



**This month, the
futures C market
spiked to its
highest level since
1977 and continues
to rise.**





US Coffee C Futures ▲ 409.20 +1.80 (+0.44%)

February 2025





As a natural product, the price of coffee is always going to fluctuate.





**The reasons are many:
from weather,
geopolitics,
climate change,
supply shortages,
shipping issues, and
heavy market
speculation.**





**From seed to cup,
the journey of a
coffee bean can
take 5+ years.**





**Growing,
harvesting,
processing,
shipping,
delivery,
storage,
roasting,
take time and
money.**





**Then add:
raw NZ costs,
packaging,
rent and power,
employees,
marketing,
courier costs,
equipment,
and training.**

The list goes on.





**Every step
and hand in
that bean's
journey
attracts a cost.**





**As costs rise,
each step must
reflect its true price
to ensure all parties
are fairly paid and
their livelihoods
protected.**





**So when
the costs go up,
the cup must
increase.**





**There's a
lot in
that cup.**



A watercolor illustration of two hands holding a coffee cup. The hands are rendered in shades of light brown and tan, with visible brushstrokes and soft shading. The cup is a simple, rounded shape, also in a light brown tone, and is filled with a dark brown coffee. The background is a solid black, which makes the hands and cup stand out.

**Respect
the cost
of the
cup.**



NZ
ROASTED