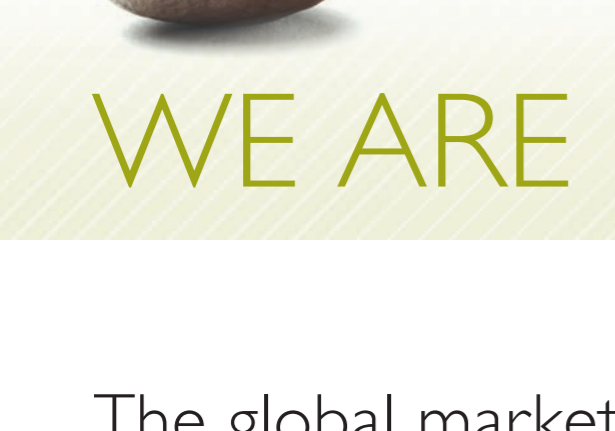


# NO CHILD FOR SALE

## Coffee

### WHAT YOU NEED TO KNOW

Statistically speaking, you probably had a cup in the last 24 hours. Coffee is the fuel that keeps many of us going. Check out how the humble seed of a tropical fruit has taken over the world, how that dominance hurts children and what you can do to make it better—while still enjoying every last drop.



### WE ARE HOOKED ON COFFEE

The global market for coffee is now worth \$93 billion. This makes coffee the #2 most-valuable commodity on earth, **second to crude oil.**<sup>1</sup>



Coffee beans are actually the inner seed from the "cherry" of the *Coffea* plant.

Last year, **8.5 million tonnes** of coffee beans were produced worldwide.<sup>2</sup>



If every single bean were roasted and brewed, the stack of medium double-doubles would reach **38 million km**—all the way to Venus!



**38 million km** →



Canada's thirst for coffee is insatiable. Canadian retail outlets sold \$2.3 billion of coffee last year.<sup>3</sup> That's **2x** the amount we drank in 2009!



**4.2 kg**



**5.4 kg**



**5.9 kg**



**6.5 kg**



We import 6.5 kg of coffee for every person in Canada. **We rank higher than Italy, France and the U.S.,** traditional caffeine powerhouses.<sup>4</sup>

### CHILD LABOUR & THE COFFEE INDUSTRY

Coffee farmers usually earn only **7-10%** of the supermarket price of their coffee.

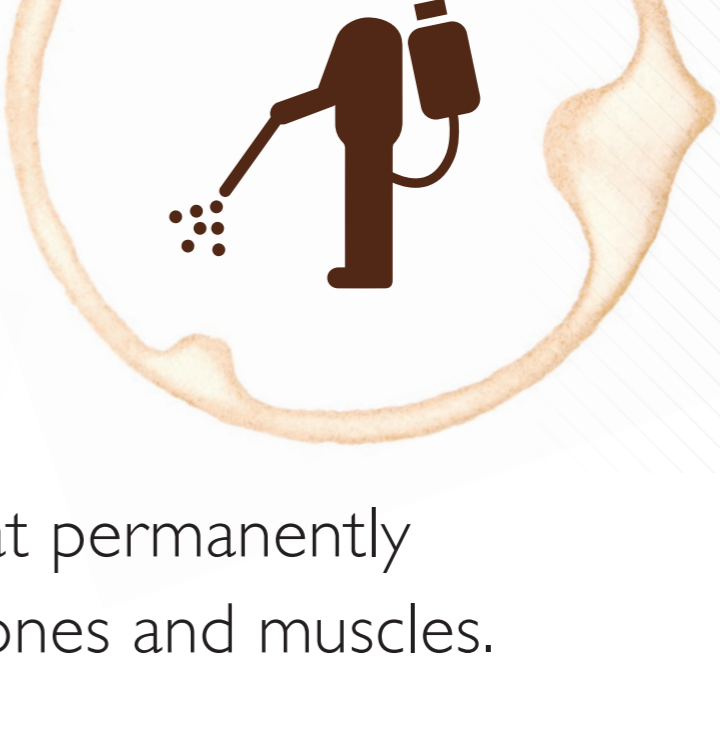
To make enough money to survive, parents must often **pull their children from school to labour in the coffee plantations.**<sup>5</sup>



Child labour exposes kids as young as 6 years old to brutal 10-hour work days.<sup>6</sup>

**Hazards for these children include:**

**Harsh pesticides** that impair breathing, burn skin and cause long-term health problems.



**Heavy loads** that permanently damage their bones and muscles.



**Poisoning and injury** from venomous snakes and other wild animals.



**A hopeless future** of poverty they face when they can't attend school.



Sadly, 3 of Canada's top 6 coffee-supplying countries—Colombia, Mexico and Guatemala—have been shown to be guilty of the **harshest forms of child labour.**

### GET HOOKED ON THE FAIR-TRADE SOLUTION

**NoChildForSale.ca** is the go-to resource for Canadians who want to learn more about child labour and how to take action against it. One simple change we recommend is buying fair-trade coffee.

Ethically traded coffee beans are **purchased for a fair price** from cooperatives of individual coffee farmers.



Beyond decent prices that can lift farm families out of poverty, fair-trade certifiers offer know-how and support for **sustainable, environmentally sound, and modern farming practices.**

The result is **high-quality coffee, better yields and improved farm efficiency.**

The benefits for children? **Increased participation in school. Access to improved basic services in the community. Better overall wellbeing.**

Canadians are starting to realize the difference they can make through their choice of coffee. 4.8 million kilograms of Fairtrade-certified coffee were sold in Canada in 2014.

But that only represents **1.6%** of all coffee consumed in Canada. There's a lot of room for improvement and many more children at risk. We can help them realize a safer and brighter future.



**1.6%**

Next time you shop for coffee, look for one of these logos and switch to a brand that fights child labour!



<sup>1</sup>http://www.investorguide.com/article/11836/what-are-the-most-commonly-traded-commodities-igu  
<sup>2</sup>http://www.ico.org/monthly\_coffee\_trade\_stats.asp?action=Statistics  
<sup>3</sup>http://www.greatertoronto.org/wp-content/uploads/Coffee-in-Canada.pdf  
<sup>4</sup>https://www.google.com/fusiontables/DataSourceId=1C-fn6Se21acPdXj01T1x0vohqMYCQjJbqdk#rowsid=1  
<sup>5</sup>http://www.fairtrade.net/fileadmin/user\_upload/content/2009/resources/2012\_Fairtrade\_and\_coffee\_Briefing.pdf  
<sup>6</sup>http://www.ilo.org/pecnif/product/download.do?type=document&id=5708