



STATEMENT FROM GREEN MOUNTAIN COFFEE ROASTERS, INC. ON FAIR TRADE, FAIR TRADE USA, AND FAIRTRADE INTERNATIONAL

Green Mountain Coffee Roasters, Inc. (GMCR) has actively supported fair trade since 2000, when we first partnered with Fair Trade USA in an effort to bring fair trade to mainstream coffee drinkers. Fair trade has enabled us to support coffee-growing farmers and their families and to help them improve their quality of life. We continue to believe that fair trade provides high quality coffee for consumers, and a higher quality of life for Fair Trade Certified™ coffee farmers around the world.

We recognize that there are a number of groups who are deeply committed to the principles of fair trade but differ in approach on how to make a difference in the world. We believe both Fair Trade USA and Fairtrade International (FLO) are committed to improving the lives of coffee farmers, yet we understand there are differences in perspective between the two organizations on how to achieve their common goal. We recognize that the separation of Fair Trade USA from FLO has caused anxiety among some stakeholders in the fair trade movement. We encourage stakeholders to look for common ground and not weaken the tremendous progress that has been made in the fair trade movement.

We value our relationships with both Fair Trade USA and FLO. We respect the continued role FLO plays as a leading voice in the global fair trade movement and the vital role FLO and FLO-CERT have played in certifying coffee cooperatives. Through our Canadian subsidiary, we have an ongoing relationship with Fairtrade Canada, an organization that remains aligned with FLO.

We also support Fair Trade USA in its efforts to innovate and expand the fair trade model to allow more farmers and workers to benefit, and to increase consumer engagement with fair trade. We are excited by the current momentum of fair trade in the U.S., and the energy behind Fair Trade USA's vision. We believe the result, ultimately, will enable us to have greater impact on the lives of more coffee farmers, which is the reason we first embraced fair trade years ago. We look forward to working with Fair Trade USA to realize this vision.

Our ongoing commitment to small-scale farmers will remain intact as we continue to reinforce and grow our relationships with fair trade cooperatives. We believe Fair Trade USA's vision may present new opportunities that allow us to impact more farmers and workers who fall outside the cooperative model, but who are interested in pursuing responsible social and environmental practices.

Over the years, we have invested greatly in raising consumer awareness of the benefits of Fair Trade Certified coffee, which we believe has helped grow the demand for fair trade coffee. As the fair trade model expands, we will continue to promote fair trade coffee in order to stimulate more demand and further increase our purchases from fair trade cooperatives. The expansion of the fair trade model will not compromise or undermine our ongoing commitment to small-scale farmers. It will allow us to expand our involvement in fair trade while continuing to support and grow the relationship we have with our historic partners in line with our principles.

We believe there is much to learn from Fair Trade USA's pilot programs in terms of how the benefits of fair trade will be applied through this expanded model, and how impact will be delivered, measured, monitored, and evaluated. These pilots will ultimately inform how the model will be extended in the future. We want to be involved to support and expand the fair trade model so more producers, farmers, and workers will benefit. Our expectation is that an expanded fair trade model would be held to high standards that deliver on the promise of fair trade and on the intentions of Fair Trade USA as articulated in its Fair Trade For All vision.

We're proud of the role we've played in growing the fair trade movement and we believe that our business is one among many stakeholders that have made this movement possible and that will remain critical to the movement's future success. We are committed to working together, learning from our stakeholders, and understanding the implications of the current changes with the goal of keeping the movement growing and flourishing for years to come.