

START YOUR DAY WITH
ORGANIC
CERTIFIED FAIR TRADE COFFEE

WHY ORGANIC

The best tasting variety of coffee, according to industry experts, is often from **Traditional "Sustainable" plantation**. For hundreds of years, coffee plants were grown using organic practices: **inter-planting coffee with shade trees**, composting, and eliminating harmful chemicals.

So why aren't all coffee beans grown this way? Because unlike in **Europe**

- 1- **There is Lack of Public awareness** to the long-term effects of the harmful chemicals used.
- 2- **Coffee companies in USA & Canada** are not willing to pay for Fair Trade Organic Beans.
- 3- **Plantation owners**, using chemicals & underpaid labour can produce more beans in "**full sun**" fields at cheaper rates. Unfortunately, those fields are replacing rainforest and carry a hefty environmental price.

Certified Organic Coffee is

Free of pesticides, herbicides and chemical fertilizers. This coffee is not **genetically engineered** or fertilized with sewage sludge.

More over most of the coffee is grown in third world countries where pesticides like DDT are not banned.

What is **FAIR TRADE COFFEE ?**

Farmers and plantation workers are the poorest and most powerless part of the global coffee trade. And it's a massive industry: The world trades more coffee than any commodity except petroleum (and illegal drugs).

The Fair-Trade organization has figured out how much money a typical farmer needs to support a family of five: decent food, clothes, kids in school, health care. And then the system basically guarantees that the farmers can sell their coffee for enough money per pound to achieve that.

Say NO to SWEATSHOP COFFEE

Start your day with a cup of coffee knowing that the farmer and his family who produced the beans have received their Fair Share.

Non-fair trade coffee is 'sweatshop coffee'

The fair trade movement is more visible in Europe than it is in the United States or **Canada!!!**

**YOU CAN CHANGE IT
DRINK ONLY
ORGANIC FAIR TRADE COFFEE**

<http://www.coffeeresearch.org/politics/overview.htm>
<http://www.geocities.com/RainForest/Canopy/1290/basics.html#tech>

COFFEE CUP CAFÉ - 602 W. CORDOVA STREET, (CORNER OF SEYMOUR) VANCOUVER, B.C