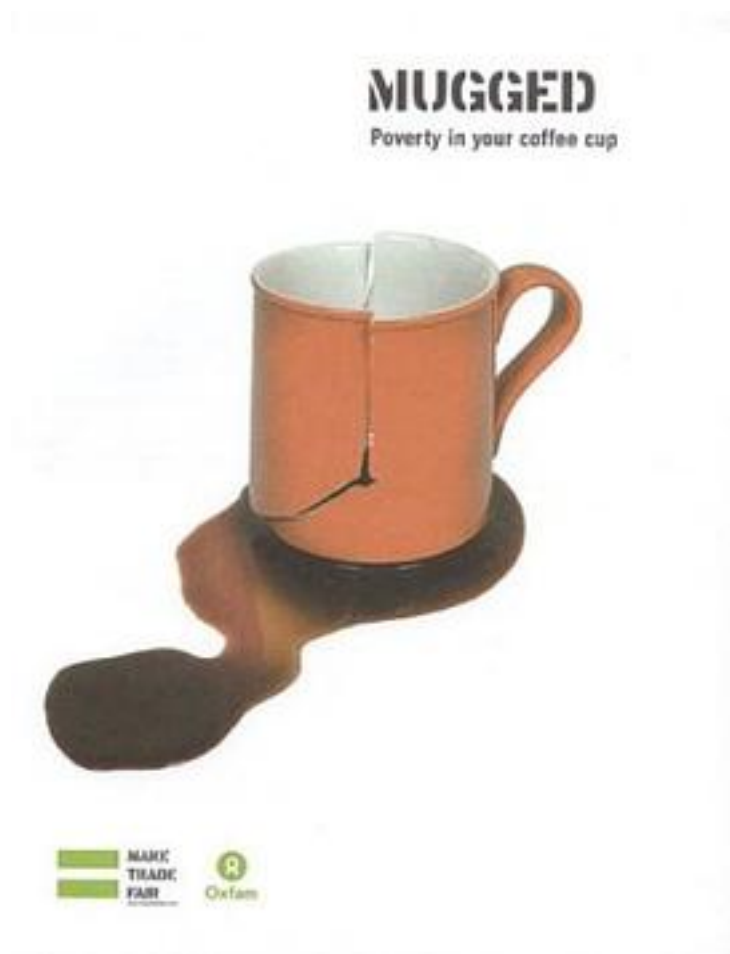


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There is a crisis destroying the livelihoods of 25 million coffee producers around the world. The price of coffee has fallen by almost 50 per cent in the past three years to a 30-year low. Farmers sell at a heavy loss while branded coffee sells at a hefty profit. The

coffee crisis has become a development disaster whose impacts will be felt for a long time. Families dependent on the money generated by coffee are pulling their children, especially girls, out of school. They can no longer afford basic medicines, and are cutting back on food. Beyond farming families, coffee traders are going out of business. National economies are suffering and some banks are collapsing. Government funds are being squeezed dry, putting pressure on health and education and forcing governments further into debt. The scale of the solution needs to be commensurate with the scale of the crisis. Oxfam is calling for a Coffee Rescue Plan to make the coffee market work for the poor as well as the rich. The plan needs to bring together the major players in coffee to overcome the current crisis and create a more stable market. This accessible report, with illustrations and many visual aids, outlines the extent of the crisis in the coffee market and the reasons behind it, and presents a strategy for action.

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