

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

COMMIT TODAY!

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

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**SUSTAINABLE
COFFEE
CHALLENGE**