

# Coffee Dialogue

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*newly introduced  
information flow*

why?

- + increase transparency
- + open communication between producer and consumer
- + establish a link

how?

- + consumers interested in origin of coffee share their information (e.g. position, comment, price they paid) to the cloud™.
- + coffee producers get a printout of user reactions to their product.

open questions

- + how to present producers the gathered information?  
(e.g. paper-based)

Processor

Small Producers

Middlemen

*typical  
information  
flow*

*direct  
trade*

Export  
Broker  
Import

Roaster

Retailer

Consumer

Fairtrade

- + allow people to get paid reasonably for their work

Coffee Dialogue

- + break free from the “I respect you” and
- + establish a conversation between equal partners:
- + citizens on both sides