



THE STORY

Multinational coffee companies now rule our shopping malls and supermarkets and dominate the industry worth over \$80 billion, making coffee the most valuable trading commodity in the world after oil.

But while we continue to pay for our lattes and cappuccinos, the price paid to coffee farmers remains so low that many have been forced to abandon their coffee fields.

Nowhere is this paradox more evident than in Ethiopia, the birthplace of coffee. Tadesse Meskela is one man on a mission to save his 74,000 struggling coffee farmers from bankruptcy. As his farmers strive to harvest some of the highest quality coffee beans on the international market, Tadesse travels the world in an attempt to find buyers willing to pay a fair price.

Against the backdrop of Tadesse's journey to London and Seattle, the enormous power of the multinational players that dominate the world's coffee trade becomes apparent. New York commodity traders, the international coffee exchanges, and the double dealings of trade ministers at the World Trade Organisation reveal the many challenges Tadesse faces in his quest for a long term solution for his farmers.





“Remarkable - A moving but scandalous story. Black Gold has extraordinary power”
DAILY TELEGRAPH
(David Gritten)

“It threatens to... shock consumers into thinking again about what they are buying...
Starbucks is now spearheading a public relations counter-attack” THE TIMES
(Ben Hoyle)

“After watching Nick and Marc Francis' film Black Gold, you might want to add an extra
shot of conscience to your cup.” LONDON EVENING STANDARD

“Black Gold tells an unresolved modern version of the age-old David and Goliath story”
[NEW YORK TIMES](#)
(Stephen Holden)

“Starbucks has gone on a charm offensive telling its customers 'you can feel good about
drinking Starbucks coffee' ” [THE GUARDIAN](#)
(Ashley Seager)