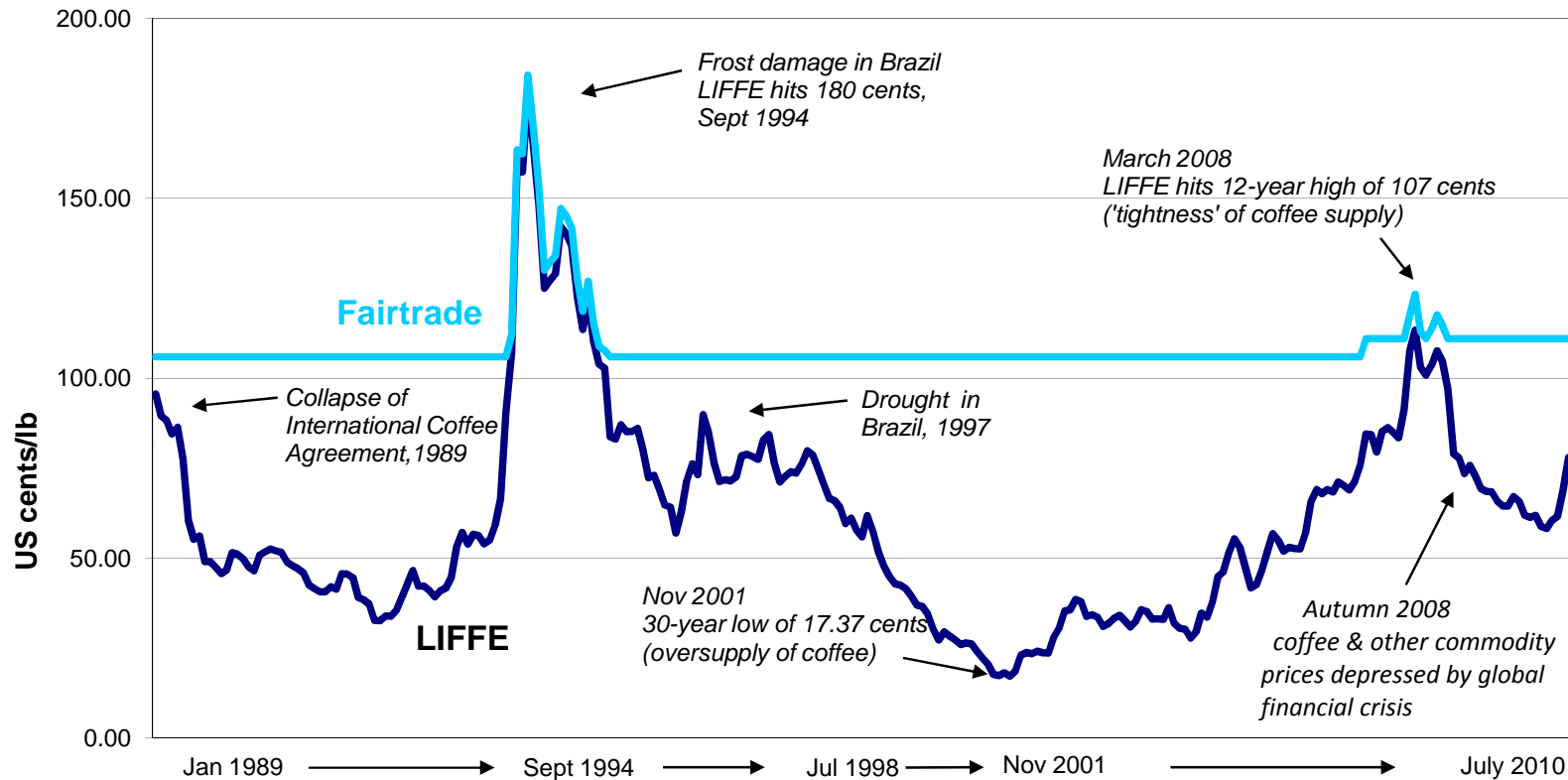




Robusta Coffee Market 1989 - 2010: Comparison of Fairtrade price and London LIFFE price



NB The Fairtrade price = Fairtrade minimum price of 101 cents/lb + 10 cents/lb Fairtrade premium*

When the LIFFE price is 101 cents or above, then the Fairtrade price = LIFFE price + 10 cents

LIFFE price is the monthly average of the daily closing price, converted from \$/tonne, of the 2nd Position coffee futures contract at LIFFE (NYSE Euronext)

*Premium was increased from 5 cents/lb on 1 June 2007

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