

EVERY CHOCOLATE BITE COUNTS

TOGETHER, LET'S MAKE
TRADE HUMAN & GREEN



FAIRTRADE

**FAIRTRADE STANDS FOR AN
ECONOMY THAT IS HARMONIOUS
AND RESPECTFUL OF PEOPLE
AND THE EARTH, THE VERY SAME
ONE THAT FEEDS US ALL.**

All products using the Fairtrade label commit to strict environmental, social and economic standards.

A FEW EXAMPLES:

- the protection of natural resources and biodiversity
- reviewed agriculture practices to mitigate the effects of climate change
- a zero tolerance for child and forced labor
- a fair price and a premium dedicated to benefit farming communities
- equal opportunities for women and men

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**WOMEN
EMPOWERMENT
IS AT THE HEART OF
FAIRTRADE COCOA**

Photo: **Awa Traoré**,
General Director of
the cocoa and coffee
cooperative CAYAT,
speaking on the radio
funded with the Fairtrade
premium to communicate
with farmers in
remote areas.

© Peter Caton



WHAT MAKES FAIRTRADE UNIQUE?



THE HIGHEST STANDARDS



STRONG & NON-NEGOTIABLE PREMIUM

Investments are democratically approved by farmers' organizations & directly benefit farmers and their community



The only system with a **GUARANTEED MINIMUM PRICE** paid to farmers, a safety net when market prices drop



The only ethical standard working on **THE ENTIRE SUPPLY CHAIN**

FARMERS ARE EMPOWERED ENTREPRENEURS & DECISION MAKERS



The only global ethical label
50% OWNED AND RUN BY FARMERS AND WORKERS



Farmers unite to create **DEMOCRATIC & AUTONOMOUS COOPERATIVES**. Together they gain **COMPETITIVE MARKET ADVANTAGES** and benefit from economies of scale

A GRASSROOT MOVEMENT



ALMOST 2 MILLION SMALL-SCALE FARMERS & WORKERS



**LOCAL OFFICES
INTERNATIONAL NETWORK**



A GLOBAL NETWORK OF FAIRTRADE TOWNS, CITIES, UNIVERSITIES, WORKPLACES & CONSUMERS

A TRUSTED LABEL



76% OF US SHOPPERS WOULD VIEW A BRAND THEY ALREADY BUY MORE FAVORABLY IF IT CARRIED THE FAIRTRADE LABEL



FAIRTRADE SHOPPERS ARE MOST CONCERNED WITH ISSUES CONNECTED TO CHILDREN'S RIGHTS

BRANDS THAT WORK WITH US



FAIRTRADE RAISES THE BAR



IN 2019, FAIRTRADE RAISED ITS STANDARDS FOR COCOA :

- Higher Fairtrade Guaranteed Minimum Price for farmers : from 2000 \$/MT to 2400 \$/MT
- Higher Fairtrade Premium for farming cooperatives: from 200 \$/MT to 240 \$/MT

A SMALL CHANGE FOR
THE SUPPLY CHAIN,
A **BIG IMPACT** FOR FARMERS.

THE IMPACT IN Q4 2019 FOR FAIRTRADE FARMERS IN IVORY COAST

65.000 MT OF COCOA BEANS SOLD UNDER FAIRTRADE TERMS

- Increased Fairtrade farmers' earnings by \$15.1 million, which is 17% higher than those of non-Fairtrade farmers, thanks to the Guaranteed Minimum Price*.
- Empowering farmers to improve their livelihoods. A better price enables them to send their children to school and finance birth certificates, among many other positive changes.
- A \$15.3 million Fairtrade Premium, invested by 140 cooperatives in projects voted democratically.

* The difference between the price set by the Ivory Coast government and the Fairtrade Guaranteed Minimum Price was 236 \$/MT in 2019. This amount is paid directly to the farmers.

2 PROGRAMS TO CHOOSE FROM

1



ALL THAT CAN BE
(ATCB)



END PRODUCT
CERTIFICATION

- All available Fairtrade certified commodities must be Fairtrade
- Minimum 20% of the commodities in the end product must be Fairtrade
- Use of Fairtrade Mark



2



FAIRTRADE SOURCED
INGREDIENTS
(FSI)



COMMODITY CERTIFICATION

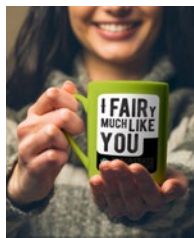
- Long term commitment to volume purchasing of Fairtrade cocoa
- For end product labelling: 100% of the cocoa purchase must be Fairtrade



WIN-WIN COLLABORATION

WE FOSTER TRADE THAT WORKS FOR EVERYONE, INCLUDING YOU!

Work with us and our team of professionals will support you in driving sales and sharing your commitment. After all, we are the strongest customer certification scheme out there thanks to our multichannel communication.



WEBSITE



NEWSLETTERS



SOCIAL MEDIA



CAMPAIGNS



PROGRAMS

GET IN TOUCH!

CHANGING TRADE,
CHANGING LIVES

WWW.FAIRTRADEAMERICA.ORG



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