



FAIRTRADE AMERICA



FAIRTRADE 101

**WHAT PROBLEM IS
FAIRTRADE AIMING TO
SOLVE? HOW?**

**HOW DOES THE FAIRTRADE
SYSTEM WORK?**

WHAT'S THE PROBLEM?

ON THE FARM:

- CHILD LABOR**
- CLIMATE CHANGE**
- LACK OF ACCESS TO FINANCE**
- GENDER INEQUALITY**
- WORKER ABUSES**

IN THE SUPPLY CHAIN:

- SUPPLY CHAIN BOTTLENECKS**
- LACK OF DEMAND**
- LACK OF TRANSPARENCY & TRACEABILITY**
- PURE PROFIT MOTIVE**

THE WORLD TODAY

THE CHALLENGES THE WORLD FACES ARE INTRICATELY INTERCONNECTED:

- WE CANNOT ADDRESS POVERTY UNTIL WE ADDRESS INEQUALITY**
- RAMPANT DEVELOPMENT EXACERBATES CLIMATE CHANGE**
- ANY APPROACH TO ERADICATING CHILD LABOR AND FORCED LABOR MUST ADDRESS SUSTAINABLE LIVELIHOODS THROUGHOUT VALUE CHAINS**
- LACK OF EQUAL RIGHTS FOR WOMEN INHIBITS PROGRESS ACROSS THE BOARD**

THE WORLD WE WANT

FAIRTRADE SEEKS A WORLD WHERE:

- THE BENEFITS OF TRADE ARE DISTRIBUTED MORE EQUITABLY**
- HUMAN RIGHTS ARE RESPECTED AT EVERY STAGE OF THE VALUE CHAIN, FROM THE LARGEST MULTINATIONAL TO THE SMALLEST PRODUCER ORGANIZATION**
- BUSINESS CONTRIBUTES TO SOLUTIONS RATHER THAN EXACERBATING PROBLEMS**
- FAIRNESS AND JUSTICE COME FIRST**
- GOVERNMENTS AND POLICYMAKERS ACTIVELY FOSTER THE ENVIRONMENT REQUIRED FOR TRADE TO DRIVE LIVING INCOME AND LIVING WAGE**

FAIRTRADE'S VISION

A WORLD IN WHICH ALL PRODUCERS CAN ENJOY SECURE AND SUSTAINABLE LIVELIHOODS, FULFIL THEIR POTENTIAL AND DECIDE ON THEIR FUTURES

GOAL 1 MAKE TRADE FAIR

GOAL 2 FOSTER SUSTAINABLE LIVELIHOODS

GOAL 3 EMPOWER SMALL PRODUCERS AND WORKERS

NATIONAL AND GLOBAL ADVOCACY

GROWING GLOBAL DEMAND
by raising the issues of fairness and equity

HOW

A grass-roots movement

VIA

Advocacy and campaigning

FAIRTRADE CERTIFICATION AND STANDARDS

The core program of licensing, standards and certification

Grow consumer market for Fairtrade

Certification as foundation for good practices and buyer / farmer relationships

Capable farmer organizations

Improved farmer livelihoods

Capable and aligned producer networks

SUPPORTING PRODUCER PROGRAMS

DEEPENING IMPACT POVERTY

THROUGH

Producer services programs

AREAS

Climate resilience

Gender and youth

Organizational strengthening

Living income

FAIRTRADE CERTIFICATION MEANS:

1 Growing without harmful chemicals

Fairtrade encourages **sustainable production** and initiates a long-term approach to environmental protection. No GMOs are allowed in Fairtrade.

2 Labor Standards

Fairtrade makes sure that farms comply with the **highest labor standards**, including no child labor, freedom of association and non-discrimination policies.

5 Giving back to communities

Upon sales of their Fairtrade products, small-scale farmers and workers receive the **Fairtrade Premium**, which they can invest to develop their businesses and empower their communities.



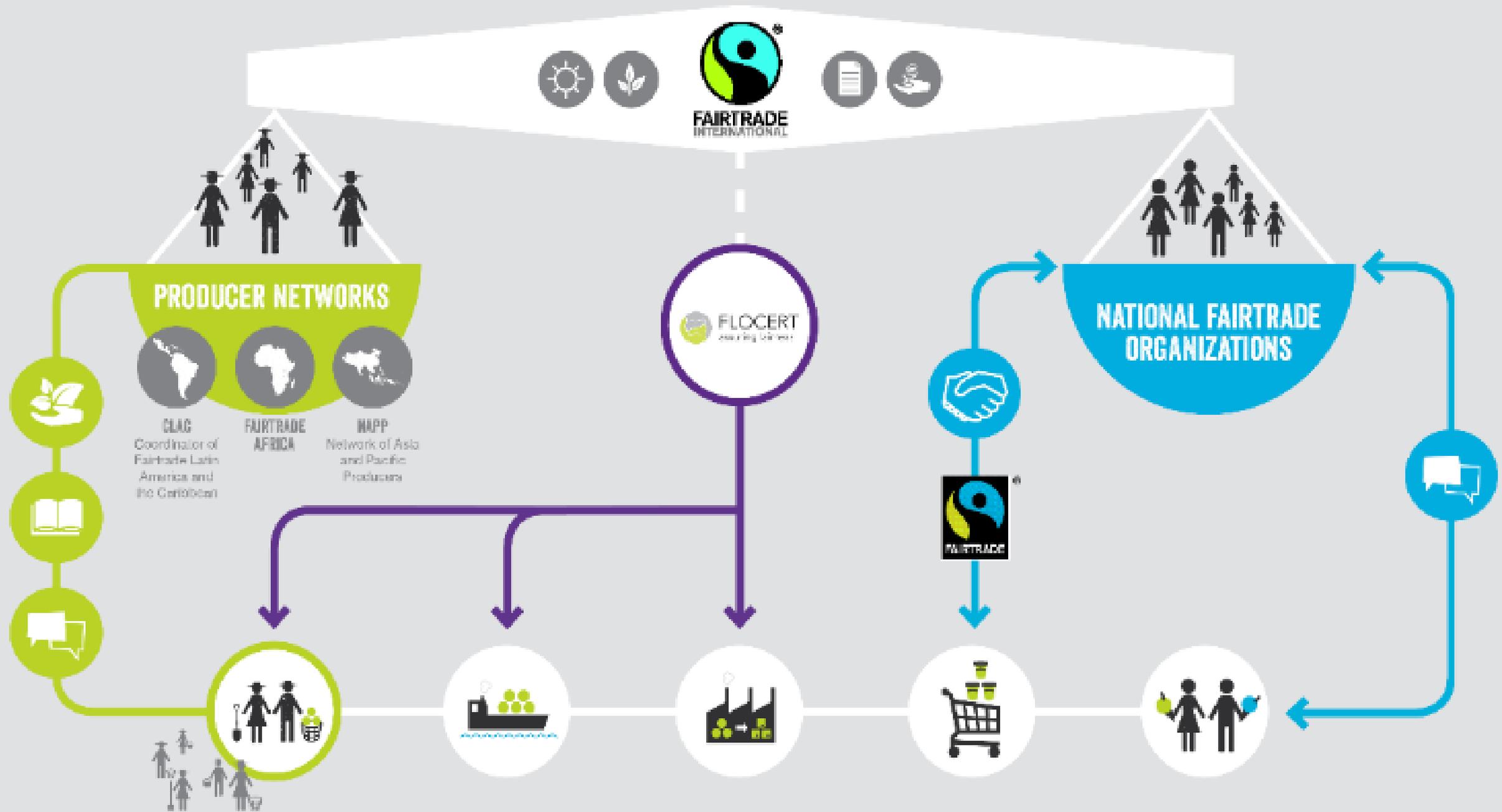
4 Fair pricing

Fairtrade guarantees producers a fair price that reflects the **costs of producing sustainably**.

3 Handled and traded fairly

Fairtrade audits farms and traders annually to ensure that the **whole supply chain** complies with the standards.

FAIRTRADE SYSTEM STRUCTURE



FAIRTRADE IN 2014-2015

FAIRTRADE PRODUCTS
ARE AVAILABLE

IN OVER
125
COUNTRIES

**MOST
TRUSTED
ETHICAL LABEL
WORLDWIDE &
IN THE US**

1,226

**PRODUCER
ORGANIZATIONS
WORLDWIDE**

**MORE THAN
32,000
FAIRTRADE

PRODUCTS
ON SALE
WORLDWIDE**



**PRODUCERS
RECEIVED
AN ESTIMATED
\$117 MILLION

IN FAIRTRADE
PREMIUM**