



MEASURING OUR  
**Impact 2012**

Individuals, schools & congregations  
across the U.S. purchased  
Equal Exchange coffee to the tune of:

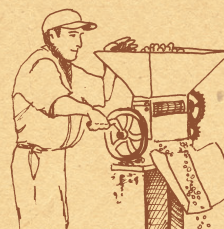
749,311 

that's

29,972,440 

which is equal to the  
entire annual harvest of:

**360**  
FAMILY  
FARMS



Average coffee  
production of one small  
family farm in a year:

**2,080**  
POUNDS

Your participation  
in 2012



**6,500**  
INDIVIDUALS



**650**  
SCHOOLS

+



**9,500**  
CONGREGATIONS

*Thank You*

FOR SUPPORTING  
**FARMING FAMILIES**  
AROUND THE WORLD

