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Why Fair Trade Organic Coffee?

By Kemp LaMunyon

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Written By: Amy Dalton

Coffee is the worlds second largest traded food commodity. However, because of the demand traditional coffee is sprayed with DDT, as well as pesticides, herbicides and fungicides which we know to be hazardous to our health and the environment. So the folks that demand organic coffee are in fact health conscious consumers.

Now as I said above, coffee is a high demand product, number two on the food commodity list tells the huge demand. However, the people that produce our coffee have been abused for years. We have been paying tiny amounts of money for their labors. Realize that most of the coffee you drink is HAND PICKED by poor coffee farmers in distant lands. These folks until now had little or no health care, and most of them weren't even able to send their children to school. So the coffee trade had been a repetitive cycle in their lives, since they were able to do little or nothing else. Times have changed, with the Fair Trade movement these folks are getting their Fair Share of payment. However, you have to purchase Fair Trade certified coffee products in order to insure that a fair price was paid for the coffee beans we all love so much.

In essence, what more could you ask for...a healthy cup of coffee for you to enjoy, and knowing you made the world a better place by purchasing coffee that was paid for in a fair and just manner. Good for you, now go enjoy that steaming cup of coffee with a smile on your face and warmth in your heart for making such a difference!

<http://www.tc-sales.biz/article/>

<http://www.serenitycoffeeco.com>

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NOT available to public

What is Fair Trade Coffee and Why Should We Buy It?

By Serge Letaset

Today's society is very familiar with fair trade coffee, yet it is unclear whether the true meaning behind the economic, environmental and social impact of purchasing and drinking it is understood. In order to comprehend the full impact fair trade coffee has on our society, one must learn what it means.

A small number of large corporations around the world control the production, trade, and retailing of goods and services. These large corporations firmly influence free trade, which has become the primary detriment to trading fairly. Through determination, these corporations have successfully convinced the world's governments that loosening trade regulations and breaking down barriers to free trade will result in the rise of workers' wages and benefits with the expanding foreign market.

The competition between large corporations to obtain control over the global market has resulted in reducing their cost by cutting jobs, wages, and benefits to workers. Corporate profits leaving the country rather than being reinvested locally hurts the workforce as well. Government and corporations have written several agreements to protect the intellectual and property rights of corporations. However, agreements to protect workers' rights and the environment have yet to be enforced.

Coffee is a highly traded commodity in the world, second to oil. Over 25 million farmers and their families depend on it for a steady income. The fact that North American consumers pay \$4 to \$11 a pound for conventional coffee, which is the same coffee that is bought from coffee growers at \$.80 per pound, clearly proves the coffee market is unfair. The involvement of the Fair Trade Organization has benefited these growers by helping them earn \$1.12 to \$1.26 per pound.

The Fair Trade Organization has been able to lower the cost by working directly with democratically run producer associations, worker-owned cooperatives, producers and growers. These efforts have resulted in the farmers and producers joining forces to achieve reduced costs, simplified credit access, fair pricing, fair working conditions and the ability to reinvest in the community.

Purchasing fair trade coffee means that you are giving a 'voice' to the coffee producers and farmers and empowering women and indigenous communities by returning the control of the coffee market into their hands.

In comparing the cost of fair trade coffee to the traditional coffee, the elimination of the liaison between the growers has made the costs comparable. Even though the distribution costs of fair trade coffee is often higher in price than coffee purchased in the grocery store, the costs are equal to those of most gourmet coffees.

The controversy between corporations concerning equal pay and fair working conditions does not affect the high standards and quality of fair trade coffee. Coffee that is grown for the fair trade market receives a higher recognition in today's market place. This is due to the coffee being developed organically (free from pesticides and herbicides). Consumers benefit from the indefinable reward of knowing their contribution helps the workers to defeat the corporations.

Why Fair Trade Organic Coffee?

During your next visit to the grocery store, look for the Fair Trade Certified logo. This logo symbolizes that the Fair Trade Federation (FTF), which upholds the fair trade standards by requiring its members to meet strict criteria in order to achieve fair trade status, has licensed the product. Encourage your friends, family, and co-workers to purchase fair trade coffee on their next trip to the market. From the grower to the consumer, we all receive the benefits that fair trade brings to the community.

Serge Letaset is the owner of FJ Coffee a premier source of coffee-related information. If you would like to read more of Serge's articles then visit –

<http://www.fjcoffee.com/articlecoffee/>

What is Fair Trade Coffee and Why Should We Buy It?

A Coffee Roaster For All Occasions

Growing Fruits And Vegetables The Way Nature Intended Them To Be

How You Can Give Better Holiday Gifts AND Be More Environmentally Friendly

Coffee Products for Free if you Know How

The Antioxidant Benefits Of Coffee

Organic Secrets

Stamp Collector Software

Postcard Collector Software

eBarteringTactics



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