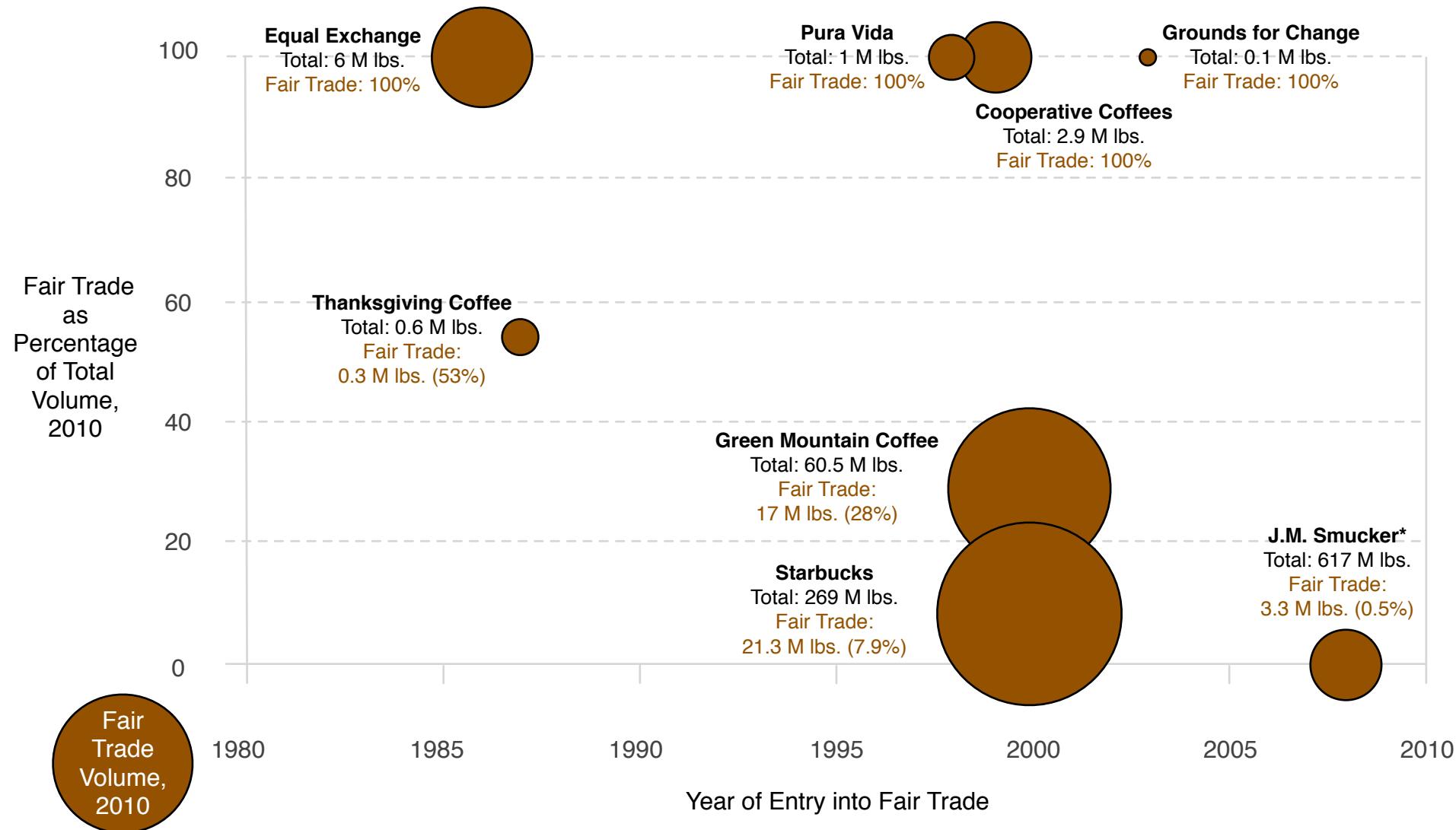


US-Based Coffee Roasters: Fair Trade Certified Purchases



Daniel Jaffee &
Phil Howard, 2011

Data: GMCR Social Responsibility Report 2010; Starbucks Global Responsibility Report 2010; TCC Coffee Barometer 2009; Transfair USA/Fair Trade USA Almanac 2010; personal communication 2011

*2008 data; J.M. Smucker acquired Folger's in 2008, Folger's Millstone Brand established a Fair Trade line in 2003

