

2005 Fair Trade Coffee Facts and Figures

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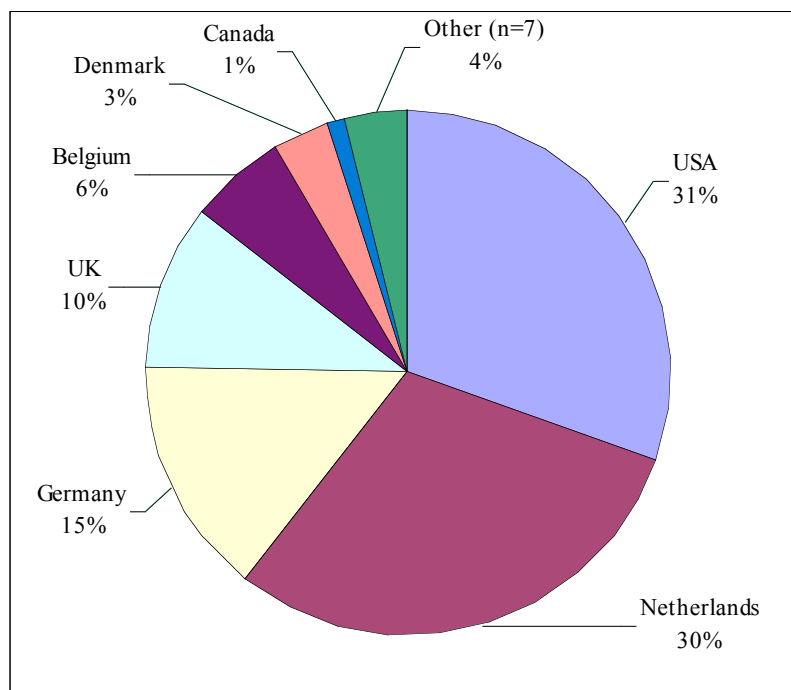
Section One: Fair Trade Coffee Certified

Exhibit 1: US Fair Trade Coffee Certified (1998 to S1 2005)

Year	Pounds Certified	Growth	% Organic	Organic (lbs.)
1998	76,059	n/a	100%	76,059
1999	2,052,242	2598%	83%	1,696,072
2000	4,249,534	107%	79%	3,370,211
2001	6,669,308	57%	78%	5,224,435
2002	9,747,571	46%	81%	7,939,812
2003	18,663,806	91%	86%	16,050,873
2004	32,866,758	76%	68%	22,349,395
S1 2005	18,564,201	n/a	72%	13,330,122
Total	92,889,479	n/a	75%	70,036,979

Exhibit 2: 2003 World Fair Trade Coffee Pounds Certified by Country

Country	Pounds Certified*
Australia	33,056
Belgium	3,728,154
Canada	662,028
Denmark	1,980,280
Finland	39,683
France	582,490
Germany	8,985,140
Italy	343,560
Netherlands	18,488,847
Norway	293,462
Sweden	537,434
Switzerland	620,930
UK	6,354,875
USA	18,663,806
Total	61,313,745



* World coffee pounds certified were updated with new information from FLO.

Note: Pounds certified for the USA grew from 9.7 million (20% of total) in 2002 to 18.7 million in 2003 (31% of total), overtaking the Netherlands as the largest destination for Fair Trade coffee. Data for 2004 world pounds certified are incomplete in the FLO database.

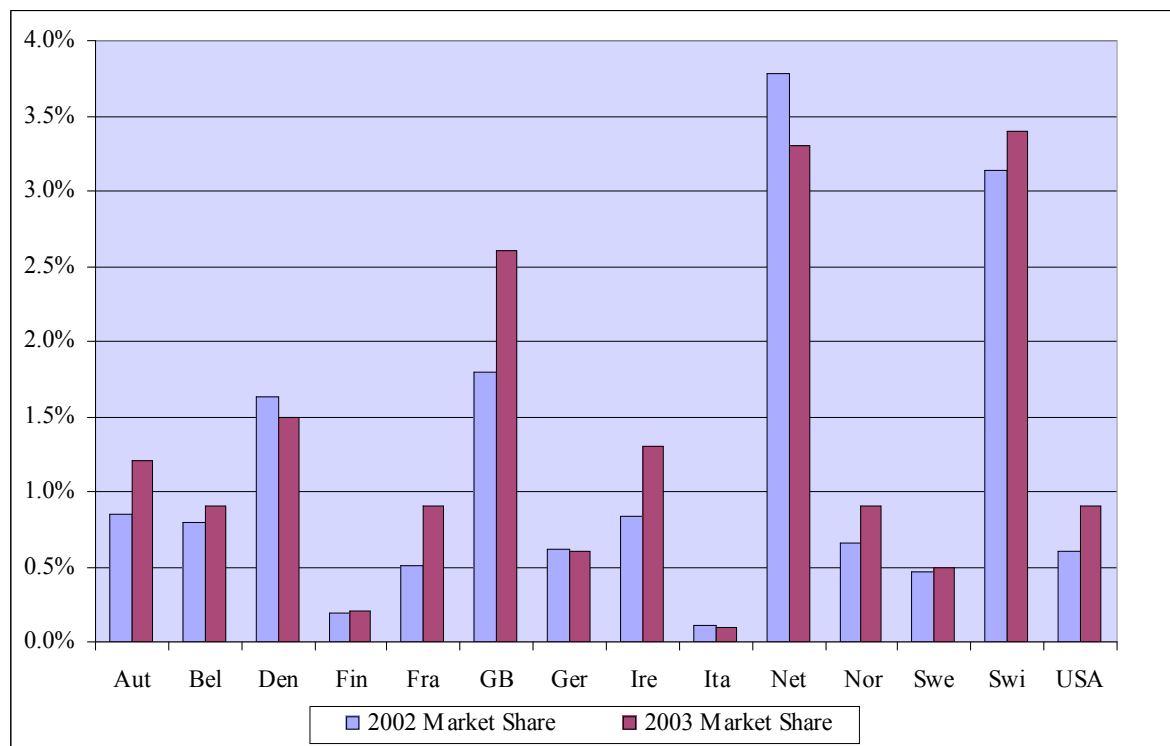
Section Two: Fair Trade Coffee Market Share

Exhibit 3: Estimated US Fair Trade Coffee Market Share (2000 to 2004)

Year	Fair Trade Green Imports (in Million lbs.)	Est. Retail Value of Fair Trade Sales (in \$Millions)	Est. Retail Value of All Coffee Sold (in \$Millions)	Fair Trade Market Share	
				Specialty	All Coffee
2000	4.25	\$47.81	\$19,758.99	0.6%	0.2%
2001	6.67	\$75.03	\$18,547.74	0.9%	0.4%
2002	9.75	\$109.69	\$18,750.35	1.3%	0.6%
2003	18.66	\$208.13	\$19,849.37	2.3%	1.0%
2004	32.80	\$369.02	\$20,351.37	3.8%	1.8%

Note: The estimated number of Fair Trade retail outlets in the US through S1 2005 is approximately 33,000

Exhibit 4: Estimated Fair Trade Coffee Market Share in Europe and the US (2002 & 2003)



Section Three: Coffee Licensees*Exhibit 5: Number of TransFair Coffee Licensees at the End of the Period (1999 to S1 2005)*

Year	Roasters	Importer/ Brokers	Total
1999	20	11	31
2000	62	13	75
2001	85	14	99
2002	154	14	168
2003	240	29	269
2004	333	39	372
Thru S1 2005	366	47	413

Section Four: Coffee Producer Performance*Exhibit 6a: Additional Coffee Farmer Income Generated by Fair Trade in the US*

Period	Additional Farmer Income	Number of Top Level Coops	Number of Countries	Average C-Price	Pounds Certified
1998	\$44,114	2	1	\$1.30	76,059
1999	\$1,477,614	21	10	\$1.03	2,052,242
2000	\$3,103,626	32	10	\$0.90	4,249,534
2001	\$5,668,912	30	11	\$0.55	6,669,308
2002	\$8,090,485	50	16	\$0.53	9,747,571
2003	\$15,864,235	61	17	\$0.62	18,663,806
2004	\$26,212,100	84	18	\$0.76	32,866,758
S1 2005	\$6,497,470	79	19	\$1.16	18,564,201
Total	\$66,958,556	113	21	\$0.76	92,889,479

Note: Total Number of Top Level Coops and Total Number of Countries represent the numbers of countries and coops that have sold to the US in any year since 1998.

Exhibit 6b: Cumulative Additional Coffee Farmer Income Generated by Fair Trade in the US

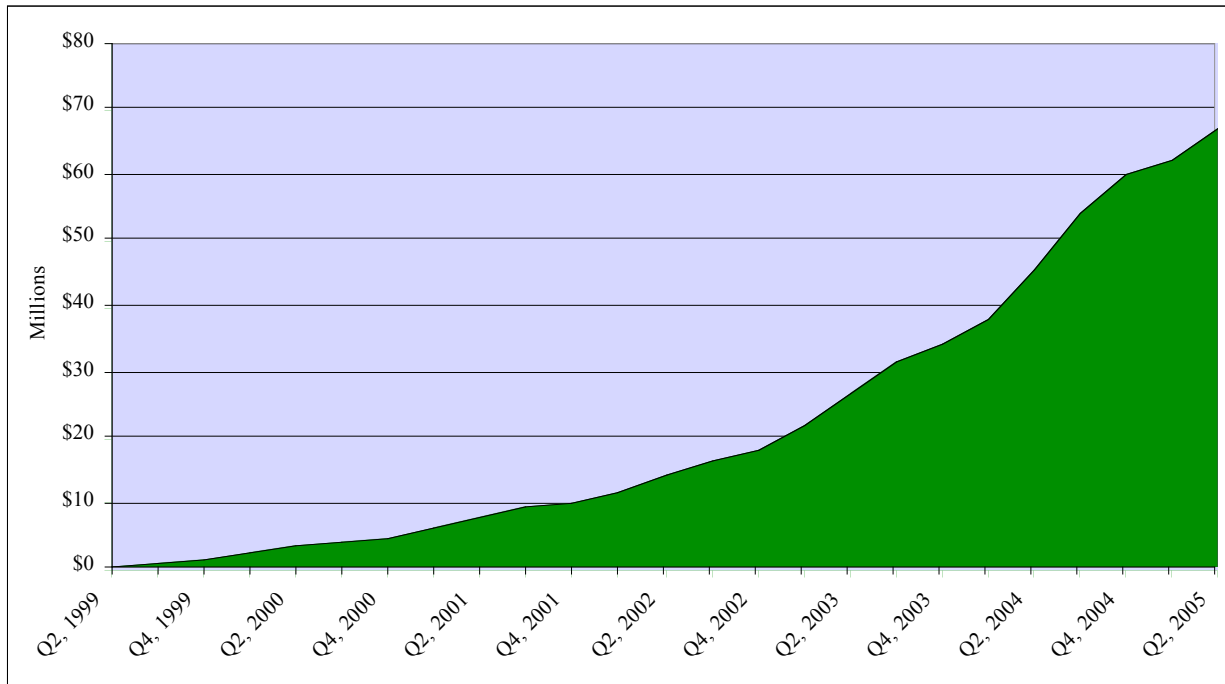


Exhibit 7: Coffee Farmers Benefiting from FT in the US and worldwide (1999 to 2004)

Country	# of Top Level Coops Selling to US	# of Farmers Selling to US	Total # of Top Level Coops	Total # of Farmers
Bolivia	8	1,043	17	4,564
Brazil	4	556	5	2,904
Cameroon	0	0	2	300
Colombia	11	6,061	21	10,759
Congo	0	0	2	20,552
Costa Rica	1	3,500	4	4,075
Dominican	0	0	3	5,910
East Timor	1	19,600	1	19,600
Ecuador	1	373	2	452
El Salvador	1	539	3	928
Ethiopia	3	89,982	3	131,458
Guatemala	17	27,110	20	32,443
Haiti	2	27,006	7	32,317
Honduras	2	210	19	2,439
Indonesia	1	1,900	2	1,900
Mexico	20	34,586	38	56,003
Nicaragua	6	5,325	16	5,433
PNG	2	2,600	5	8,065
Peru	14	23,566	19	24,995
Rwanda	2	0	4	450
Tanzania	2	130,000	7	191,985
Thailand	1	120	1	120
Uganda	0	0	12	125,432
Venezuela	0	0	3	993
Zambia	0	0	1	n/a
Total	99	374,077	217	684,077

Exhibit 8a: Fair Trade Coffee Exports to the US by Country (1998 to S1 2005)

Country	<2002	2002	2003	2004	S1 2005	Total
Bolivia	760,583	267,076	349,108	497,389	295,685	2,169,841
Brazil	0	0	140,521	1,100,536	310,849	1,551,906
Colombia	463,388	628,471	967,136	2,175,330	1,839,688	6,074,013
Costa Rica	612,743	397,939	630,683	786,022	463,703	2,891,090
Dominican Rep.	0	0	0	0	35,582	35,582
East Timor	0	611,255	1,327,522	3,120,391	337,243	5,396,411
Ecuador	0	42,593	85,186	0	38,029	165,808
El Salvador	647,108	171,132	266,205	304,234	190,148	1,578,827
Ethiopia	29,762	367,922	547,387	1,215,609	1,370,245	3,530,925
Guatemala	1,690,775	1,270,748	2,377,318	4,019,616	3,181,499	12,539,956
Haiti	0	7,998	37,000	14,072	0	59,070
Honduras	0	38,030	54,321	39,352	184,999	316,702
Indonesia	1,143,810	928,566	2,037,192	2,921,895	1,648,954	8,680,417
Mexico	2,901,813	2,319,031	4,084,761	5,531,973	4,346,060	19,183,638
Nicaragua	1,709,542	912,148	2,453,713	2,597,299	2,012,376	9,685,078
PNG	1,600,728	198,413	125,662	233,459	119,048	2,277,310
Peru	1,445,226	1,539,954	3,140,409	7,883,880	2,004,047	16,013,516
Rwanda	0	0	0	239,714	64,286	304,000
Tanzania	41663	46,296	39,683	39,683	80,093	247,418
Thailand	0	0	0	146,304	0	146,304
Uganda	0	0	0	0	41,667	41,667
Total	13,047,141	9,747,572	18,663,807	32,866,758	18,564,201	92,889,479

Exhibit 8b: Fair Trade Coffee Exports to US by Country and Region (1999 to S1 2005)

Country	Pounds	Percent
Bolivia	2,169,841	2%
Brazil	1,551,906	2%
Colombia	6,074,013	7%
Costa Rica	2,891,090	3%
Dominican Rep.	35,582	0%
Ecuador	165,808	0%
El Salvador	1,578,827	2%
Guatemala	12,539,956	13%
Haiti	59,070	0%
Honduras	316,702	0%
Mexico	19,183,638	21%
Nicaragua	9,685,078	10%
Peru	16,013,516	17%
<i>LatAm Subtotal</i>	<i>72,265,026</i>	<i>78%</i>
East Timor	5,396,411	6%
Indonesia	8,680,417	9%
PNG	2,277,310	2%
Thailand	146,304	0%
<i>Asia Subtotal</i>	<i>16,500,443</i>	<i>18%</i>
Ethiopia	3,530,925	4%
Rwanda	304,000	0%
Tanzania	247,418	0%
Uganda	41,667	0%
<i>Africa Subtotal</i>	<i>4,124,010</i>	<i>4%</i>
Total	92,889,479	100%

