EVERY CHOCOLATE BITE COUNTS
TOGETHER, LET’S MAKE TRADE HUMAN & GREEN
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

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.
## WHAT MAKES FAIRTRADE UNIQUE?

### THE HIGHEST STANDARDS

- **Strong & Non-negotiable Premium**: Investments are democratically approved by farmers’ organizations & directly benefit farmers and their community.
- **Guaranteed Minimum Price**: The only system with a compensated minimum price paid to farmers, a safety net when market prices drop.
- **Ethical Standard**: 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**.

Source: Globescan, 2019
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

BRANDS THAT WORK WITH US

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)**
   - 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)**
   - 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.

GET IN TOUCH!

CHANGING TRADE, CHANGING LIVES
WWW.FAIRTRADEAMERICA.ORG