

LIFE IS UNFAIR - IMPACT UPDATE 2019

BALANCED COFFEE CHAIN

THE STATUS OF OUR THREE AMBITIOUS MOONSHOTS

SUSTAINABLE
DEVELOPMENT
GOALS



ECONOMIC

INCREASE IN SHARE OF
COFFEE OF TOTAL GDP

OTHER BRANDS USING
THE FAIRCHAIN MODEL

32

JOB'S SUPPORTED AT ORIGIN,
100% LIVING WAGES
Direct employment

32K

FAIRCHAIN EXPORT
In kg (37% of total coffee sales)

10.826M

BRAND AWARENESS
Cups of Moyee Coffee consumed



SOCIAL

HEALTHCARE
RESILIENCE
DIVERSIFICATION

GENDER EQUALITY
EDUCATION
FOOD SECURITY

362

TRAINED FARMERS, (42% ATTENDED 3-4 TRAININGS)
No farmers trained on good and climate smart practices

6%

FARMER EARNING A LIVING INCOME

31.200K

PREMIUM PAID
Total amount (€) of fairchain premium



ENVIRONMENTAL

CONSERVATION &
REFORESTATION

SUSTAINABLE SOIL
MANAGEMENT

WASTEWATER
MANAGEMENT

BIODIVERSITY
IMPROVEMENTS

7,19

CARBON FOOTPRINT
Kg. of CO₂ eq. for 1kg of coffee

6-18%

ADOPTION OF CLIMATE-SMART PRACTICES
Climate-smart agriculture

99%

SUSTAINABLE LAND MANAGEMENT
% of our Coffee grown organically

HI!



OF COURSE WHAT WE HAVE REACHED ALL TOGETHER IS VERY IMPRESSIVE, BUT
WHAT IS YOUR PERSONAL SHARE OF IMPACT IN THE
NUMBERS ABOVE?! BY DRINKING CUPS OF FAIRCHAIN
COFFEE, YOU REALISED:

OF JOBS SUPPORTED

FARMERS WHICH CAN BE TRAINED

€

PREMIUM PAID

KG CO₂ SAVED

*This Product
was made by
Amy*

