next steps for action to affect change in the world.

FOCUS QUESTIONS

- 1. What are the connections between coffee, gender and fair trade? How can fair trade practices address issues of gender inequality and women's rights in the coffee industry?**
- 2. Why is it important to consider where and how coffee is grown, produced and sold?**
- 3. What actions are people taking to make the business of fair trade coffee better for men and women, the environment, families and communities?**

¹ Department for International Development (2008). *Rough Guide to a Better World*. London. Online, available at: www.roughguide-betterworld.com

² Eric St. Pierre, *Fair Trade, A Human Journey* (2010).

³ United Nations (2007). *World Development Indicators*. Womankind Worldwide.

⁴ Sustainable Development Department, Food and Agriculture Organization of the United Nations (n.d.) *Women and Sustainable Food Security*. Available at: www.fao.org/

⁵ International Trade Forum (2008). *Women in Coffee*, Issue 3-4. Available at: www.tradeforum.org/news/fullstory.php/aid/1367/Women_in_Coffee_.html



Coffee Facts: Did you know?

1. Coffee's power was said to be first noticed by a goat herder in Ethiopia. His goats became more lively after eating the red berries from coffee bushes. The use of coffee as a drink can be traced back to the 15th century.
2. Coffee bushes, which produce coffee berries, grow in subtropical regions. A ripe coffee berry has two coffee beans inside. These beans are dried, then roasted and ground to make coffee.
3. Coffee berries are usually picked by hand. A good coffee picker can harvest about 50-100 kilograms of coffee cherries in a day which will produce about 10-20 kilograms of coffee beans.
4. Small family farmers grow over 50 - 60 percent of the world's coffee on farms that average 1 - 5 acres. About 25 million people and their families depend on growing coffee for their livelihoods.
5. Coffee is big business. The price of coffee is decided in world stock markets as it is an actively traded commodity. The global coffee trade is an US\$12 billion business. Coffee growing is important to the economies of over 70 countries in the world.
6. Many coffee farmers often earn less than US\$2.00 per day. Ninety percent of the profits from coffee go to traders and retailers.
7. In one year, a three cup a day coffee drinker will consume the annual harvest of 18 coffee trees!
8. Coffee is the number one beverage choice of adult Canadians – 63 percent of Canadians over the age of 18 drink coffee daily. Canadians drink an average of 2.6 cups of coffee per day—that's more than 40 million cups a day!
9. Five large companies control nearly 70 percent of the coffee industry.

YouTube videos can be viewed where School Board Acceptable Use Policy allows it. Every effort has been made to provide the correct URLs for pre-screened YouTube videos. However, these sites can change and the URL address could lead students to sites that are inappropriate.



Watch!

The Journey of the Coffee Bean
by The Cooperative Group (7:25 mins.)

www.youtube.com/watch?v=xDpLgLGZGo&feature=related

A video on the growing and processing of coffee beans for fair trade

¹ Eric St. Pierre, *Fair Trade, a human journey* (2010).

² Fact Index (2011). *Coffee*. available at: www.fact-index.com.

³ Fair Trade Canada (nd). *Coffee*. Online, available at: www.fairtrade.ca

⁴ Pay, E. (2009). *The Market for Organic and Fair Trade Coffee*. Food and Agriculture Organization of the United Nations, Rome. Online, available at: www.fao.org

⁵ Food First, Institute for Food and Development Policy (2007). *Fair to the Last Drop: The Corporate Challenges to Fair Trade Coffee*. Online, available at: www.foodfirst.org/Equator (2011). Fair Trade. Online, available at: www.equator.ca/aboutus/fairtrade.asp

⁶ Ryan, John and Allan Thein (1997). *Stuff: The Secret Lives of Everyday Things* (New Report, No 4). Northwest Environment.

⁷ Coffee Association of Canada (2004). *Coffee in Canada, Highlights of the 2003 Canadian Coffee Drinking Study*. Available at: www.coffeassoc.com/coffeeincanada.htm

⁸ Food First, Institute for Food and Development Policy (2007). *Fair to the Last Drop: The Corporate Challenges to Fair Trade Coffee*. Available at: www.foodfirst.org

Who Gets What? Distribution of Income in the Coffee Industry

Adapted from Fairtrade International

www.fairtrade.net

Used with permission.

Coffee is big business and remains one of the most valuable primary products in world trade. However, for many of the world's 25 million coffee farmers, coffee is a labour intensive crop that frequently yields very little financial return.

Coffee is also enormously valuable to the economies of many developing countries. For some of the countries in the Global South, such as Burundi, the cultivation of coffee accounts for the majority of foreign exchange earnings, up to 80 percent. Most of the coffee-dependent workers worldwide are in developing countries, especially Brazil, Vietnam, Colombia, Indonesia and Mexico, the largest exporters of coffee.

Top Coffee Producing Countries (2010)

Country	Coffee Production in 1,000 bags
Brazil	48,095
Vietnam	18,500
Columbia	9,200
Indonesia	8,500
Ethiopia	7,450
India	4,733
Mexico	4,400
Guatemala	4,000
Honduras	3,830
Peru	3,718

Coffee Consumption by Country (2008)

Country	Consumption in kg per capita
Finland	12.0
Norway	9.9
Iceland	9.0
Denmark	8.7
Netherlands	8.4
Sweden	8.2
Switzerland	7.9
Belgium	6.8
Aruba	6.8
Canada	6.5

When coffee prices are high, fair trade producers don't necessarily get more per kg than conventional growers, but they do when coffee prices are low. Fair trade doesn't guarantee that farmers will make more, but it takes out the bottom end of unexpected price lows and risk for them. Plus, fair trade ensures a premium for community projects.

"I'd like to tell people in your place that the drink they are enjoying is the cause of all our problems. We grow it with our sweat and sell it for nothing (Oxfam, 2007)."

-Lawrence Seguya, Ugandan coffee farmer



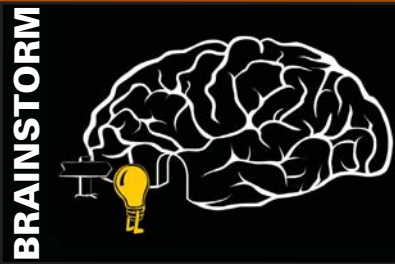
Gender, Women's Rights and Coffee

Causes of women's economic inequality

Women make tremendous contributions to the economy. But these are not always valued, through pay or respect, in the same way as men's contributions. And gender norms—the roles and expectations of women and men in society, further limit women's ability to contribute to society.

Women make up 70 percent of the world's 1.5 billion people living in absolute poverty. What are some of the reasons for this?

1. Much of women's work is unpaid. Women perform the majority of the caregiving work around the world. This is valuable to the economy—it is worth \$11 trillion globally. But this burden of care makes it more challenging for women to fully take part in paid employment.
2. Women earn less than men. This is true across all occupations and in all areas of the world, even when education and experience is taken into consideration. And the gender wage gap is even higher for marginalized women in any society.
3. Women lack access to land and financing. According to the United Nations, women do 2/3 of the world's work yet earn only 5 percent of the world's income and own less than 1 percent of the world's real property.
4. Women and girls lack access to education. Around the globe, it's young girls who aren't allowed to attend school or who are the first to leave when their families need help with childcare or the harvest.
5. Women are stuck in low-paying jobs. Women's work, such as childcare, clothing production, agriculture and so on, is traditionally underpaid and undervalued. There are few opportunities for getting ahead and the work is often part-time with few benefits.
6. Women are under-represented in decision-making. For a variety of reasons, women are not well-represented in all levels of government or other decision-making bodies. As a result, they have little say in decisions that affect their lives and those of their children and communities.



Coffee for breakfast?
How did it get there? Where did it come from? Who was involved?
 As a group, fill out the graphic organizer on **page 3** of the **TAKING ACTION GUIDE**

2. From Bean to Cup: The Story of Coffee

Coffee in Figures

Conventionally Traded Coffee	Fair Trade Coffee
<i>Global production</i>	<i>Global imports</i>
7,792,960 tonnes	65,808 tonnes
<i>Value of global coffee trade</i>	<i>Retail sales of fair trade coffee</i>
\$11 billion	\$1.78 billion
<i>Producing countries (% coffee produced)</i>	<i>Producing countries (% fair trade coffee produced)</i>
Brazil (27%) Vietnam (14%) Columbia (9%) Indonesia (9%) Ethiopia (4%)	Mexico (16%) Peru (14%) Columbia (12%) A total of 291 small producers' organizations in 25 countries grow certified fair trade coffee
<i>Main importers of coffee (in tonnes)*</i>	<i>Main importers of fair trade coffee (in tonnes)</i>
USA (1 428 300) Germany (1 126 140)Japan (475 800) Italy (456 000) France (367 740)	United States (24,141) United Kingdom (9,642) France (7,116) Canada (5,029) Germany (4,787)
<i>Conventionally traded price of coffee (2008)</i>	<i>Fair trade price of coffee (2008)</i>
Washed Arabica: \$2.75-\$3.31/kg depending on the variety of coffee	Washed Arabica: \$2.75-\$3.31/kg depending on the variety of coffee Organic premium: \$0.44/kg



Examine the economic differences between the countries that produce coffee and those that import/purchase.



Locate and label the key importing and exporting countries on the map in the TAKING ACTION GUIDE. Graphically demonstrate the conventional and fair trade routes.



1

Coffee berries from organically grown *Coffea arabica* trees. The Arabica variety makes up 70 percent of the world coffee production.



3

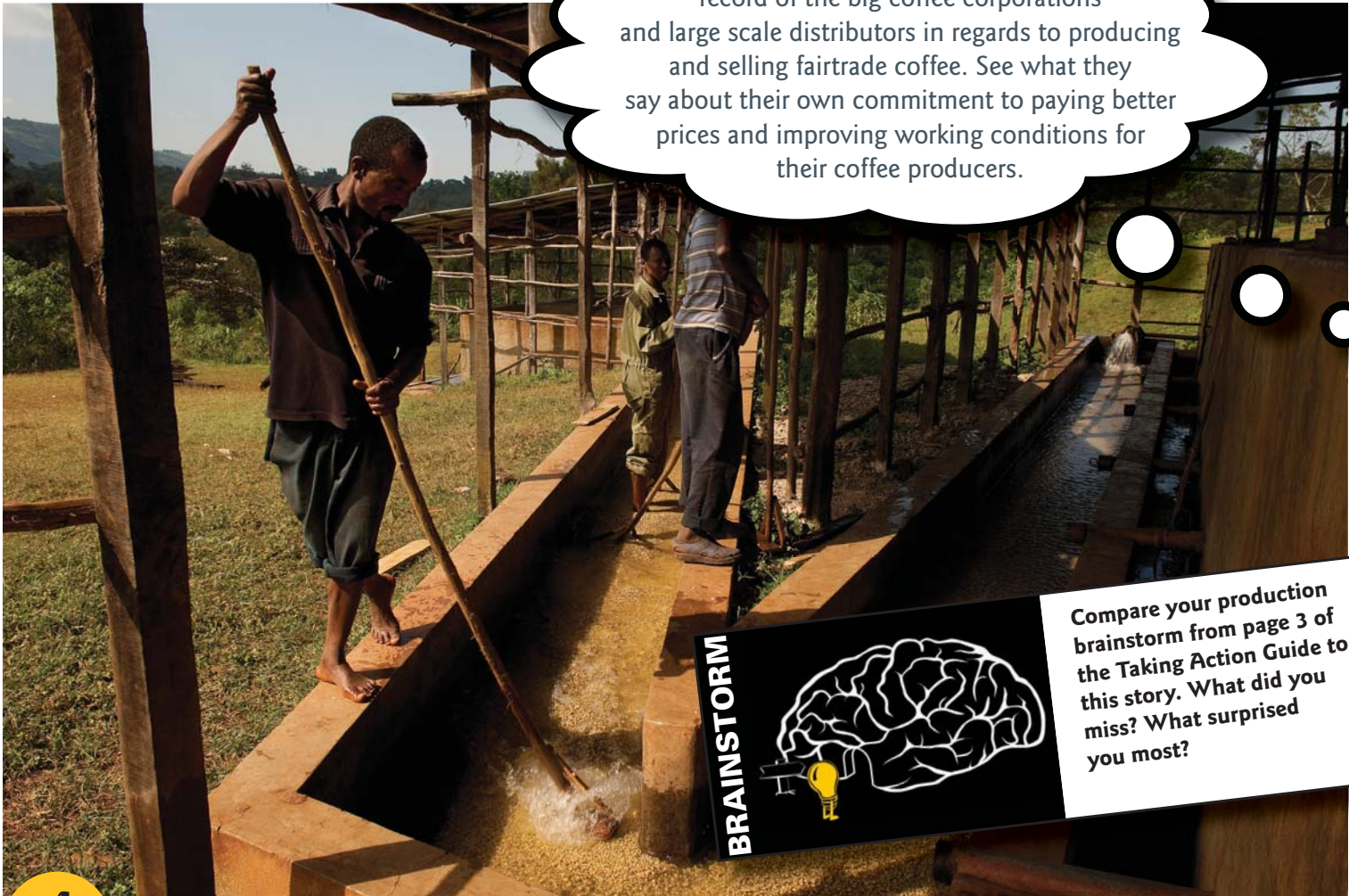
José-Eli and his family pass the berries into the small mill to remove the pulp and extract the coffee seeds. Each berry contains two seeds. The pulp is then composted to fertilize the coffee trees.



2

Hand picking ripe coffee berries. Coffee trees are visited 3-4 times during the harvest season that lasts from 2 to 4 months.

Go online and check out the record of the big coffee corporations and large scale distributors in regards to producing and selling fairtrade coffee. See what they say about their own commitment to paying better prices and improving working conditions for their coffee producers.



Compare your production brainstorm from page 3 of the Taking Action Guide to this story. What did you miss? What surprised you most?

BRAINSTORM



4 Coffee seeds are fermented overnight and then washed thoroughly before they are dried in the sun at the Negele Gorbitu cooperative, a member of the Oromia coffee Union, in Ethiopia.

Photos: © Eric St-Pierre (www.ericstpierre.ca)

5 “El Patio” the large coffee drying platform at the Montes de Oro cooperative, a member of Coo cafe in Costa Rica. At this stage a thin golden husk, or parch, covers the beans that are referred to as parchment coffee. The parch will be mechanically removed before the coffee is exported.



6 A sample of green coffee beans are roasted and sampled before they leave their country of origin.

Join your classmates in playing the role-playing/simulation game: The Coffee Chain Game. It's available online at www.oxfam.org.uk/education/resources/coffee_chain_game



Injustice in your Cup: Gender and Women's Rights

Around the globe, it's women who carry out more than 80 percent of the work of growing, harvesting and washing coffee beans in addition to their household and family chores and obligations. ¹

Frequently, despite their major contributions to the coffee production, women neither receive little of the income from this product nor have much voice in the decisions surrounding the industry.

Even in fair trade and cooperative organizations, there is still a minority of women speaking out at meetings and around the decision-making tables. And women are still not always able to have input into financial decision-making in the household, making it challenging to benefit equally from fair trade.

There are examples of fair trade cooperatives organized, staffed and run by women and even uniquely women-owned brands of certain commodities.

And fair trade premiums are being used to invest in projects that promote women's activities, provide education and technical training for women, and generally raise the awareness of women's rights.

This includes microcredit. Microcredit refers to small loans given to people at very low or no interest rates to start small businesses or make improvements in the business they may already have. In fair trade organizations, microcredit is often available to women. This allows them to start or expand their small businesses and better provide for their families. The rates of success and repayment have been remarkably high – over 90 percent of loans are repaid and many successful businesses developed as a result.

¹United Nations Platform for Action Committee (UNPAC) (2011). *Women and the Economy: Women's Economic Inequality*. Available at www.unpac.ca/economy

Watch!



CECOCAFEN: Groups of Women in Solidarity Savings (GMAS) (3:05 mins)

A short video explaining how the cooperative CECOCAFEN helps women with financial support, small loans and setting up savings to start small farms.

www.youtube.com/watch?v=a2MJDihY45E

“The money from the Fairtrade premium last year helped me to pay for my daughter’s school fees which are very expensive. I tell my children and neighbours to spend time producing good quality coffee. Since the other farmers have seen us receive the Fairtrade premium, they have tried to emulate what we are doing and the quality is getting better.” Mr Difasi Namisi,
Gumutindo Coffee Cooperative farmer

3. How Fair Trade Makes a Difference?

Benefits of Fair Trade Coffee for Producers

Adapted from Fair Trade Foundation (www.fairtrade.org.uk) and Fairtrade International (www.fairtrade.net)
Used with permission.

Coffee bearing the Fair Trade Certification logo has been produced by small producer organizations or cooperatives that meet high social and environmental standards.

Producer organizations are paid a fair trade minimum price which aims to cover average sustainable costs of production.

The fair trade price for organic coffee is higher than for conventional. A Fair Trade Premium of US \$0.22/kg is paid to producer organizations. The fair trade premium is an amount of money paid over and above the fair trade price. Organizations are to use the premium for social, environmental or economic development projects which they choose democratically.

Fair trade standards for small coffee farmers:

- All members of the producer organization must have a voice in the decision-making process and in the group organization (democratic processes).
- Profits must be equally distributed among the members of the cooperative or association.

Fair Trade Standards for coffee production include the following:

- Producer organizations are paid a floor price (Fairtrade Minimum Price) between US \$2.71- \$3.31/kg depending on the coffee variety, or the market price, if higher.
- For Fair trade certified organic coffee an extra minimum differential of US \$0.44/kg per pound is being applied.
- A Fair trade Premium of US \$0.22/kg (with 5 cents earmarked for productivity and quality improvements) per pound is added to the purchase price and is used by producer organizations for social and economic investments at the community and organizational level.
- Fair trade coffee certification is currently only open to small farmer organizations. Small farmers must be organized in organizations which they own and govern.
- Democratic decision making is required. Everybody has equal right to vote.
- Environmental standards restrict the use of agrochemicals and encourage sustainability.
- Pre-export lines of credit are available to the producer organizations. If requested, up to 60 % of the purchase price should be pre-financed to the producer organizations.



1

Coffee production is very labour intensive and provides work to 125 million small-scale growers and workers worldwide. Women occupy a large portion of this workforce, such as Itanish Wolde who sings with her coworkers during the tedious manual selection of coffee beans at the Negele Gorbitu cooperative, a member of the Oromia Coffee Farmers Cooperative Union, in Ethiopia.



2

Josefina Arista from Santa Maria in the state of Oaxaca in Mexico, participates in the local assembly of her coffee cooperative, the Union of Comunidades Indigenas de la Region Del Istmo (UCIRI). All 291 coffee producers' organizations certified by FLO are democratically run and composed of small-scale growers.



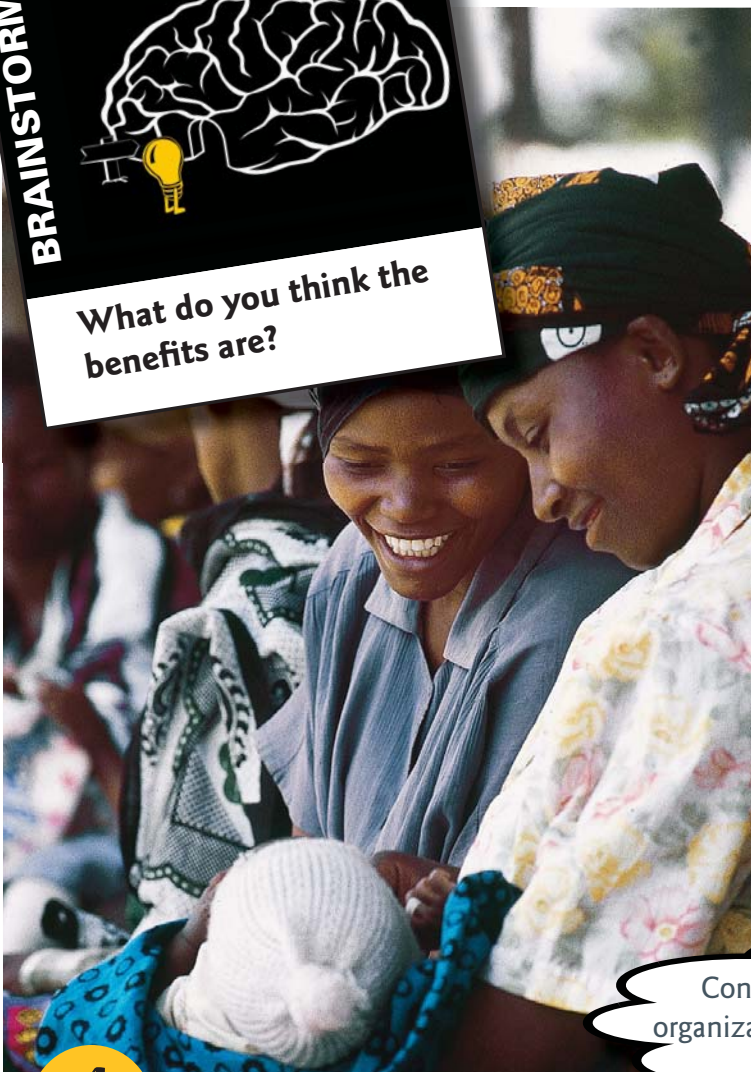
3

Shegitu Dube is a 3rd grade teacher in Negele Gorbitu's primary school. Six hundred students attend the school where four new classrooms were built with fair trade premiums. The Oromia Coffee Farmers Cooperative Union was able to build schools, health clinics and fresh-water wells with their fair trade premiums, contributing to the local development in matters that often fall under the responsibility of local women.

BRAINSTORM



What do you think the benefits are?



4

On the slopes on Mont Kilimanjaro in Tanzania, the Kilimanjaro Native Cooperative Union (KNCU) has been active for more than 80 years. It has contributed to many social

breakthroughs for the region, such as a literacy rate above 95 percent and an infant mortality rate that is 50 percent lower than the national average.



5

Coffee, the flagship product of fair trade certification, is still today the number one fair trade product with retail sales reaching almost US\$2 billion dollars. Fair trade coffee has the most certified organizations globally that unite more than 400,000 small-scale producers. Men and women such as Charicia St-Ilmond, a member of the Coopérative Agricole Cafèière Vincent Ogé de Dondon (Coopacvod), near Cap Haitien, in northern Haiti.

Conduct some research and find out what other organizations and businesses in Canada import and sell fair trade coffee.

Photos: © Eric St-Pierre (www.ericstpierre.ca)

6

Across fair trade, women's empowerment is a core issue. Women's programs accounted for 2 percent of premiums investments in certified organizations in Latin America, 3 percent in Asia and 4 percent in Africa. In Costa Rica, Vanessa Guzman's family are members of Coope El Dos whose Hijos del Campo foundation has provided more than 2,500 scholarships to members children in the last 12 years.



As you read these profiles think about:

- **The story of production**
- **The benefits of fair trade**
- **The case study theme**
- **The future of fair trade**

Interdependence: Connecting Producers and Consumers

Fair Trade Coffee in Canada: Just Us!, Equita, and Planet Bean

In Nova Scotia, **Just Us!** is considered to be the first fair trade roasting company in Canada. Founded in 1995, it is built on the three pillars of quality products, social and environmental responsibility. Just Us! is proud to be a worker owned cooperative. Their mission is “People and the planet before profits.” Just Us! is primarily a wholesale coffee roaster, but also carries tea, sugar and chocolate products – all Fair Trade and organic. Just Us! has also created an development and educational organization called JUDES.

JUDES [Just Us! Development and Education Society] is a non-profit organization based in Nova Scotia that is committed to educating young and old about fair trade and responsible purchasing. JUDES also has a fair trade museum located at the Just Us! coffee roasting business in Grand Pré, NS.

www.justuscoffee.com

Equita is the brand of and merchandising branch of Oxfam Quebec (Commerce equitable Oxfam Québec). Commerce equitable Oxfam Québec was founded in 1996 with the mission to promote fair trade in Canada and “educate Canadian consumers on the effect of globalization and how ethical consumption can be a powerful tool to change the world.” The Equita brand brings goods from small scale producers from around the world to consumers in the affluent north. Equita offers a wide range of products including various coffees, teas, chocolate, sugar, rice, spices and dry fruits to consumers in Canada. A major marketing component of Equita’s business is to partner with hundreds of non-profit organizations in Canada and help them fund raise using Equita products. Promoting fair trade, community and sustainable development is a key part of Equita’s work.

www.commerceequitable.com

Planet Bean began roasting coffee in Guelph, Ontario in 1997. This company is actually a division of the Sumac Community Worker Cooperative so workers are actually part owners of the business and participate in the decision-making. This company is very committed to what they term “a people centered economy.” Their mission is to provide coffee that is fairly traded and priced, ecologically sustainable, respectful of the many persons who are involved in the growing, trading, roasting, and preparation of coffee. Inherent to how their company operates and all its dealings with its growers and customers is the international principles of cooperation and democratic rights. They sell coffee from a number of coffee regions, but are noted for their Ethiopian and Peruvian blends and brands.

www.planetbeancoffee.com



Emerging Women Leaders in the Coffee Growing Industry – Three Stories

Diracsema Jose, Mexico

Diracsema Jose grew up in Zaragoza, an indigenous community in the southern Oaxaca region of Mexico. Here, there are few employment opportunities and most families earn a living by growing coffee. As a teenager she had hoped to go to university, but the income her family received from growing coffee would not cover the cost. When her father had to emigrate to the United States to find a paying job, her mother took charge of the coffee farm and Diracsema joined in the work. Fortunately, her family was able to support her as she continued her education. At the age of 15, she left the farm, completed high school and university and after graduation found employment at a coffee mill in Oaxaca City.

Although young and a woman, Diracsema soon gained the admiration of many cooperative members because she spoke with confidence and conviction on important matters concerning the coffee industry. Soon she became heavily involved in the women's group associated with the cooperative—nearly one half of the members of the are women.

In 2009, something extraordinary happened. All members of the cooperative – both male and female – elected Diracsema as their first female president – a remarkable achievement!

Silvia Roblero Torres, Mexico

In 2003, Silvia Roblero Torres became the first woman to ever work at the CESMACH cooperative in southern Chiapas, Mexico. She quickly proved that she was as capable as any of the male employees and was soon assigned more responsibilities. She now works as an agronomist and internal control officer but will soon become a certified organic inspector.

Silvia has taken a special interest in supporting the women farmers who belong to the cooperative and has helped them to organize into training groups to develop skills that will assist them in becoming more efficient coffee growers and increasing their incomes.

Maria Mukampirwa, Rwanda

In 2008, Maria Mukampirwa was elected the first woman president of the Karaba coffee cooperative in the Gikongoro region of southern Rwanda. During the rebuilding of their nation after the horrible genocides of the past, Rwandan women have been taking on more leadership roles particularly in the coffee cooperative organizations. Coffee growing represents one of the few areas in which women farmers can receive a guaranteed income.

Maria sees the coffee industry as one in which women can gain empowerment as they are given a chance to become leaders in their communities and at regional levels. She says: “Women have a very powerful leadership in the coffee industry. They know everything that a man can know. They can take care of the plantation and they can have a very good harvest.”

Watch!



Café Femenino Women's Coffee Co-op Video (9:22 mins)

www.youtube.com/watch?v=v9dToD4qrtw



Watch!

How Does Fair Trade Promote Gender Equality? Interview with Staff of Ten Thousand Villages (1:11 mins)

www.videojug.com/interview/impact-of-fair-trade-2#how-does-fair-trade-promote-gender-equality

Adding Value to the Coffee Chain (10:34 min. / 13:19 min.)

The role women play in the coffee industry in western Uganda.

www.youtube.com/watch?v=2ZWgm6ZYMUU
Part 1 and www.youtube.com/watch?v=HcyGLZ8eIM0&feature=relmfu **Part 2**

Supporting Women Coffee Farmers in Mexico (7:22 mins)

A video by the Sustainable Harvest Coffee Cooperative and how they are working with the 21st of September coffee cooperative supporting women coffee farmers in Mexico

www.youtube.com/watch?v=b99zBHQueTM&feature=related

New President of Karaba Cooperative: Maria Mukampirwa

(4:18 mins)

A podcast interview with the new president of the Karaba Cooperative in Rwanda.

www.youtube.com/watch?v=IUFI_2FHaHE



The Café Femenino Story

It started in 2004 in northern Peru when 450 women coffee farmers from more than 50 small rural communities decided to start their own brand of coffee. They called it Café Femenino (women's coffee) and made it a specialty coffee that they hoped would raise awareness around the world of the harsh injustices and inequalities that women coffee farmers face.

Although women usually do most of the farming activities and processing of the coffee beans in these communities, it is very unusual for women to participate in the selling of the coffee or in making decisions on how the money from the coffee sales will be spend.

But that is changing because of Café Femenino. The name has come to symbolize the growing empowerment and increased social standing of rural women throughout many developing nations. Through the higher prices and fair trade premiums received for their special brand, women coffee farmers have seen great improvements in their lives and communities. Although it originated in Peru, the Café Femenino project has expanded to eight countries and to include over 700 women-owned coffee farms. Now over 60 coffee roasting companies in Canada, the US, and Australia buy and distribute Café Femenino coffee.

Here's how the Café Femenino brand is helping Peruvian women coffee producers: Roasting companies in Canada, the US, and Australia agree to pay organic and fair trade prices and premiums for the women's coffee which guarantees a price above the conventional coffee market price plus an additional value per pound. The fair trade label on the Café Femenino coffee ensures that the coffee has been bought at a fair, non-exploitative price from the women farmers. In addition, the roasting companies willingly pay an extra two cents per pound over the fair trade price to the Peruvian farmers and the Café Femenino Foundation which focuses on social and economic development.

Buying Café Femenino coffee also helps women in Canada because the roasting company also agrees to donate an additional 2 percent of its gross sales to a women's project or crisis center here at home. As well, roasters who carry Café Femenino coffee must ensure that some of their own staff in important decision-making positions in their own companies are women.

To learn more about the Café Femenino Story

Visit: the Café Femenino web site

www.cafefemenino.com/

Read: this short flyer

www.planetbeancoffee.com/resources/media/docs/CF_Flyer.pdf

