



Direct Trade Coffee

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What is Direct Trade?

Direct trade is a form of sourcing practiced by certain coffee roasters and chocolate makers who build direct relationships with the farmers and processors who sell them coffee or cocoa beans. There is no single set of direct trade standards, and specific trade practices vary as a reflection of business and ethical priorities of the roaster or maker. Generally speaking, however, direct trade practitioners view their model as one of mutually-beneficial and transparent trade relationships

What is Direct trade coffee?

Direct trade in coffee is when a roaster buys coffee straight from a producer.

Why is it important?

- It refers to the relationship fostered and nurtured between producers and roasters. A relationship in which, ideally, issues pertaining to quality and pricing are defined and agreed upon, with the long term in mind for mutual benefit
- Direct Trade standards are determined and regulated by the roasters themselves, who visit the farm regularly to ensure all standards are being met and determine the quality of the coffee.
- Roasters are highly invested in the quality of the coffee, as well whether standards of economic, social and environmental sustainability are being met.



Data Sources:

- <http://www.bluetigercoffee.com/direct-trade-vs-fair-trade/>
- https://en.wikipedia.org/wiki/Main_Page
- <https://www.perfectdailygrind.com/2018/01/direct-trade-really-mean/>