COFFEE, TEA AND COCOA

Did you know....
Tea or coffee

Tea and coffee consumption
% of total, 2012

Source: Euromonitor International
Coffee: Did you know.....

- Annual coffee consumption worldwide is estimated to be around 400 billion cups.
- About 12,000 cups of coffee are consumed per second worldwide!
- In one year, a two-cup-a-day drinker of coffee will consume the annual harvest of 18 coffee bushes.
Coffee originated in Ethiopia.

Coffee is now grown worldwide in mountainous, tropical regions. Often the most important commodity in many developing countries.

Main coffee-producing countries are Brazil (largest producer), Vietnam, Colombia, Indonesia, and Mexico; small family farmers grow over 50% of the world's coffee.
Two species of coffee exist: arabica and robusta; both native to Ethiopia. Robusta is considered lower quality than arabica. It takes 4 years for a new coffee plant to yield fruit. Coffee beans are really the two seeds of the cherry-like berry. The timing of coffee bean picking is crucial; if beans are picked prematurely, they will be of poor quality. If left too long, the cherries are likely to be knocked off the bushes by rain. When the fruit turns bright red, it is picked by hand and then pulped, dried, sorted, roasted, ground, and finally brewed into coffee.
Coffee flavour is determined by growing conditions as much as roasting process.

Supply and demand can result in dramatically different prices to the consumer.

Jamaican Blue Mountain and Hawaiian Kona are among the most expensive.
Kopi Luwak – coffee berries are eaten by a civet (mongoose relative native to Sumatra) and the undigested seeds are harvested for coffee. The digestion process is supposed to improve flavour, reducing bitterness.

Issue: civets are kept in cages and force-fed the coffee berries.

Coffee fetches up to US$700 per kilogram! (farmers get about $20 per kilogram)
Tea is the second most popular beverage in the world after water.

All the tea in China…not! Kenya is the biggest tea exporter in the world, surpassing China by over 30,000 tons.

Most of the tea produced in China and India are consumed locally; only the highest quality is exported.

A typical tea bush will generally produce a harvest of three thousand tea leaves a year = 1 pound of processed tea.

Harvesting of an individual plant is every 7-14 days.
Tea was discovered in China almost five thousand years ago.

90% of the Western tea market is controlled by 7 transnational corporations.

Today, tea is grown on 2.5 million hectares of land in Asia and Africa, still primarily on the large plantations that were originally established by the British Empire.
Tea Facts

- Tea comes from one species: *Camellia sinensis*, native to the Himalayas of China.
- Different types of tea arise from different processing techniques.
- These treatments involve wilting, rolling, fermentation, roasting, and drying.
Tea comes from a single species, *Camellia sinensis*.
- White tea - the least processed; only the tips (shoot apex) are harvested. They have the lowest amount of caffeine and highest antioxidant properties.

- Green tea – topmost 2-3 full leaves plucked and dried (unfermented).

- Oolong tea – leaves are bruised before drying (semi-fermented; partly oxidizes leaves)

- Black tea – leaves are crushed before drying (fully fermented - oxidixed). Black tea has the highest caffeine but lowest antioxidant content.
There are numerous problems associated with the production of tea. They include low wages, poor working conditions, and environmental degradation.

Conventional tea production is also characterized by a gendered division of labour. Women typically work in the fields while the men supervise. In addition, women frequently work longer hours than men for the same or lower wages.
Cocoa: Did you know...

- Worldwide, more than 3 million tons of cocoa beans are consumed annually.
- Canadians consume an average of 5.5 kg of chocolate per person each year.
- The harvest from one tree per year results in a single can of cocoa powder.
Cocoa Background

- Cocoa discovered by the Mayans in Brazil; important commodity in many South American countries.
- Today, 67% of cocoa production comes from the west African countries of Ghana and the Ivory Coast.
- Close to 14 million people, in over 30 countries, depend on cocoa production.
- Around 90% of the world’s cocoa supply is grown and harvested on family-owned farms with plot sizes of 12 acres or less.
- These family farms produce an average of 350 pounds of cocoa per acre per year generating an average annual income of US$30 to $100 per household member.
Trees take 10 years to mature; they then produce about 20 fruits per year.

Football-sized fruit are cut open and the inner pulp-seed mix left in the open to ferment.

Seeds then extracted from pulp and sun-dried before shipping.

Roasted, then crushed to make cocoa powder.

South American cocoa sold to North American markets; African cocoa to European markets.
African cocoa farmers are often forced to negotiate with intermediaries who pay only a fraction of the actual value of their crop. As a result, farmers are often paid prices which don't begin to cover the costs of production.

The difficulty in making a living from cocoa farming has led to an increase in child labour, and even slave labour, in the cocoa trade. In 2001, the International Labour Organization and others reported child slavery on many cocoa farms in the Ivory Coast.

The Dark Side of Cocoa

- buy fair trade
- Don't support child labor for cheaper chocolate

www.rageagainsttheminivan.com
Fair Trade

- Small family farms are organized in cooperatives (or associations), which they own and govern.
- A premium is added to the current world price of coffee, tea and cocoa.
- This premium is used by cooperatives for social and economic investments such as education, health services, processing equipment, and loans to members.
- No forced labour of any kind, including child labour, is permitted (workers must be 15 years or older).
And there you have it...a brief overview of coffee, tea and cocoa