

ZÉNSHO

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ZENSHO FAIR TRADE

— Connecting the Hearts of Producers and Consumers —



ZÉNSHO

Engaging in Fair Trade with Direct Connections Fostered with Producers

What is Zensho Fair Trade? It was launched in 2007 based on the Corporate Vision to eradicate hunger and poverty from the world.

Direct Connections Enable Close Involvement with Producers

Zensho Fair Trade engages in direct fair trade partnerships with producers, taking responsibility for all processes from meeting with producers to providing farming advice, procurement, processing, and distribution. Fair trade is an initiative that aims to enhance

the lives and economic independence of producers by engaging in continuous trade of agricultural produce and products from developing countries at fair prices that reflect their value and remuneration for their labor. Zensho opted for a direct fair trade partnership instead of the “certified type”^{*1} because we wanted to have direct communication with producers and establish

trust-based relationships with them.

Social Development Costs Promote Producer Independence

For fair trade to truly benefit producers by improving their livelihoods and enable them to achieving economic independence, Zensho’s purchase price includes social development costs^{*2} separate from the product price. In this way, producers can cover their day-to-day living expenses with the money earned from their products, while the social development costs can be divided among them to help solve local problems. The producers can decide among themselves how to utilize this income, with fair trade representatives from Zensho also taking part in the discussions. The use of social development costs, as determined, often extends beyond the producer organizations that Zensho cooperates with. For instance, many of these funds contribute to broader regional

development, including the construction of water supply systems and schools. By continuing these activities, producers should feel proud of their local coffee and tea products. This pride will help pass down the industry to the next generation. The relationships of trust that are cultivated are important assets of Zensho Fair Trade.

^{*1} A type of fair trade where certification bodies grant certification to producers, importers, and sellers based on specific criteria.

^{*2} A portion of the raw-material purchase price is used to fund various social development activities needed by the local population.



Zensho Fair Trade



Production of Raw Ingredients

Zensho personnel regularly visit the site to gather market information, ensure quality and safety, and offer technical guidance to local producers.

Zensho’s Purchase Price

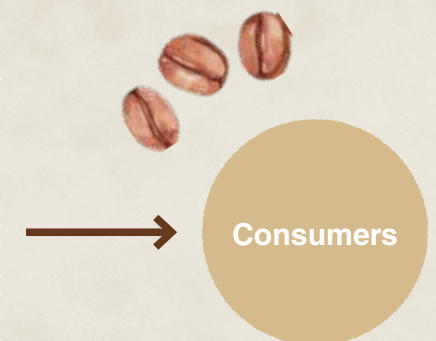
Zensho’s purchase price for fairly traded raw ingredients includes expenses that enhance the livelihood of producers.



The cooperative oversees the social development costs to ensure that they do not benefit specific producers or individuals. Producers collectively discuss and reach a consensus on how the funds are used.



Main Activities
Producers’ financial independence is promoted through advocacy for women, support for education, improvement of life, technical assistance for farming, and environmental conservation.



Products Developed and Sold

The consistent level of trade ensures that safe and delicious products at affordable prices are readily available.

Fair Trade Begins with Personal Encounters

Looking back on Zensho Fair Trade's journey,
we believe people-to-people encounters are at its core.

Building Face-to-face Relationships

Zensho Fair Trade operates with a direct partnership approach, involving people in every decision.

Producers' lives are often affected by various challenges, such as conflicts and natural disasters, which can prevent them from living their best lives. That's why we start by visiting them to understand the issues their countries or regions are facing and to learn about their lives. If, after in-person discussions, we determine that fair trade is the best way to support them, then trading can begin.

We maintain a face-to-face relationship even after trading begins. We visit the site to inspect every step, including the growing environment, harvesting methods, sorting, and storage—always ready to offer advice on how to improve product quality. The key is to establish a long-term relationship. For instance, engaging in short-term coffee trading in a region simply because it is a trendy coffee-growing area does not ensure a reliable income for the producers, even if the trade is conducted at a fair price. This is why Zensho is committed to practicing fair trade based on continuous relationships. Providing

a guaranteed purchase gives producers peace of mind and helps them plan for their future livelihoods.

Collaborating Closely with Producers to Build a Sustainable Society

As a result of these proactive and ongoing fair trade initiatives, the producers' livelihoods are gradually improving. However, that is not the be-all and end-all. A new issue has emerged: climate change. Coffee beans are harvested once a year, and diminishing yields due to climate change have severely impacted the lives of growers. The disasters and crises caused by climate change are not restricted to production areas but are a global challenge. What steps may be taken to promote sustainable agriculture and regional development while addressing the global issue of climate change? Producers, consumers, and all of us must work together to create a system that benefits everyone. We must shift from the traditional "First World and



developing countries" framework in fair trade and address challenges on a more equitable basis. This is why Zensho will continue to focus on fair trade, working alongside producers. Our goal is to create a society in which all people are truly equal and which is capable of developing in a sustainable and harmonious way.

History of Zensho Fair Trade

2007 Started selling fair trade coffee from Timor-Leste at Sukiya.

2009~ Launched social development activities,
collaborating closely with producers across multiple regions.



2009 Started providing farming advice in Timor-Leste. Obtained the Organic JAS certification.



2010 Operated a mother-and-child health program in Tanzania. Training of health inspectors reduced the infant mortality rate.



2011 Installed a device at a tea factory in Kenya to remove foreign objects and enhance quality.



2012 Installed 78 home water tanks for producers experiencing water shortages in Mexico.



2014 Constructed and repaired 13 elementary and nursery school buildings and 15 classrooms in a mountainous region of Ecuador.

2015



Initiated fair trade of tea in Nepal after providing aid following the earthquake. The number of trading countries rose to 18.

2021



Forced to suspend local site visits due to the spread of COVID-19. Local emergency relief was provided.

2022~



Resumed local site visits. The number of trading countries rose to 20.





Deep Relationships of Trust Cultivated Through Interpersonal Engagement

Fair Trade Coffee Supports Local Recovery

After years of Portuguese colonization, Timor-Leste gained independence in 2002 following a war against the Indonesian military invasion.

However, the aftermath of years of turmoil left a lasting impact, destroying most buildings and infrastructure. Japanese NGOs, such as Peace Winds Japan and PARCIC, visited the country to assist. They worked on creating a coffee industry so that returning soldiers who



1 The villages lie scattered among steep mountains and are surrounded by abundant nature. **2** People bring bottles to fetch water from the installed tap. **3** Further construction has been approved in settlements without access to water supply, and development is ongoing.

had lost their jobs could work as producers. Five years after gaining independence, a Zensho Fair Trade representative learned that an NGO was struggling to find an export destination for coffee beans harvested in Timor-Leste.

The representative said, “When I heard about the difficulties faced by Timor-Leste, a country still in the process of reconstruction, I was eager to get involved. I promptly suggested the idea to CEO Ogawa, who immediately approved our plan.” In 2007, we began serving the coffee at Sukiya. By selling it under the brand with the most outlets in the group, a mechanism was built to absorb the high cost of fair trade products. This was the starting point for Zensho Fair Trade.

Identifying Challenges Through Conversations with Producers

The representative’s first step in commencing fair trade was to familiarize herself with the local conditions. She traveled around the coffee-growing areas, which are dotted among steep mountains, and engaged in a series of conversations with the producers.

“Coffee beans are harvested once a year. Veterans had few opportunities to learn about coffee and did not know what they were doing, so it was important for us to try to do planned farming. It was important to rehabilitate the coffee fields to boost their income while also growing their own food in their gardens. I tried to inform people about what they can do to increase the value of coffee as a cash crop.” One of the ideas was to provide agricultural training on how to deal with old trees. When coffee trees grow too old, the leaves and trunks take up all the nutrients, which reduces the yield of beans. However, the local people had left the trees untouched, thinking that it was a waste to cut down well-matured trees. As a result, most of the trees in the fields were old and unproductive. The representative visited the site to demonstrate pruning and other techniques and shared her expertise by teaching the effectiveness of these techniques. As a result of this technical assistance and promotion of organic farming, the producers obtained the Organic JAS certification in 2009. They were able to earn more income than ever before.

For a Better Life and Higher Quality of Coffee Beans

Zensho discussed with producers to determine the best way to utilize the social development costs earned from fair trade coffee sales to enhance people's lives. We have worked with NGOs to carry out various activities, including building water supply facilities, providing motorcycles for emergency patient transport, and teaching household budgeting techniques and herb cultivation to improve women's livelihoods. A total of 14 villages have received completed water supply facilities, benefiting 534 households by providing access to clean water near their homes.

"The water supply facilities also help improve the quality of coffee beans. When picked cherries are placed into waterways, unripe beans float and can be eliminated, and the pulp can also be removed. This also makes it easy to remove the sliminess that causes fermentation. As a result of the effort put into

them, dried and hulled coffee beans will have an exceptional finish."

Various infrastructure improvements were made to enhance the quality of coffee beans, including the introduction of pickup trucks and the construction of warehouses for storage. Guidance was also provided from the consumer's perspective to ensure that the coffee beans could be sold at the price commensurate with the product value, accomplished through cupping seminars.

Enabling Producers to Grow Coffee Beans with Confidence

Coffee producers used various coffee samples during cupping seminars to practice the art of cupping. This enabled them to understand the specific conditions required for the raw beans to produce the delicious and unique flavor of Timor-Leste coffee. By learning to accurately judge the quality of coffee based on taste and aroma, the producers would be less likely to be misled by convenient statements from buyers in consuming countries. This



1 During the harvesting season, the front of the warehouse is inundated with freshly collected beans delivered by pickup trucks. **2** A cupping seminar by a Zensho Fair Trade representative, who is a Classificador de Café.

knowledge would help producers grow coffee with confidence. These efforts resulted in a visit by President Taur Matan Ruak and his wife in 2016. During the president's visit to Zensho's headquarters, he expressed gratitude to the company for educating growers on the consumer perspective and the significance of quality improvement, which are now valuable assets to the country.

Intensifying Buying Wars and Climate Change Tackling Producers' Challenges Head on

It has been 17 years since Zensho launched its fair trade initiatives. Timor-Leste has been actively upgrading its infrastructure in recent years, thanks in part to the influence of oil money. Roads and electricity infrastructure are being developed in the hilly coffee-producing areas. Furthermore, the installation of water supply infrastructure is ongoing, and producers are gradually improving their living conditions.

"When I visited one of the villages, I heard residents declare with excitement, 'Now that electricity, water, and roads have been

provided, we can finally live independently.' I was so glad to have been involved."

The coffee produced in Timor-Leste, which was virtually unknown when Zensho began fair trade, has recently gained international notice.

"Today, buyers from around the world visit the coffee-growing region, which has become more accessible. However, there is a problem: while competition for buying coffee has intensified, the yield has decreased due to global climate change in recent years. As a result, coffee bean production is not keeping up with demand."

However, the representative stated, "But we have built 17 years of trusting relationships with the producers."

"We make it a point to meet each local person in person, sharing the joy of coffee growing and sometimes working together to solve problems. It is by spending time together like this that we are able to acquire a portion of the valuable coffee beans. I hope that we can cherish these thoughts and continue working together for the betterment of the local communities in the future."



1 2 The provision of pickup trucks has made it easier to transport large quantities of coffee beans. **3** Motorcycles, introduced to rural areas with limited transportation options, also serve practical purposes in daily life.



Mutual Understanding Beyond One Rwanda

Supporting the Nation's Reconstruction Through Fair Trade

Rwanda is characterized by gently undulating hills. The name may bring to mind the Rwandan genocide, one of the 20th century's tragedies. The civil war from 1990 to 1994

arose from conflicts between two ethnic groups, the Tutsi and the Hutu. Despite signing a peace deal in 1993, relations deteriorated following the assassination of the Hutu president in April of the following year. Tutsis were massacred by rampaging Hutus, with Hutu moderates bearing the brunt of the

violence. This led to the deaths of 10 to 20 percent of Rwanda's population.

If Zensho were to engage in fair trade in Rwanda, we needed to confront the reality of the genocide without looking the other way. So we aimed to contribute to the country's post-genocide recovery through coffee and promote "One Rwanda" among the local people as an idea that transcends ethnic divisions. However, a person who initially approached us as a partner was only interested in a business relationship. It was then that Pierre Munyura, the head of a coffee export company who had appeared in a TV documentary, caught our attention. He had set up a coffee growers' cooperative with producers from different ethnic groups. "When I watched the documentary, I got the impression that they lacked established marketing channels despite increasing coffee production." "Considering that Mr. Munyura and the growers were from different ethnic groups, I felt it was worthwhile for a third party like us to get involved."

Zensho accompanied Mr. Munyura to the coffee-growing region and decided to

purchase an entire lot of coffee beans on the spot. The growers expressed increased trust in Mr. Munyura, stating, "He's brought someone to whom we can export the beans." This was the beginning of the fair trade initiative to achieve "One Rwanda." Today, Rwanda is renowned worldwide for its specialty coffee, but the country did not have such a reputation back then. Zensho continually endeavored to raise the value of coffee as a crop to aid the country's reconstruction from the producers' standpoint. Zensho's Rwanda Coffee is the culmination of a series of activities carried out step by step in this manner.

Building Water Supplies Liberates People from the Grind of Having to Fetch Water

Every project funded by social development costs aims to solve local problems. For instance, the initial funds were used to build a water network. Before this, residents had to trek for over an hour to the mountaintop to collect clean drinking water from a spring. This task mainly fell on women and children,



When the representative visited a water station after construction, children who had been freed from the burden of fetching water and were now able to attend school expressed their joy through a song.

leading to children being late for school or missing it entirely. The solution was to install a pipeline from a spring located 1,800 meters above sea level. This pipeline fed water into intermediate tanks placed at five locations in the village. From there, the water was distributed to water stations near small settlements and schools. This initiative has not only relieved villagers from arduous labor but has also enabled the use of water for cleaning coffee beans, thereby enhancing their quality.

Implementing Practical Home Economics Classes

When the number of children attending school began to increase, the village faced a shortage of school buildings. Our immediate response was to construct new elementary and junior high school buildings, establish separate restrooms for boys and girls, and

introduce home economics classes.

“The approach to education in Japan differs significantly from that in Rwanda. In Rwanda, it’s not common to send children to school. I pondered the kind of education that would truly benefit them and considered introducing home economics classes similar to those in Japan. Local children have never used a needle and thread before. I believed that providing a basic sewing kit as part of the course materials would enable the children to practice what they had learned in school, bringing joy to their parents. Even if they don’t purchase new cloths to sew with, they have old clothes at home. Instead of turning them into rags, the children could cut them into small pieces and sew them together to make a large piece of cloth. From these scraps, they could create bags, curtains, and other useful items with their own hands. I felt this would give them plenty of confidence.”



1 Cloth masks handmade by children during the pandemic. 2 Zensho’s sewing kit given to elementary school children. 3 The results of the home economics class were presented during the 2022 visit. 4 Some graduating children wore their own creations.



1 The home economics classroom, which was completed in 2017, is equipped with ovens and other facilities for learning to cook as well as sew. 2 Children are happy to receive their sewing kits. 3 4 5 Initially, a Zensho employee demonstrated how to sew. After practicing enthusiastically, the children were able to sew scraps together to make floor coverings, aprons, and bags.

Home economics education began when Zensho visited the school to conduct a trial lesson with the students. During the COVID-19 pandemic, they made cloth masks to help with local shortages. Originally, this initiative was meant to be carried out at one elementary school attended by children of coffee growers, whom Zensho heavily supports. However, after receiving a report, the local government requested that the initiative be implemented at other schools near the production area. As a result, seven elementary schools now participate in the initiative.

Learning Prompts the Joy of Discovering Fresh Interests

“I was delighted to learn that a girl who had learned to sew in home economics class had

become interested in fashion and design. She told me that the clothes she was wearing were her own creations. Witnessing her new interest and the dreams that led to her creations reminded me once again that our fair trade, based on direct partnership, was the right thing to do.”

It has been 30 years since the genocide, and Rwanda has undergone a remarkable transformation, unrecognizable from the devastation. However, significant challenges remain, including the presence of terrorist organizations in the area.

“What path will Rwanda take in the future among East African countries? In order to promote the future of One Rwanda, we want to consider how to conduct fair trade that we should strive for while listening to the voices of producers and people in the communities.”



Creating a Safe Environment for Mothers and Children

Creating a Nurturing Environment for Raising Children Through Fair Trade

In 2011, Zensho decided to explore the possibility of engaging in fair trade in Uganda while expanding its coffee procurement network. It all began when an aid worker in Uganda asked Zensho if it would buy coffee beans from a producer association. “The practice of branding coffee beans by their growing regions has become more common, leading to higher prices for beans from well-known regions. On the other hand, coffee beans from Uganda, which were previously unknown, could only be sold at low prices despite their high quality. Zensho

can offer a wide range of coffees in various stores and can have a significant impact on the market. Therefore, we decided to trade in Ugandan coffee beans in order to challenge the regional disparities created by the coffee industry.”

A fair trade representative immediately traveled to Uganda to investigate the situation, only to witness a harsh reality. “The healthcare system, particularly the maternity facilities, was in critical condition. There was a shortage of equipment and medicine, with only one delivery table available. Pregnant women ready to give birth had to wait their turn lying on the floor. To improve this burdensome situation for

mothers and children, we decided to build a facility that would provide a safer environment for childbirth.”

In the following year, a new maternity ward with a waiting room was built. The hospital also expanded its patient rooms and facilities. Many locals have been utilizing the new medical facilities. Moreover, during the COVID-19 pandemic, the much-anticipated cold chain facilities became operational, enabling the hospital to provide vaccines.

Creating an Environment That Supports the Coffee Industry for the Next Generation

Zensho is currently focused on improving the educational environment as part of its social development activities. Many local schoolchildren come from villages scattered throughout the mountains, which means they have to travel long distances to reach school. They often leave their homes at dawn and return after sunset.

“In addition, the coffee production area is located near the border, where armed terrorist

organizations are nearby. This poses a risk of kidnapping and other dangers for girls traveling to and from school on dark mountain trails. As a result, many girls and their families prefer the girls to stay overnight at the school. For this reason, the producer association and Zensho agreed to build a dormitory next to the school’s classroom building. The completed accommodation can host 80 students and provide a safe place for them to rest. Furthermore, teachers take turns staying at the dormitory, which enhances safety and makes school life more secure.”

Although challenges persist in the region, the representative states they will work with the producer association to overcome these issues one by one and firmly establish the coffee industry.

“In a country where 80 percent of the population is engaged in agriculture, a halt in the production of agricultural products would lead to a severe crisis. To prevent this, we aim to establish an environment where our business can continue and support the local population.”



1



2

1 The dormitory, which was completed in January 2022, has 40 bunk beds where 80 children can sleep.

2 At bedtime, heavy shutters are used to secure the windows and prevent intrusion from outside.



Women's Producers Group Supports Families and Local Life

Initiating Fair Trade to Support the Lives of Producers

Zensho initiated fair trade with a producer association in the remote mountains of Peru in 2012. Many producers in the area lacked access to electricity or gas in their homes. Furthermore, valuable coffee beans, which were a significant source of cash income, were being sold at a reduced price to middlemen. The severity of the situation prompted Zensho to engage in business with them.

At the time, a primary concern for the coffee growers was the lack of education for their children and a shortage of successors. This was because many young people who went to the city to study did not return to their

hometowns.

"We spoke with producers and used the social development costs to create a library in the association's office. We figured that having a library would provide access to a wide range of information without the need to leave the community. Specific agriculture classes are also offered there, with the goal of igniting the younger generation's enthusiasm in their family's farming business."

As these policies were implemented, female producers expressed a desire to use the social development costs to enhance women's status as well. In Peru, male chauvinism is still prevalent, and women's opportunities for social involvement are limited. Zensho heeded women's views and decided to initiate a program to prioritize



Children gathered at the association's facility, presenting what they had learned in school. In local schools, agriculture classes are now being offered to increase children's interest in agriculture for the future.

the purchase of coffee beans from women's groups within the association.

A Producer-initiated Project Enriches People's Lives

Furthermore, at the initiative of female producers, upgraded stoves were installed in houses to reduce health risks caused by smoke. In addition, a cavia (guinea pig) breeding initiative was implemented. Guinea pigs are a valuable local source of protein, used in home cooking by people of indigenous heritage. Breeding and selling them in gardens not only enriches the diet but also provide additional income.

"We're now also focusing on home farming. In recent years, climate change has frequently caused droughts. During these times, coffee beans cannot be harvested, and people's source of income is disrupted. In response, we decided to start growing vegetables,

mainly leafy greens, to ensure that people don't starve if such an event occurs. I've heard that this initiative helped them keep food on hand, even when the COVID-19 lockdown disrupted logistics."

Meanwhile, Zensho has established a farmer's market at the association's office to sell surplus produce from the gardens. Vegetables picked in the morning are in high demand, so the market is always crowded. "The coffee industry, once considered 'dirty and unprofitable' in the local community, is now transforming into a source of pride. When I observe the coffee growers, I sense a spirit of unity and a shared commitment to developing a sustainable coffee industry. Despite challenges like climate change, I'm eager to collaborate with the producers to support their efforts in sustaining the coffee industry for future generations."



1 A woman picking vegetables she grew in her garden. 2 The farmer's market built adjacent to the association's office in 2021. 3 Lettuces and coriander sold at the market.



Aspirational Dreams Build the Future of Hometowns

The Earthquake Relief Efforts Lead to the Fair Trade of Tea

On April 25, 2015, a 7.8-magnitude earthquake struck Kathmandu, the capital of Nepal. In the immediate aftermath, Zensho worked with a Japanese NGO to deliver emergency supplies to the affected area. “In our efforts, we realized we could support them by engaging in fair trade to aid in their reconstruction. Nepal is adjacent to

Darjeeling, India, a renowned tea-producing region, and has a similar climate. While searching for a location to cultivate tea leaves, we learned about a tea plantation called KTE^{*1}. KTE is managed by Deepak Prakash Baskota, a man self-educated in the art of organic tea cultivation. He developed a tea plantation with the goal of creating an environment where local farmers could work without undue worries. Nepal has long struggled with significant poverty and

unemployment issues. Consequently, many Nepalese workers have left the country, with some becoming mercenaries and fighting in conflicts elsewhere. This is particularly prevalent in mountainous regions. To tackle this issue, Mr. Baskota has focused on revitalizing local industries by producing tea. Zensho quickly initiated fair trade with KTE. The organic tea is available at beverage bars in locations such as Coco’s and has been well received.

Supplying School Bags and Stationery to Encourage Children’s Schooling

Nevertheless, there are still numerous challenges that need to be addressed. One such challenge is education. Nepal has a compulsory education system, and although schooling is free, some children are unable to continue their education or pursue higher studies due to their inability to afford school books and stationery. In 2015, the Zensho Scholarship Program, which is funded by the social development costs, was launched to

tackle this issue. Each year, approximately 100 children are awarded scholarships without any repayment obligation. “Some of the children who have received educational support have gone on to attend universities in cities and then returned to their hometowns as teachers and doctors. It’s very gratifying to see that Zensho’s efforts are helping each child to realize their dreams.” In recent years, Zensho has engaged in discussions with KTE about the future of the tea industry. During these talks, Zensho proposed the “Tea Terakoya” Project as a measure to breed cultivars capable of coping with climate change, implement sustainable tea cultivation, and address succession planning in the tea industry. Through this project, the company aims to provide specific learning opportunities for children in the future focused on tea production. “KTE readily accepted this proposal, and we are currently discussing concrete ways to implement the project. Zensho will continue to collaborate with KTE for the future of the children in the region.”




1




2

1 In May 2023, a representative from Zensho took part in a ceremony at a school attended by the children of tea producers. Each of the 65 children received a school rucksack and stationery. 2 Children walking home from school in the mountains.

We're Expanding Fair Trade Worldwide

 **Coffee Bean Trading Countries**

 **Tea Trading Countries**

 **Rooibos Tea Trading Countries**

*As of June 2024



1 Tanzania
Trading initiated in 2009



The Mother-and-Child Health Program provides guidance on family planning, health education for childbirth and child-rearing, and educational campaigns on receiving regular health checkups.

2 Rwanda
Trading initiated in 2011



Activities include constructing a water network, elementary school buildings, a home economics classroom, providing sewing kits for home economics classes, and establishing classroom libraries.

3 Democratic Republic of the Congo
Trading initiated in 2013



Distributed emergency aid supplies, such as food, during the COVID-19 pandemic. Set up medical facilities for patients and distributed medical supplies during a cholera outbreak.

4 Burundi
Trading initiated in 2013



Supplied goats to widowed female producers affected by the civil war. Provided solar generator kits and radios to households without electricity.

5 Malawi
Trading initiated in 2013



Supplied milking goats, chickens, and household supplies to support female producers, helping them live independently.

11 Timor-Leste
Trading initiated in 2007



Activities include replacing old coffee trees with new ones, installing a water network, and building a coffee warehouse.

12 Nepal
Trading initiated in 2015



Launched a scholarship program with no repayment obligation for the children of tea plantation workers, and provided school supplies to the recipients.

13 Mexico
Trading initiated in 2009



Installed water storage tanks and built an agricultural training center to support the next generation of coffee growers. Also, provided first aid kits to households lacking access to medical care.

14 Nicaragua
Trading initiated in 2015



Supported the distribution of coffee saplings in response to coffee leaf rust, which had significantly affected productivity. Provided reconstruction assistance for hurricane damage.

15 Costa Rica
Trading initiated in 2012



Repaired a health clinic that was damaged in the earthquake, and helped to rebuild secondary school buildings. Also, provided support for the distribution of coffee saplings in response to coffee leaf rust.

6 Uganda
Trading initiated in 2011



Activities include the construction of a maternity ward, a clinic waiting room, and plumbing installation. An elementary school dormitory for girls and a junior high school were also built.

7 Kenya
Trading initiated in 2009



Activities include refurbishing childcare facilities for workers with children, building a public library, and establishing an elementary school library.

8 South Africa
Trading initiated in 2022



Activities include providing education for children of factory and seasonal workers, and music lessons for pastoral care. A bus was purchased for transporting workers and their children.

9 India
Trading initiated in 2012



Constructed a computer room for the children of farm workers. Also, installed a small hydraulic generator for the workers' tenements.

10 Sri Lanka
Trading initiated in 2013



Activities include promoting organic farming for the well-being of small-scale tea producers and building a community center.

16 Peru
Trading initiated in 2010



Installed a library, upgraded the ovens to prevent smoke damage, and initiated a home farming project.

17 Ecuador
Trading initiated in 2011



Constructed elementary school buildings in a mountain village inhabited by farmers, and provided support for the distribution of coffee saplings in response to coffee leaf rust.

18 Cuba
Trading initiated in 2012



Our activities have set a leading example of a private company supporting the development of a socialist country through fair trade.

19 Bolivia
Trading initiated in 2019



Supplied essential life necessities, such as food, which were scarce during the COVID-19 lockdown.

20 Honduras
Trading initiated in 2022



An organic composting facility is under construction to promote sustainable organic farming and safeguard the well-being of farmers.

Every Cup That Consumers Enjoy Helps to Expand the Reach of Fair Trade

We work closely with the producers and grow together. Zensho Fair Trade pays careful attention to the manufacturing process and extraction, ensuring a safe and delicious cup of coffee or tea is delivered to its consumers. You, too, can join Zensho Fair Trade community by enjoying our fair trade beverages.



Coco's beverage bar

Main Brands Offering Zensho Fair Trade Products



Sukiya



Hama-Sushi



Coco's



Big Boy

Victoria Station

Victoria Station



Jolly-Pasta



Olive Hill



Hanaya Yohei



Jukusei Yakiniku Ichiban



Kyubeya



Zetteria



Moriva Coffee



Cafe Milano



Joy Foods

Fair Trade Coffee Brand THINK EARTH COFFEE

We have a fair trade coffee brand for selling both ground coffee and drip coffee bags, making it easy for consumers to enjoy our products.



Official website: thinkearthcoffee.com



Convenient Canned Beverages Are Also Available

Canned coffees and milk teas made with fair trade ingredients are available for purchase from vending machines at our network of stores and for delivery.



*As of June 2024 *Some establishments may not serve our products