LINKING FARMERS TO CONSUMERS AND VICE VERSA

in association with ConnectingWorlds
Five Coffee Cooperatives
140,000 farmers
FARMERS SELLING DIRECTLY TO CONSUMER
WHY DOES BRAND OWNERSHIP MATTER TO THE FARMER?
Sets price to cover cost and earn profit

Consumer

Coffee brand

Traders

Price is set for farmers. Farmer must accept.

Coffee farmer
Consumer

Coffee brand = Coffee farmer

Communication
XTR-0153

Angel Lopez Ramos
Guatemala

GPS: 15.0848667, -91.9227468
Altitude: 5,576 ft
Coffee: Arabica Bourbon and Typica
Farm Size: 5 Acres
Annual Crop: 2,500 lbs

Related Videos

Tip Jar Total: $94
Tip Jar: $5
+Tip
Consumer

Margin paid for a cup of coffee

Roaster

- Overhead cost

Organisation USA

- Overhead cost

Organisation, local

- Overhead cost

Farmer (same that produced coffee of consumer??)
Donation through traceablecoffee.org goes directly into the pocket of farmer
Thanks for your attention.

www.pacha.coop

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