

Poverty and misery for coffee growers, massive profits for the big coffee companies. Don't swallow it.

The world coffee industry is in crisis. Over-production has pushed prices down to an all-time low and many farmers now earn less for their crop than it cost them to grow.

Without action, 25 million¹ coffee growers face ruin.

So what have the world's major coffee companies done to avert this disaster? Virtually nothing. While falling prices force coffee growers to take their kids out of school, watch their families suffer without medicines, and cut back on basic food, the big four – Kraft, Nestlé, Sara Lee, and Procter and Gamble – continue to rake in the profits.



"We work the land and we know our coffee fetches a good price overseas. Someone is making a decent living from it. But we're the ones who grow it, and we can barely live."

Elhano Toussaint (above), coffee grower, Haiti

DEMAND A DECENT PRICE

You don't have to sit back and let this happen. As a consumer you have the power to do something about it today:

→ send the attached card to the Chief Executive Officer of Kraft Foods (makers of Maxwell House and Kenco). Tell her to start paying coffee farmers a decent price for their crop instead of using farmers to subsidise company profits.



¹International Coffee Organisation figure

^{*}average amount of retail price received by farmer – MUGGED: Poverty in your coffee cup, Oxfam International

Please send this card to Betsy D. Holden of Kraft Foods, and let us know when you've done it by returning the other attached card to Oxfam. Remember, you can also find out more and take this action at www.maketradeair.com

Dear Betsy D. Holden

I love coffee but I find yours hard to swallow. It leaves a bitter taste in my mouth knowing how little of the money I pay for your product goes to the person who grew it. Frankly, I think it's time you started sharing your massive profits with the people who helped create them for you. Pay coffee growers a decent price now.

Signed.....

Title..... Full name.....

Address.....

Postcode.....

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BETSY D. HOLDEN
Co-CEO, Kraft Foods Inc.
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MAKE
TRADE
FAIR



Dear Oxfam Campaigns

Yes, I think coffee growers should receive a decent price for their crop and I've sent an action card to the CEO of Kraft demanding that this happens.