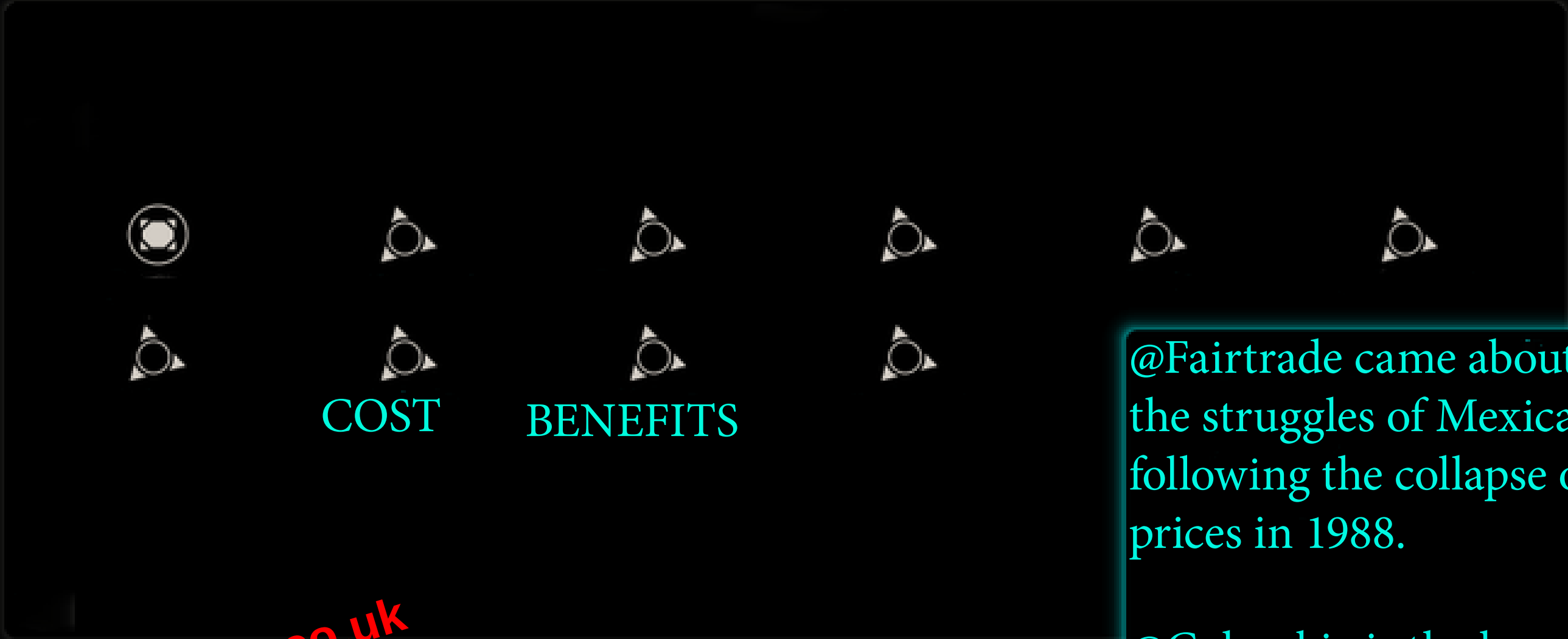


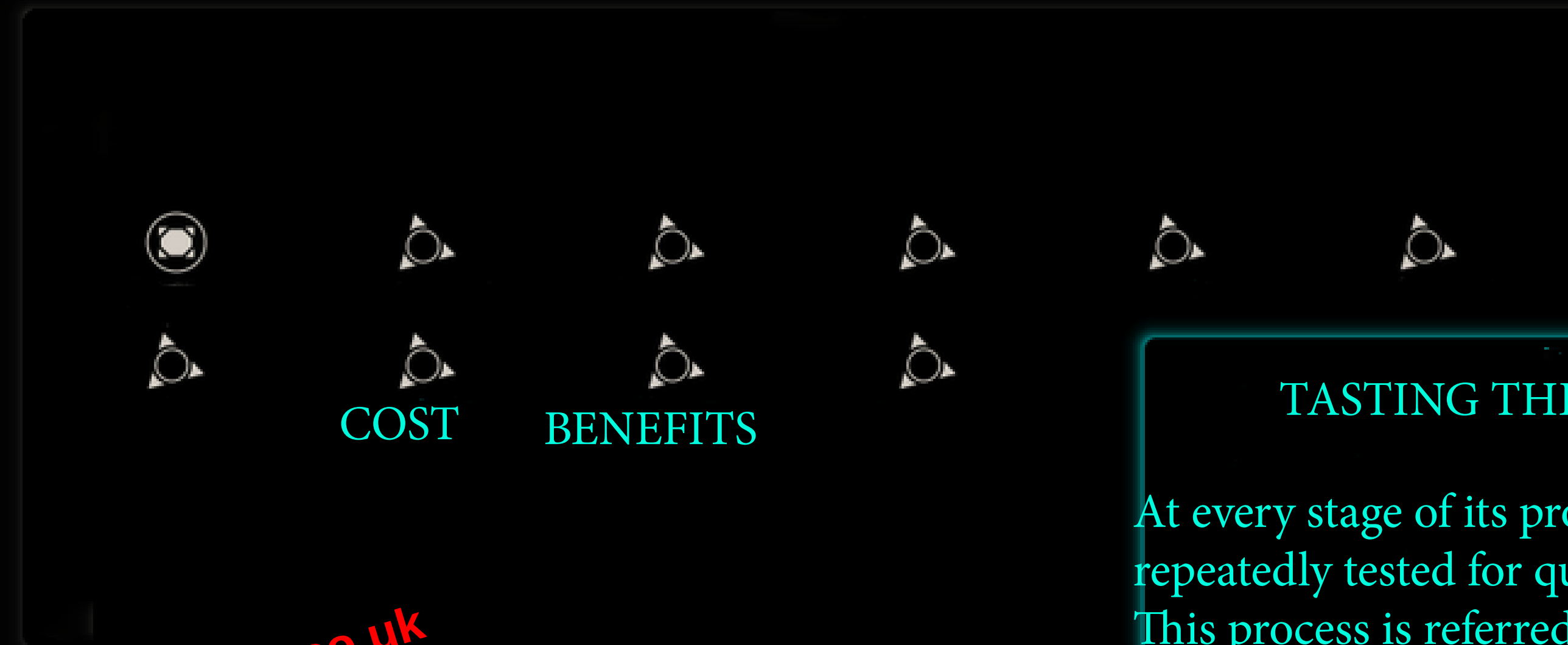
FACTS ABOUT COFFEE FAIR TRADE



@Fairtrade came about in response to the struggles of Mexican coffee farmers following the collapse of world coffee prices in 1988.

@Colombia is the largest producer of Fairtrade coffee.

STEP 6



TASTING THE COFFEE

At every stage of its production, coffee is repeatedly tested for quality and taste. This process is referred to as 'cupping' and usually takes place in a room specifically designed to facilitate the process. First, the taster -- usually called the cupper -- carefully evaluates the beans for their overall visual quality.