Common Code for the Coffee Community

Sustainability in the Coffee Sector

Round Table on Equitable Trading and Coffee

International Coffee Organization
London, May 18 2004

“IT’S THE ECONOMY, STUPID!”

Cooperation along the chain.

Develop a comprehensive understanding of Sustainability.

“WITH A LITTLE HELP FROM MY FRIENDS…”

Compete on a new definition of quality.

Three Dimensions of Sustainability in the Coffee Sector

- human rights and social standards
- decent standard of living
- reasonable earnings over time, for all in the coffee value chain
- market access
- improve quality
- sustainable livelihood
- develop new markets

- protecting the environment
- conserving natural resources

Common Code

Ecological Standards

Organic

Bird Friendly

Shade Grown

Rainforest Alliance

SolidarKaffee

ILO

Worst ecological Practice

Worst social Practice

Together we can make a difference!

www.sustainable-coffee.net