Top Ten World Coffee Roasters: Fair Trade Certified and Non-Fair Trade Purchases, 2008

- **Starbucks**: 386 M lbs. Fair Trade: 19.84 M lbs. (5.14%)  
- **Nestle**: 1.719 billion lbs. Fair Trade: 4.41 million lbs. (0.0025%)  
- **Sara Lee**: 992 million lbs.  
- **J.M. Smucker**: 617 M lbs. Fair Trade: 3.31 M lbs. (0.5%)  
- **Kraft**: 1.614 billion lbs. Fair Trade: 12.13 M lbs. (3.23%)  
- **Tchibo**: 375 M lbs. Fair Trade: 12.13 M lbs. (3.23%)  
- **Melitta**: 320 M lbs.  
- **Aldi**: 320 M lbs.  
- **Lavazza**: 309 M lbs.  
- **Segafredo**: 265 M lbs.

Daniel Jaffee & Phil Howard, 2011  
Data: Tropical Commodity Coalition, Coffee Barometer 2009