



Coffee value adding:

from the farm to the cup

1 kg of coffee cherry = 23 cups of coffee

USD 0.29

USD 71.76



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

