

Starbucks Profits as Farmers Starve

Ask them to Brew Fair Trade!

Starbucks is the largest specialty coffee chain in the world. While world coffee prices have plummeted from an average of \$1/pound to less than 50 cents, Starbucks increased its profits by 34% to \$46.8 million!



As a result of grassroots pressure, Starbucks now offers Fair Trade coffee BEANS in all its US stores. However, Fair Trade represents approximately 1% of all Starbucks purchases, making Starbucks

one of the lowest volume Fair Trade companies. We need to increase that volume! If all Starbucks cafes were to offer BREWED Fair Trade coffee, it would represent about 37,500 pounds a day.

\$2,145,000

*2001 salary of Orin Smith,
CEO of Starbucks*

\$300

*Average yearly salary
for coffee farmer*

What You Can Do:

Send a free fax from the Global Exchange website:
www.globalexchange.org/coffee

Contact Starbucks with your concerns:
Orin Smith, CEO, Starbucks Coffee Company
P.O. Box 34067 Seattle, WA 98124-1067
Fax: 06-447-3432 Email: Osmith@starbucks.com

Always ask for brewed Fair Trade
coffee when you go to Starbucks!

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For more information, see www.globalexchange.org/coffee or call 415-255-7296.

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