



June 5, 2025

Fabio Barreto  
Chief Executive Officer  
Farm Rio  
Rio de Janeiro, Brazil

## Farm Rio, Say No to Exploitation and Slavery!

Dear Mr. Barreto,

Farm Rio is recognized for its vibrant prints, its commitment to sustainability, and for representing the joy and diversity of Brazil. We treasure your approach to ethical production and your values of doing good in the world.

That is why we write to you today: we are deeply concerned to see Farm Rio publicly partnering with Starbucks, a company that has been involved in serious allegations of worker exploitation, child labor, and even slavery in its Brazilian coffee supply chains.

### Regarding Starbucks' Brazilian coffee:

Coffee Watch recently filed a [Petition](#) under section 307 of the Tariff Act asking U.S. Customs and Border Protection to block slavery-tainted Brazilian coffee in Starbucks' supply chains from entering the United States. The "307 petition" cites a Trafficking Victims Protection Reauthorization Act ("TVPRA") lawsuit filed by International Rights Advocates on behalf of

eight workers, who were trafficked and forced to work harvesting coffee on five farms in Minas Gerais, Brazil. The farms sold their coffee to the Cooxupé cooperative, Starbucks' main supplier in Brazil for over a decade. This was reported by the [New York Times](#), by [the Guardian](#), [Le Monde](#), [El Pais](#), and many other news outlets. The petition also summarizes and presents every known report of slavery and forced labor on coffee plantations in Brazil documented by NGOs, journalists, Brazilian authorities, and U.S. governmental reports since 2014 to underscore the severe, widespread, and longstanding pattern of using slave and forced labor in Brazilian coffee.

Even prior to these two new developments, many NGO reports and Brazilian government reports had revealed numerous cases of workers who faced conditions analogous to slavery on Brazilian coffee farms linked to Starbucks' supply chains.

### **Regarding abuses documented in Starbucks' coffee elsewhere around the world:**

Starbucks faces serious allegations about child labor and other severe human rights violations in its coffee supply chains in [China](#), [Mexico](#), [Guatemala](#), and numerous other countries. Moreover, Starbucks has contributed to deforestation and other environmental harms globally, including [in Brazil](#). This goes against Farm Rio's commitment to sustainability.

Furthermore, Starbucks has refused to sign a fair contract with its unionized workers in the United States where thousands of baristas face retaliation for demanding basic rights such as fair wages, breaks and workplace safety. The federal government is currently prosecuting Starbucks for [over a hundred complaints](#), alleging hundreds of labor violations. On the basis of these numerous complaints, Starbucks has been called "[one of the worst violators of labor law in modern U.S. history](#)."

By entering into partnership with Starbucks, Farm Rio is, directly or indirectly, legitimizing practices that go against respect for human rights and labor rights.

**We, as organizations committed to social justice and the promotion of dignified labor, publicly call on Farm Rio to either:**

- 1. Immediately end its partnership with Starbucks,**
- or**
- 2. Make the partnership contingent upon Starbucks taking the following actions:**
  - a. Respecting workers' rights by allowing all employees worldwide to freely unionize.
  - b. Eradicating slavery and child labor from every part of its supply chain.
  - c. Ensuring farmworkers receive a living wage and smallholder farmers are paid a living income price.
  - d. Publicly committing to business practices that uphold labor rights across its entire supply chain.

- e. Actively engaging in dialogue with social justice, labor, and environmental organizations to strengthen its role as a truly conscious brand.

Brazil is an inspiration to the world. Let it also be an example of ethics, solidarity, and dignity at work.

Sincerely,

**Coffee Watch**

**UGT União Geral dos Trabalhadores**

**Ricardo Patah UGT Brasil - União Geral dos Trabalhadores**

**Articulação dos Empregados(as) Rurais do Estado de Minas Gerais(ADERE/MG)**

**Promotoras Legais Populares Associação Cida da Terra**

**Centro de Informação sobre Empresas e Direitos Humanos (Business and Human Rights Resource Centre - BHRRC)**

**Centro de Referência em Direitos Humanos**

**Conectas Direitos Humanos**

**Clã das Lobas BH**

**Núcleo de Estudos Afro-Brasileiros e Indígenas-Uenf (NEABI/UENF)**

**CONTRACS - Confederação Nacional dos Trabalhadores no Comércio e Serviços da CUT**

**Empower**

**Instituto Linhas Divinas**

**China Labor Watch**

**CAMI- Centro de Apoio e Pastoral do Migrante**

**ProDESC**

**International Rights Advocates**