



COFFEE FARMING STATUS QUO

125 MILLION PEOPLE
DEPEND ON COFFEE FOR
THEIR LIVELIHOOD

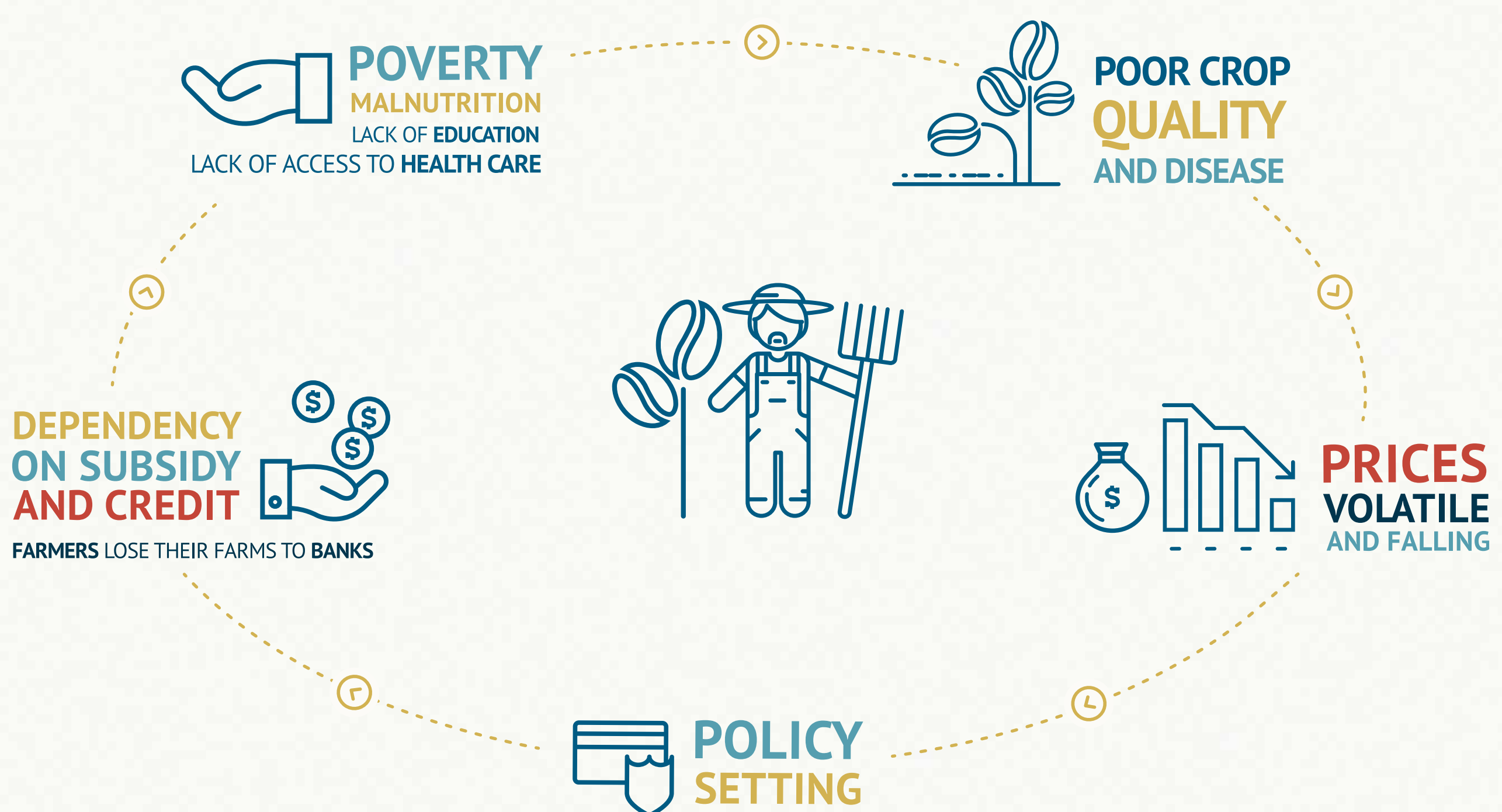
80%
IS PRODUCED BY SMALLHOLDER FARMERS

80% OF COFFEE

CLIMATE CHANGE
MAKES MANY PLACES LESS
SUITABLE FOR GROWING COFFEE

50%
OF THOSE
SMALLHOLDER FARMERS
ARE LIVING IN POVERTY

THE POVERTY CYCLE



THE TORCH INTERVENTION



BREAKS THE CYCLE OF
POVERTY

