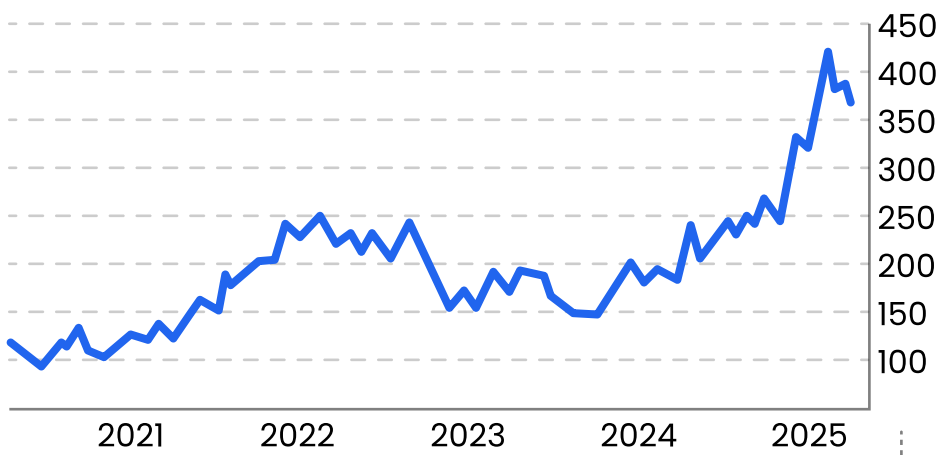


Market

\$131.84 billion \$
2024

\$174.71 billion \$
2030

Coffee price (USD/Lbs)



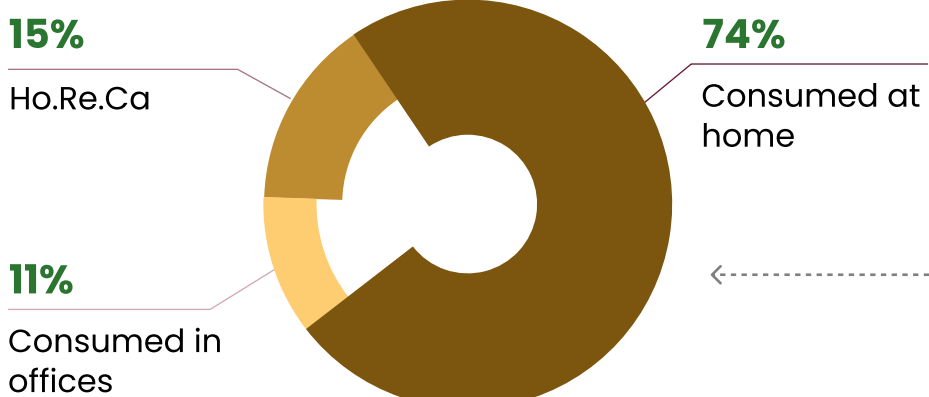
Consumption



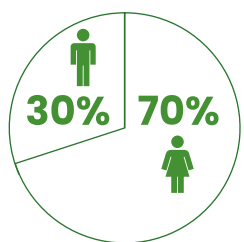
3 million cups
every day

Arabica
60–70%

Robusta
30–40%



Coffee farmers

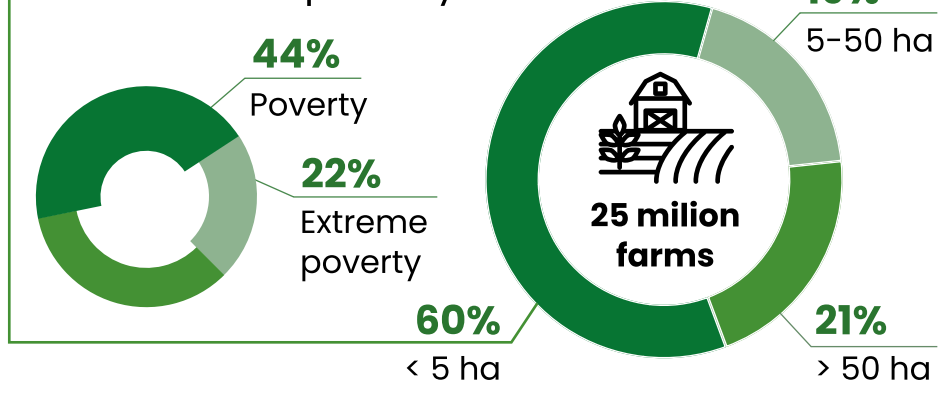


Average age: **55–60** years old

Less than **10%** of producers are **under 35** years old.

Poverty

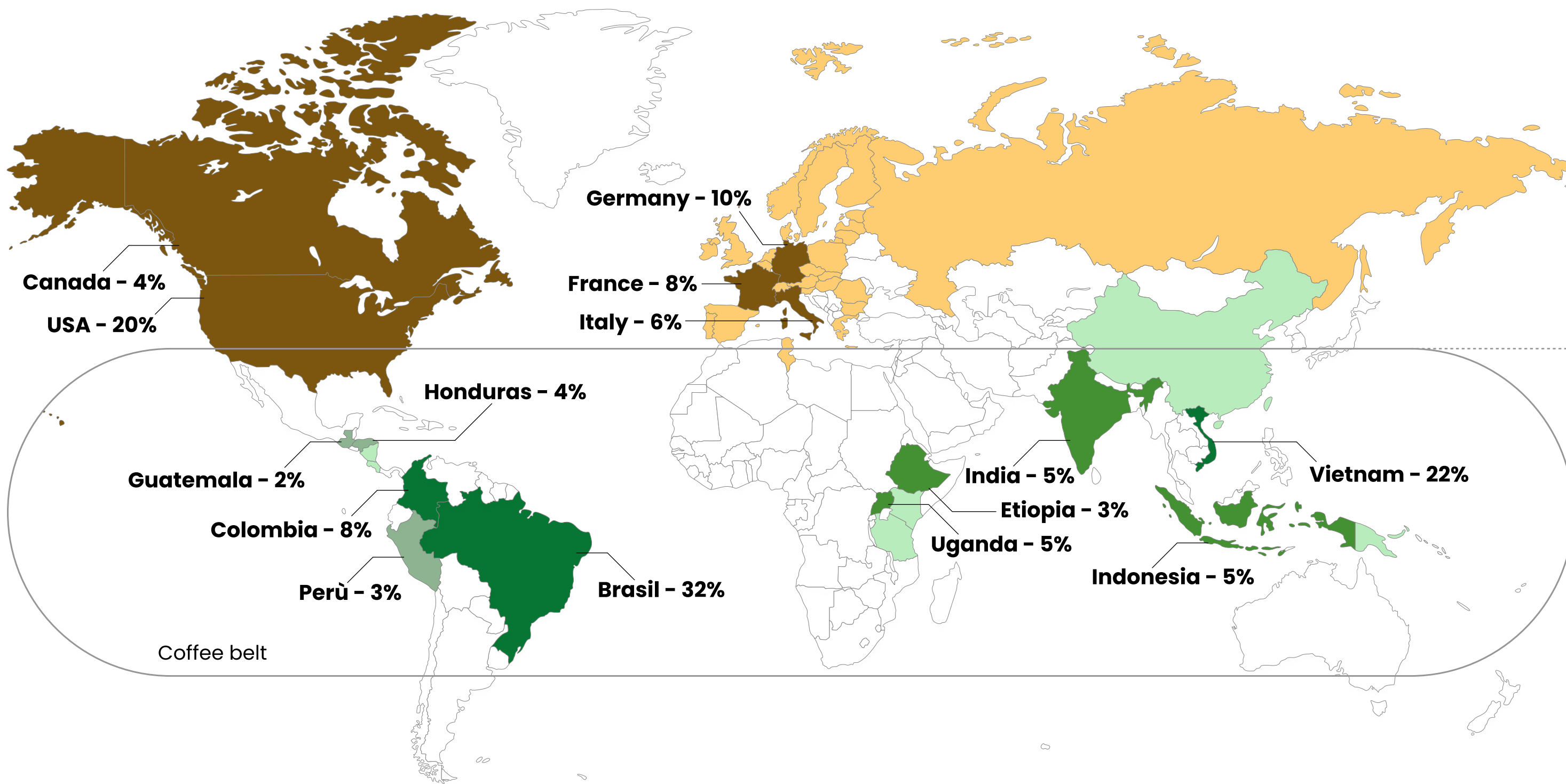
\$1.90 to \$3.20 per day



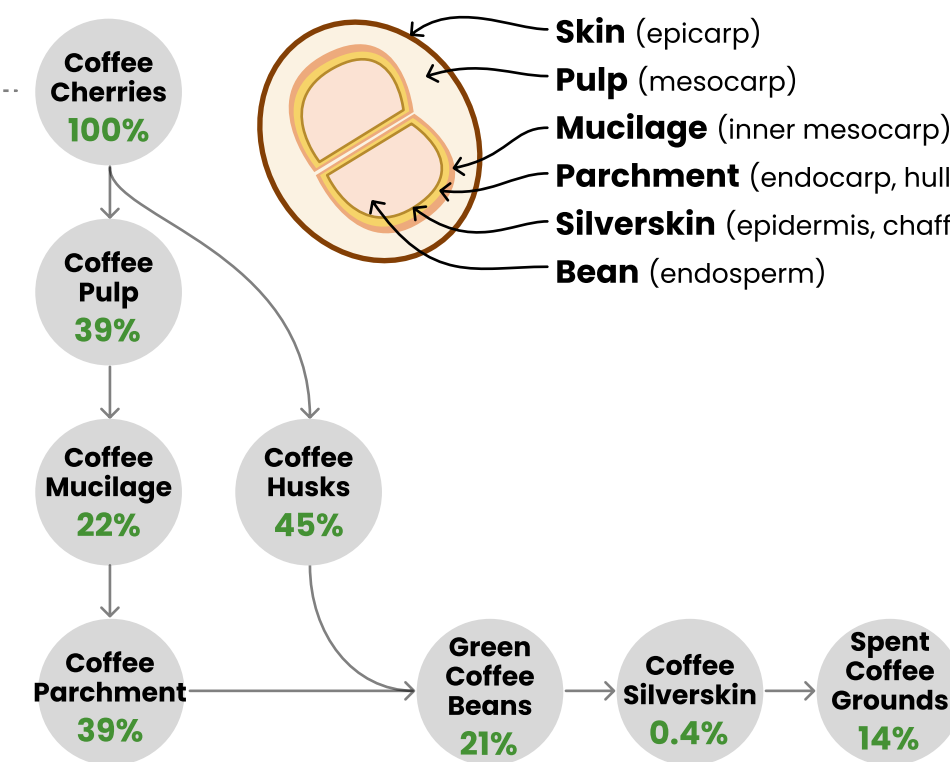
Coffee sector map

Importers

Producers



Coffee anatomy



The Coffee Belt



Volcanic and porous soils, rich in potassium, phosphorus and magnesium.



Arabica 18°–24°C

Robusta 24°–30°C



Arabica 900–2000m

Robusta 200–800m

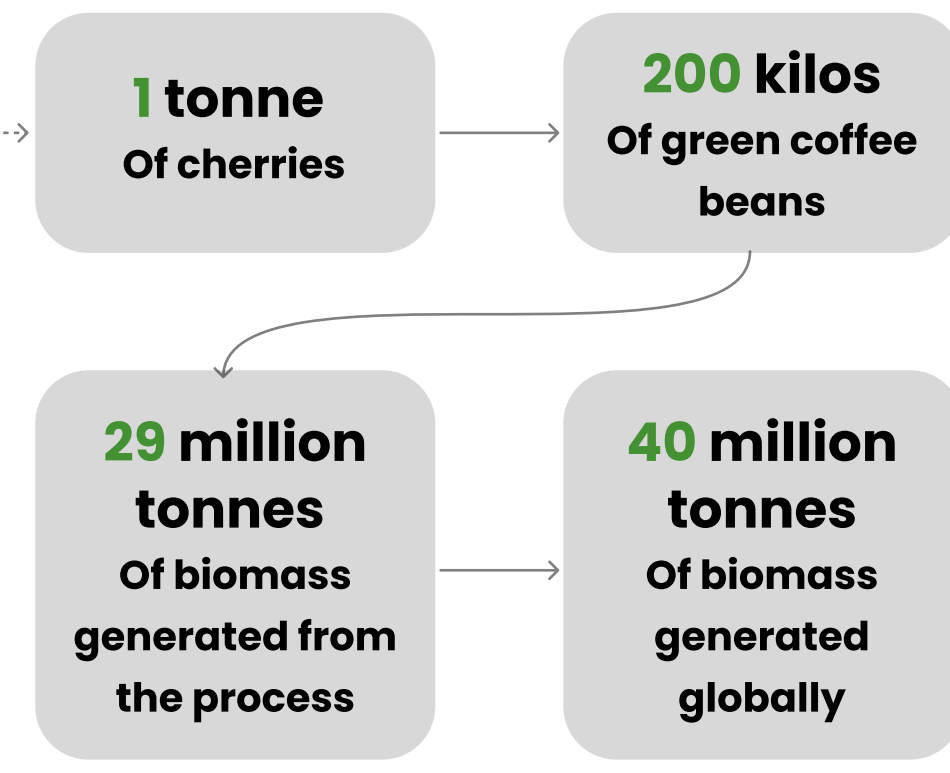


1500–2500 mm/year

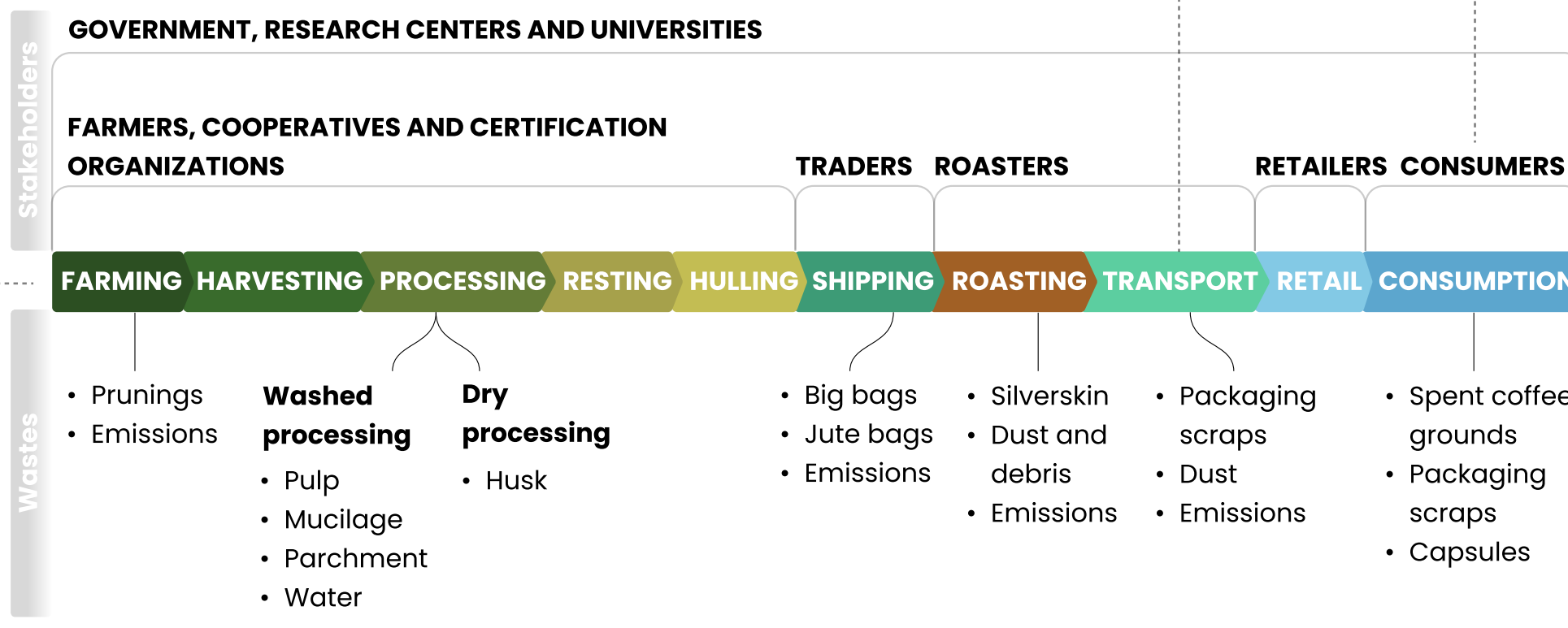


5.5–6.5 (slightly acid)

Waste



Process and stakeholders



Transport

Transportation by ship is a major cause of **pollution** within the coffee supply chain.

