

' B > > 1 > 7 = 0 G 0 N B 7 = 0 G : 8 = 0 C ? 0 : > 2 : 0 E : > D 5 ? Fair Trade, Rainforest Alliance 8  
4 @ C 3 8 5.

4 0, B > @ = 8 : 22 : B O 1 @ L 2013 - 23:33:00

' B > > 1 > 7 = 0 G 0 N B  
7 = 0 G : 8 = 0 C ? 0 : > 2 : 0 E  
: > D 5 ? Fair Trade, Rainforest Alliance 8  
4 @ C 3 8 5.

= > 3 8 E ; N 1 8 B 5 ; 5 9 : > D 5 > 7 0 4 0 G 8 2 0 N B 7 = 0 G : 8 8 = 0 4 ? 8 A 8 = 0  
C ? 0 : > 2 : 0 E : > D 5. Rainforest Alliance, Fair Trade, OCR - G B > A : @ K 2 0 5 B A O 7 0 M B 8 < 8  
8 = > A B @ 0 = = K < 8 A 5 @ B 8 D 8 : 0 B 0 < 8 ? 0 : > 9 8 7 = 8 E ; C G H 5 ? M B > 9  
A B 0 B L 5 < K @ 0 7 1 5 @ 5 < A O, G B > > 1 > 7 = 0 G 0 5 B : 0 6 4 0 0 8 7 = 0 4 ? 8 A 5 9.

UTZ Certified - ? @ > 3 @ 0 < < 0, = 0 ? @ 0 2 ; 5 = = 0 O = 0 C ; C G H 5 = 8 5 A > A B > O = 8 O  
> : @ C 6 0 N I 5 9 A @ 5 4 K 8 ? > 2 K H 5 = 8 5 < 0 B 5 @ 8 0 ; L = > 3 >  
1 ; 0 3 > ? > ; C G 8 O = 0 A 5 ; 5 = 8 O 2 @ 5 3 8 > = 0 E 2 K @ 0 1 8 2 0 = 8 O : > D 5. UTZ  
A 5 @ B 8 D 8 : 0 B > 1 > 7 = 0 G 0 5 B, G B > : > D 5 ? @ > 8 7 2 5 4 5 = A C G 5 B > < 2 A 5 E  
B @ 5 1 > 2 0 = 8 9 ? > 7 0 1 8 B 5 > : @ C 6 0 N I 5 9 A @ 5 4 K 8 A 7 0 1 > B > 9 > ; N 4 O E,  
? @ > 8 7 2 > 4 0 1 8 E : > D 5. @ > < 5 B > 3 >, 4 0 = = K 9 A 5 @ B 8 D 8 : 0 B  
? > 7 2 > ; O 5 B > B A ; 5 4 8 B L > 1 6 0 @ 5 = = K 9 : > D 5 2 ? ; > B L 4 > : > D 5 9 = > 9  
? ; 0 = B 0 F 8 8.

Fair Trade - > @ 3 0 = 8 7 > 2 0 = = > 5 > 1 1 5 A B 2 5 = = > 5 4 2 8 6 5 = 8 5,  
= 0 ? @ 0 2 ; 5 = = > 5 = 0 ? > < > I L ? @ > 8 7 2 > 4 8 B 5 ; O < 8 7  
@ 0 7 2 8 2 0 N I 8 E A O A B @ 0 =. 2 8 6 5 = 8 5 > B A B 0 8 2 0 5 B A ? @ 0 2 5 4 ; 8 2 K 5  
A B 0 = 4 0 @ B K < 5 6 4 C = 0 @ > 4 = > 9 B > @ 3 > 2 ; 8, 3 0 @ 0 = B 8 @ C O, G B >  
? @ > 4 C : B K A A 5 @ B 8 D 8 : 0 B > < " ! ? @ 0 2 5 4 ; 8 2 0 0 B > @ 3 > 2 ; O"  
? @ > 8 7 2 5 4 5 = K @ 0 1 > G 8 < 8 7 0 4 > A B > 9 = C N ? ; 0 B C 1 5 7  
? @ 8 = C 4 8 B 5 ; L = > 3 > 8 ; 8 4 5 B A : > 3 > B @ C 4 0 A A > 1 ; N 4 5 = 8 5 <  
B @ 5 1 > 2 0 = 8 9 > E @ 0 = K B @ C 4 0.

Organic 8 Bio - A 5 @ B 8 D 8 : 0 F 8 O ? @ > 4 C : B > 2 ( ! ( 8 ! A > > B 2 5 B A B 2 5 = = > ),  
> 1 > 7 = 0 G 0 N I 0 O, G B > ? @ > 4 C : B K 2 K @ 0 1 5 = K 1 5 7 ? @ 8 < 5 = 5 = 8 O  
E 8 < 8 G 5 A : 8 E ? 5 A B 8 F 8 4 > 2 8 C 4 > 1 @ 5 = 8 9, 2 A > > B 2 5 B A B 2 8 8 A  
= > @ < 0 < 8 M : > ; > 3 8 G 5 A : > 3 > : > = B @ > ; O : 0 G 5 A B 2 0 ? > G 2 K 8  
? @ > F 5 A A > 2 ? @ > 8 7 2 > 4 A B 2 0. ! C 1 5 A B 2 C 5 B = 0 1 > @ 6 5 A B : 8 E = > @ <,  
: > B > @ K < 4 > ; 6 5 = A > > B 2 5 B A B 2 > 2 0 B L : > D 5, ? @ 5 6 4 5 G 5 <  
? > ; C G 8 B L A 5 @ B 8 D 8 : 0 B @ 3 0 = 8 : 8 ; 8 8 > . 0 ? @ 8 < 5 @, 7 5 < ; O  
= 0 : > B > @ > 9 1 C 4 5 B 2 K @ 0 1 8 2 0 B L A O > @ 3 0 = 8 G 5 A : 8 9 : > D 5, 4 > ; 6 = 0  
> B 4 > E = C B L < 8 = 8 < C < B @ 8 3 > 4 0, ? @ 5 6 4 5 G 5 < > = 0 1 C 4 5 B  
8 A ? > ; L 7 > 2 0 B L A O 4 ; O 7 5 < ; 5 4 5 ; 8 O.

Direct Trade - MB > = 5 > D 8 F 8 0 ; L = 0 O A 5 @ B 8 D 8 : 0 F 8 O , 0 > 1 > 7 = 0 G 5 = 8 5 B > 3 > ,  
G B > : > D 5 : C ? ; 5 = > 1 6 0 @ I 8 : > < = 0 ? @ O < C N C : > D 5 - D 5 @ < 5 @ 0 , 1 5 7  
? > A @ 5 4 = 8 : > 2 . " 0 : : 0 : = 5 A C I 5 A B 2 C 5 B > D 8 F 8 0 ; L = > 3 >  
A 5 @ B 8 D 8 : 0 B 0 , = 5 A C I 5 A B 2 C 5 B 8 5 4 8 = K E ? @ 0 2 8 ; , 4 = 0 : > , 2  
1 > ; L H 8 = A B 2 5 A ; C G 0 5 2 : > D 5 A = 0 : ; 5 9 : > 9 "Direct Trade" - MB >  
: 0 G 5 A B 2 5 = = K 9 : > D 5 , ? > B > < C G B > > 1 6 0 @ I 8 : 8 A B 0 @ 0 N B A O  
2 K 1 8 @ 0 B L B > ; L : > ; C G H 8 E : > D 5 - D 5 @ < 5 @ > 2 8 B @ 5 1 C N B > B = 8 E  
2 K ? > ; = 5 = 8 O A 2 > 8 E A B 0 = 4 0 @ B > 2 .

Rainforest Alliance - = 5 ? @ 0 2 8 B 5 ; L A B 2 5 = = 0 O > @ 3 0 = 8 7 0 F 8 O , ? > A 2 O B 8 2 H 0 O  
A 2 > N 4 5 O B 5 ; L = > A B L A > E @ 0 = 5 = 8 N 1 8 > ; > 3 8 G 5 A : > 3 >  
@ 0 7 = > > 1 @ 0 7 8 O 8 > 1 5 A ? 5 G 5 = 8 N C A B > 9 G 8 2 K E C A ; > 2 8 9 6 8 7 = 8 .  
Rainforest Alliance 7 0 1 8 1 0 5 B B @ > ? 8 G 5 A : 8 5 M : > A 8 A B 5 < K ? > A @ 5 4 A B 2 > <  
2 2 5 4 5 = 8 O C A B > 9 G 8 2 > 3 > M : > ; > 3 8 G 5 A : > 3 > A 5 ; L A : > 3 >  
E > 7 0 9 A B 2 0 , 7 5 < ; 5 - 8 ; 5 A > ? > ; L 7 > 2 0 = 8 O . > D 5 - D 5 @ < 5 @ K ,  
6 5 ; 0 N I 8 5 ? > ; C G 8 B L A 5 @ B 8 D 8 : 0 B R F A , 4 > ; 6 = K A > > B 2 5 B A B 2 > 2 0 B L  
> ? @ 5 4 5 ; 5 = = > < C : > ; 8 G 5 A B 2 C B @ 5 1 > 2 0 = 8 9 8 7 A ? 8 A : 0  
> @ 3 0 = 8 7 0 F 8 8 . Organic/Bio = 5 2 E > 4 8 B 2 A ? 8 A > : M B 8 E B @ 5 1 > 2 0 = 8 9 , 0  
"Shade grown" O 2 ; O 5 B A O > 4 = 8 < 8 7 > ? F 8 > = 0 ; L = K E ? C = : B > 2 .

Shade Grown - : > D 5 , 2 K @ 0 1 5 = = K 9 2 B 5 = 8 . @ 8 B 0 : > < A ? > A > 1 5 ? > A 0 4 : 8  
: > D 5 9 = K 5 4 5 @ 5 2 L O @ 0 A B C B 2 B 5 = 8 : @ C ? = K E 4 5 @ 5 2 L 5 2 , : > B > @ K 5  
A ; C 6 0 B < 5 A B > < > 1 8 B 0 = 8 O ? B 8 F 8 = 0 A 5 : > < K E . D 8 F 8 0 ; L = > 9 Shade  
Grown A 5 @ B 8 D 8 : 0 F 8 8 = 5 A C I 5 A B 2 C 5 B , > 4 = 0 : > Shade Grown O 2 ; O 5 B A O > 4 = 8 <  
8 7 : @ 8 B 5 @ 8 5 2 4 ; O A 5 @ B 8 D 8 : 0 F 8 9 Rainforest Alliace 8 Bird Friendly.

Bird Friendly - > 4 = 0 8 7 A 0 < K E ? @ 5 A B 8 6 = K E A 5 @ B 8 D 8 : 0 F 8 9 : > D 5 ,  
8 = 8 F 8 8 @ > 2 0 = = 0 O ! < 8 B A > = > 2 A : 8 < & 5 = B @ > < ? 5 @ 5 ; 5 B = K E ? B 8 F  
(Smithsonian Migratory Bird Center). ' B > 1 K ? > ; C G 8 B L 4 0 = = C N A 5 @ B 8 D 8 : 0 F 8 N , : > D 5  
4 > ; 6 5 = A > > B 2 5 B A B 2 > 2 0 B L F 5 ; > < C @ O 4 C : @ 8 B 5 @ 8 5 2 , A @ 5 4 8  
: > B > @ K E > ? 8 A 0 = = K 5 2 K H 5 Organic 8 Shade grown , 8 8 A ? > ; L 7 > 2 0 = 8 5  
< 8 = 8 < C < 1 0 @ 0 7 ; 8 G = K E 2 8 4 > 2 4 5 @ 5 2 L 5 2 4 ; O A > 7 4 0 = 8 O B 5 = 8 . 1 0  
F 5 = B > 2 A : 0 6 4 > 3 > D C = B 0 7 5 ; 5 = > 3 > : > D 5 8 4 C B = 0 @ 0 7 ; 8 G = K 5  
? @ > 3 @ 0 < < K ? > 8 7 C G 5 = 8 N 8 A > E @ 0 = 5 = 8 N ? B 8 F .

Operation Cherry Red (OCR)- MB > 8 = 8 F 8 0 B 8 2 0 , = 0 ? @ 0 2 ; 5 = = 0 O = 0 C ; C G H 5 = 8 5  
: 0 G 5 A B 2 0 : > D 5 . & 5 ; L N 8 = 8 F 8 0 B 8 2 K O 2 ; O 5 B A O < > B 8 2 0 F 8 O  
: > D 5 - D 5 @ < 5 @ > 2 A > 1 8 @ 0 B L B > ; L : > A ? 5 ; K 5 O 3 > 4 K . > A B 0 2 I 8 : 8 8  
> 1 6 0 @ I 8 : 8 : > D 5 E > @ > H > 7 = 0 : > < K A ? @ > 1 ; 5 < > 9 :  
1 > ; L H 8 = A B 2 > A 1 > @ I 8 : > 2 : > D 5 A > 1 8 @ 0 5 B : 0 : A ? 5 ; K 5 , B 0 : 8  
= 5 A ? 5 ; K 5 O 3 > 4 K , G B > = 5 3 0 B 8 2 = > A : 0 7 K 2 0 5 B A O = 0 : 0 G 5 A B 2 5  
= 0 ? 8 B : 0 . Operation Cherry Red , = 0 G 0 B 0 O 8 7 2 5 A B = > 9 = 8 4 5 @ ; 0 = 4 A : > 9  
: > D 5 - : > < ? 0 = 8 5 9 Trabocca 2 - D 8 > ? 8 8 , A B 0 2 8 B A 2 > 5 9 7 0 4 0 G 5 9  
? > ; C G 5 = 8 5 < 8 : @ > - ; > B > 2 = 0 1 0 0 % A > A B > O I 8 E 8 7 A ? 5 ; K E O 3 > 4 .  
A 2 > N > G 5 @ 5 4 L D 5 @ < 5 @ K , ? > A B 0 2 ; O N I 8 5 : > D 5 , : > B > @ K 9  
? @ > E > 4 8 B : > = B @ > ; L : 0 G 5 A B 2 0 , ? > ; C G 0 N B I 5 4 @ K 5 ? @ 5 < 8 8 .

Cup of Excellence - A 0 < 0 O ? @ 5 A B 8 6 = 0 O 2 : > D 5 9 = > < < 8 @ 5 = 0 3 @ 0 4 0,  
? @ 8 A C 6 4 0 5 < 0 O ; C G H 5 < C : > D 5. 0 5 6 5 3 > 4 = > < : > = : C @ A 5,  
? @ > 2 > 4 8 < > < 2 4 5 A O B 8 A B @ 0 = 0 E ( @ 0 7 8 ; 8 O, C @ C = 4 8, > ; C < 1 8 O,  
> A B 0 - 8 : 0, ! 0 ; L 2 0 4 > @, 2 0 B 5 < 0 ; 0, > = 4 C @ 0 A, 5 : A 8 : >,  
8 : 0 @ 0 3 C 0, C 0 = 4 0) < 5 6 4 C = 0 @ > 4 = > 5 6 N @ 8 2 K 1 8 @ 0 5 B ; C G H 8 9 : > D 5  
3 > 4 0, 2 K @ 0 1 5 = = K 9 2 4 0 = = > 9 A B @ 0 = 5, ? > A ; 5 G 5 3 >  
; > B K - ? > 1 5 4 8 B 5 ; 8 ? > ; C G 0 N B ? @ 5 A B 8 6 = > 5 7 2 0 = 8 5 "Cup of Excellence" 8  
? @ > 4 0 N B A O G 5 @ 5 7 8 = B 5 @ = 5 B - 0 C : F 8 > =. > = : C @ A 8 7 2 5 A B 5 =  
A 2 > 8 < 8 2 K A > : 8 < 8 B @ 5 1 > 2 0 = 8 O < 8 8 > G 5 = L B 1 0 B 5 ; L = K <  
> B 1 > @ > < ? > 1 5 4 8 B 5 ; 5 9 - : 0 6 4 K 9 > 1 @ 0 7 5 F : > D 5 4 5 3 C A B 8 @ C 5 B A O  
: 0 : < 8 = 8 < C < ? O B L @ 0 7. & 5 ; L N "Cup of Excellence" O 2 ; O 5 B A O 2 K O 2 ; 5 = 8 5  
2 K 4 0 N I 5 3 > A O : > D 5 8 2 > 7 = 0 3 @ 0 6 4 5 = 8 5 : > D 5 - D 5 @ < 5 @ > 2,  
? @ > 8 7 2 > 4 O I 8 E ; C G H 8 9 : > D 5.

0 : > 9 A 5 @ B 8 D 8 : 0 F 8 8 > B 4 0 B L ? @ 5 4 ? > G B 5 = 8 5 - ; 8 G = > 5 4 5 ; >  
: 0 6 4 > 3 >.

! B 0 B L O 8 D > B > 3 @ 0 D 8 8 O 2 ; O N B A O A > 1 A B 2 5 = = > A B L N  
? @ > : > D 5. @ C 8 Ada  
' 0 A B 8 G = > 5 8 ; 8 ? > ; = > 5 8 A ? > ; L 7 > 2 0 = 8 5 < 0 B 5 @ 8 0 ; 0 B > ; L : > A  
? 8 A L < 5 = = > 3 >  
@ 0 7 @ 5 H 5 = 8 O @ 5 4 0 : F 8 8 ? @ > : > D 5. @ C  
: B 8 2 = 0 O A A K ; : 0 = 0 8 A B > G = 8 : > 1 O 7 0 B 5 ; L = 0