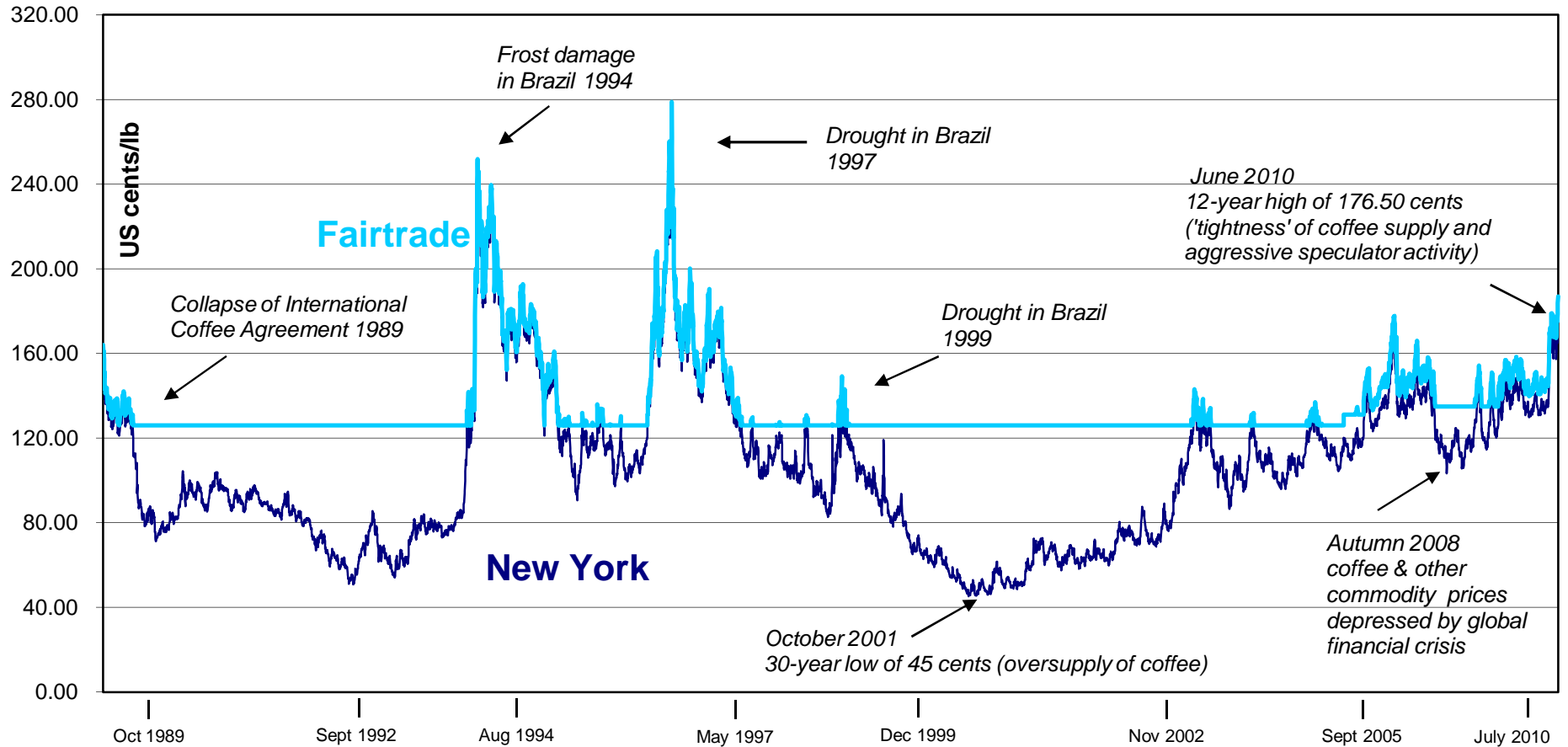




The Arabica Coffee Market 1989-2010: Comparison of Fairtrade and New York Prices



NB Fairtrade price = Fairtrade minimum price* of 125 cents/lb + 10 cents/lb Fairtrade premium**

When the New York price is 125 cents or above, the Fairtrade price = New York price + 10 cents

***Minimum price was increased from 121 cents/lb on 1 June 2008 **Premium was increased from 5 cents/lb on 1 June 2007**

The NY price is the daily closing price of the second position Coffee 'C' futures contract at ICE Futures US

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