



February 3, 2025

Price Increase Notification

Jumping Bean Coffee will be executing a price increase on all products effective February 3, 2025. The contributing factors below are the reasoning to support this change.

- **Increase in Green Coffee & FTO rates** – there have been major increases in commodity pricing, as well as Fair Trade Minimum Pricing & Organic Differentials.
- **Jumping Bean is committed to Fairtrade, Organic coffee vs commodity market driven pricing** – as the coffee commodity market fluctuates, the producers are paid a fixed elevated pricing to guarantee the farming community a living and fair wage. (www.fairtrade.ca)

Pioneer of low Carbon Footprint roasting (Eco₂Roast™), 1lb of carbon per 1lb of coffee – Since 2010, Jumping Bean has availed of the development of a low carbon roasting technology resulting in reductions of 1lb of carbon per 1lb of coffee. Unlike larger multi-national roasters that utilize low efficiency burners, we re-engineered our equipment to capture our heat and reduce our footprint.

We appreciate your ongoing support, Jumping Bean Coffee is **100% Canadian** owned and all our products are **Made in Canada**.

Sincerely,

Jeff LeDrew
CEO/Founder

