



True Trade

What is True Trade? The concept goes beyond pricing; it includes promoting global community development, sustainable farming practices, and economic development. Our partner roaster has become the industry leader in developing the principle of True Trade. We pay on average 20% more than fair trade prices for our 100% premium Arabica beans. Our goal is that families and children in coffee growing communities benefit, just as the kids here in the Twin Cities benefit from CityKid Java sales. All farmers of the Arabica bean, whether they produce Fair Trade, Shade Grown, Organic, Sustainable, or Relationship coffees, they all deserve our support. At CityKid Java we are committed to True Trade because we believe in sustainable farming. It's simple: If we don't support our farmers, they don't succeed. If our farmers don't succeed, neither do we.



True Trade: Beyond Fair Trade

- True Trade farmers earn 25% more revenue for each pound of coffee beans sold.
- Farmers save \$3,000/year that would have been spent on annual certification by Fair Trade Labeling Organizations(FLO).
- Coffee importers do not lose the additional 5 cents/pound required by FLO.
- Roasters do not lose the additional 10 cents/pound required by FLO.

Low Carbon

At CityKid Java we want to make a positive and responsible contribution to our planet by reducing our carbon footprint. As part of our low carbon initiative we are committed to the following principles: CityKid Java plants 30 trees per month (a tree per day) in the Brazilian rainforest through the Nature Conservancy to help off- set our carbon footprint. We do deliveries twice a week to keep our emissions to a minimum and we use electronic and paperless invoicing when possible. And to reduce the use of paper and plastic products, we promote the sale of ceramic CityKid Java mugs.

