

# DOUBLE YOUR CERTIFICATION POWER WITH FAIRTRADE AND 1% FOR THE PLANET




## CERTIFY YOUR SUPPLY CHAIN TO FIGHT CLIMATE CHANGE!

Fairtrade's smallholder farmers and rural communities have contributed the least to climate change and are often affected the most. For Fairtrade producers, climate change is not a computer model or political controversy – it's every-day life. Climate change leads to food insecurity and income losses because of decreasing yields due to soil erosion, pests, diseases and changing weather patterns. Help Fairtrade support farmer organizations, like KNCU, for community-led climate solutions. [Check out KNCU's story here.](#)







### ALL FAIRTRADE FARMERS COMMIT TO:

-  Long-term soil & watershed management
-  GMO Free
-  Sustainable protection
-  Minimum use of agrochemicals
-  Biodiversity protection

**81%**  **OF CONSUMERS**  
**WOULD VIEW A BRAND**  
**THEY ALREADY BUY**  
**MORE FAVORABLY IF IT CARRIED**  
**A FAIRTRADE LABEL**

### WAYS TO MEET YOUR 1% COMMITMENT THROUGH FAIRTRADE:

You earn 1% for the Planet Certification by contributing 1% of your annual sales to environmental causes. Here's how your Fairtrade certification can help you meet your 1% for the Planet:

1.  + 2.  + 3.  = 

Advertise your Fairtrade products. Tell your customers how your products support environmental sustainability and the inclusive economy. **25%**

Donate product to Fairtrade for events and grassroots supporter activations. **25%**

Contribute to Fairtrade through licensing, certification fees, and farmer premiums. **50%**

**FOR THE PLANET**  
— NONPROFIT PARTNER —

**FAIRTRADE IS GREEN**

Ready to certify your products with Fairtrade?  
[Click here for a free supply chain consultation](#)  
You may be closer to Fairtrade than you think!