

PRICE·TAG

COST·TAG



Change the world and your foodshed with a fork, wallet and brain

COFFEE PRICE TAG

Your favorite café may ask \$1.25 for a cup of coffee, but there are many hidden costs to this daily ritual.



COFFEE COST TAG FOOD MILES

Your morning jolt of energy consumes an incredible amount of energy itself during its journey from the tropics to your cup.

GENETIC DIVERSITY

Coffee plantations have significantly reduced winter habitat for many migratory songbirds.



SOCIAL COST



Due to economic concentration and corporate control, profit from coffee sales goes mainly to processors and distributors of coffee, not growers. Non-organic coffee relies on regular applications of pesticides, putting coffee growers at risk.

ENVIRONMENTAL IMPACT

A two cup a day drinker uses 10% of a coffee tree's annual production. Consumption of coffee worldwide has caused massive clearing of natural tropical forests such as "cloud forests"—among the world's most endangered ecosystems. Transporting, roasting and packaging coffee uses large amounts of non-renewable energy.



WHAT CAN YOU DO?



Buy organic, shade-grown coffee that helps protect migratory songbird habitat and eliminates the use of toxic pesticides. Ask your grocer to stock "fair trade" coffee that puts profits into the hands of small farmers rather than large corporations.

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