



## Coffee value adding:

## from the farm to the cup

1 kg of coffee cherry

= 23 cups of coffee

USD 0.29

USD 71.76











USD 0.29 / kg coffee cherry

USD 0.89 / kg parchment coffee

USD 2.80 / kg green coffee

USD 14.95 / kg roasted coffee

USD 3.12 / 12 oz. cup of American coffee

**Reference prices in Central America** 

Reference prices in the United States

## Coffee price ratio in the U.S. market

Price for one cup of American coffee	USD 3.12
% of the price of the cup corresponding to roasted coffee	1.5% - 2.3%
% of the coffee cherry value received by the farmer for the coffee used to prepare one cup of coffee	0.62 %

The **tip** received for the sale of one cup of coffee in the U.S. is **26 times** what the **farmer** receives for every cup of coffee.



The value of coffee is multiplied nearly 250 times between the primary sector and the consumer



