

# WHICH

# ONE



← →  
**OF THESE FARMERS  
DESERVES TO BE PAID  
FAIRLY?**

Maybe I'm naive, but I just don't get how it can be OK for a business to treat a few people fairly while taking advantage of the rest. That's why my coffee, Dean's Beans, is 100% Fair Trade. The central principal behind Fair Trade is the belief that coffee growers deserve a fair price for their crops — an internationally recognized price that allows them to feed their families, keep their kids in school and pay rent on their land. And I couldn't possibly look at the farmers we work with and say, "OK, you three on my right are going to get paid fairly. Sorry, but you thirty on my left are not." You either do business fairly or you don't.

There are a lot of other roasters out there who share my beliefs and my business practices. We're where the Fair Trade movement got its start. Three years ago world coffee prices crashed to the lowest levels in history. Since then, farmers often have not even made back the cost of production. Many of these hard working people, who are literally at the root of our industry, no longer earn enough to survive. Thousands have lost their land or watched as their children have suffered from lack of food. I know this because I visit many coffee growing communities every year and I've seen the effects of the crisis first hand. It's real. Legitimate Fair Traders recognize that there's plenty of money for everyone in the coffee business. Even before the crisis dropped our cost for beans by as much as 60%, we were all making a good buck. No one needs to rack up excess profits during this crisis at the expense of the farmers who are supposed to be our partners.

I'm really bothered that there are companies (Gevalia, Nescafe and Maxwell House, for example) that don't participate in Fair Trade. But I think it's even worse that some of the self-proclaimed "socially responsible" companies that do participate purchase only 1% or 12% of their beans under the Fair Trade system. You could ask, don't these companies also give money to health care and schools? Sure they do, and that's great. But their "good works" for a small percentage of farmers is no substitute — particularly during a crisis — for simply paying a fair price to all farmers. Intermittent charity is laudable, but it's not Fair Trade.

TransFair, the organization that certifies Fair Trade coffee in the United States, won't tell you what percentage of the coffee purchased by these leading companies is actually Fair Trade, but I will:

<b>STARBUCKS</b>	<b>1%</b>
<b>SEATTLE'S BEST</b>	<b>.05%</b>
<b>GREEN MOUNTAIN</b>	<b>12%</b>

Does this level of commitment leave a good taste in your mouth? Do you want your coffee dollars to keep farm families on their land or would you rather those dollars remained in some very large pockets here in the United States? If you support fairness, urge your coffee supplier to support Fair Trade. If they say they do, ask what percentage of their beans are bought at Fair Trade prices. Ask them how they determine who deserves a fair price and who doesn't. And until they commit to paying all their farmers fairly, find another roaster who will. Call me and I'll be happy to tell you who your local 100% Fair Trader is. The coffee farm crisis will not end until all growers are paid fairly. Anything else is unfair.

*Dean*

 **DEAN'S BEANS.**

**100% fair trade. 100% organic coffee.  
NO MIDDLE GROUND.**

50 RW MOORE AVE., ORANGE, MASSACHUSETTS 01364 • 800-325-3008

WWW.DEANSBEANS.COM