WHY PURCHASE SUSTAINABLE COFFEE?

WWW.SUSTAINCOFFEE.ORG

91% of consumers
would like to see more of the products, services, or retailers they use supporting worthy social and environmental issues (Cone Communications)
Sales for brands with a demonstrated commitment to sustainability grew 4%

1. MEET DEMAND
- Meet needs of sustainability-conscious buyers and consumers
- Establish yourself as an industry leader
- Support brand development
- Engage and excite employees

25 million smallholder farmers depend on coffee for their livelihoods (Fairtrade International)

2. DRIVE IMPACT
- Improve farmer and worker incomes
- Increase productivity
- Support environmentally sound production practices
- Invest in resilient communities
- Promote gender equality

85% of consumers
would stop buying products if they learned a company’s irresponsible or deceptive business practices (Cone Communications)
Sales for brands without a demonstrated commitment to sustainability grew <1%

3. MANAGE RISK
- Control reputation and press coverage
- Guarantee supply
- Avoid child and forced labor
- Meet and exceed regulations

JOIN TODAY!
Join a growing movement working to make coffee the first 100% sustainable agricultural product.
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