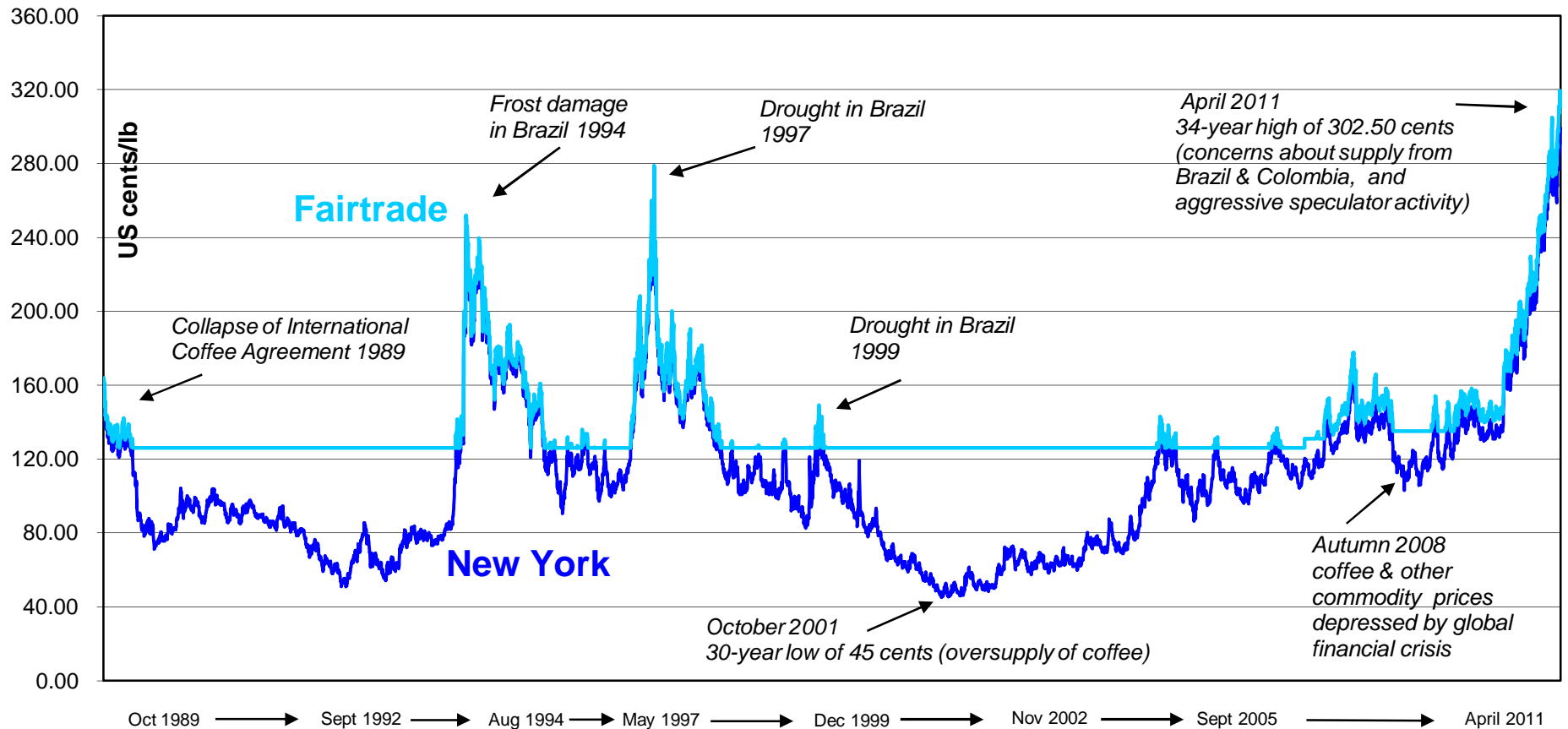




The Arabica Coffee Market 1989-2011: Comparison of Fairtrade and New York Prices



NB Fairtrade Price = Fairtrade Minimum Price* of 140 cents/lb + 20 cents/lb Fairtrade Premium**

When the New York price is 140 cents or above, the Fairtrade Price = New York price + 20 cents

***Fairtrade Minimum Price was increased on 1 June 2008 & 1 April 2011 **Fairtrade Premium was increased on 1 June 2007 & 1 April 2011**

The New York price is the daily settlement price of the 2nd position Coffee C Futures contract at ICE Futures U.S.

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