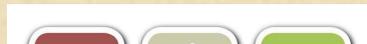
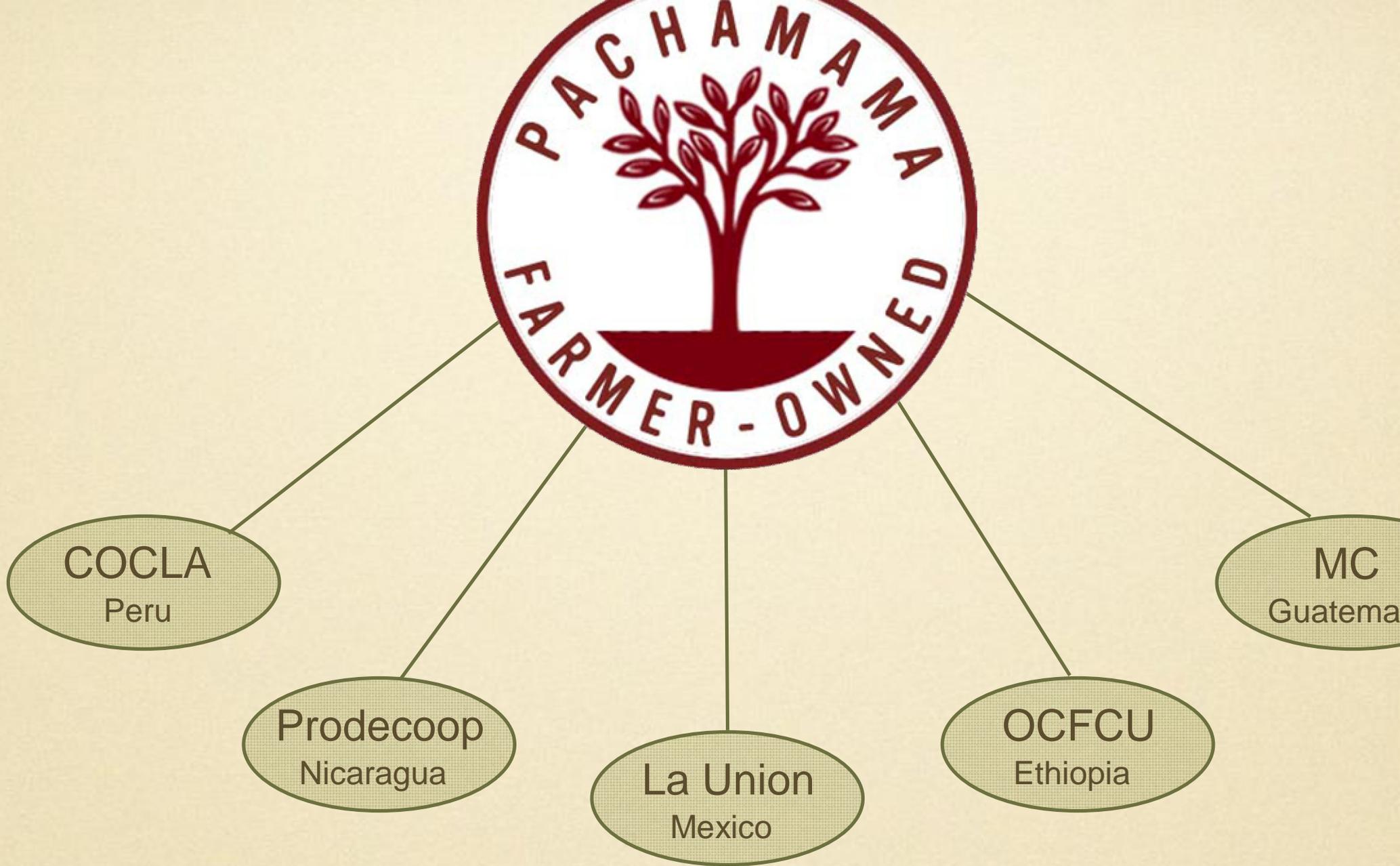


# LINKING FARMERS TO CONSUMERS AND VICE VERSA



in association with ConnectingWorlds





Five Coffee Cooperatives  
140.000 farmers

FARMERS SELLING DIRECTLY TO CONSUMER



WHY DOES BRAND OWNERSHIP  
MATTER TO THE FARMER?

Consumer



Sets price to cover cost and earn profit

Coffee brand



Traders



Price is set for farmers. Farmer must accept.

Coffee farmer

Consumer



Communication

Coffee brand = Coffee farmer



AT&T 1:52 PM 43%

# QR 2D Code Reader



ShopSavvy  
Free for iPhone



### XTR-0153



Angél López Ramos

**Angel Lopez Ramos**  
Guatemala

GPS: [15.0848967, -91.9227488](#)  
Altitude: 5,576 ft  
Coffee: Arabica Bourbon and Typica  
Farm Size: 5 Acres  
Annual Crop: 2,500 lbs

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TIP JAR TOTAL  
**\$94**  **\$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??)

Consumer



Donation through [traceablecoffee.org](https://traceablecoffee.org)  
goes directly into the pocket of farmer

Farmer



Thanks for your attention.



[www.pacha.coop](http://www.pacha.coop)

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