EVERY SIP 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

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MAINTAINING HIGH TASTE & QUALITY STANDARDS IS AT THE HEART OF FAIRTRADE COFFEE

Photo: Cupping session at Norandino in Peru, where the cooperative used part of the Fairtrade Premium to purchase organic farming materials.

© Eduardo Martino
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

**28% of Americans recognize the label**

**76% of these trust the label**

**58% of Americans associate Fairtrade with coffee in particular**

Source: Globescan, 2019
The Right Price

Coffee is one of the most valuable commodities on earth but the market price constantly fluctuates. Often, the price does not even cover the production costs. It makes long-term investments impossible for farmers and drives many of them out of a job.

Fairtrade is the only certifier to implement a Guaranteed Minimum Price, a safety net that farmers can count on.

MAY 20TH, 2019:
$0.899/POUND
market price at its lowest in 13 years
Access to living income is a Human Right. Article 23 of The Universal Declaration of Human Rights: “Everyone who works has the right to just and favorable remuneration ensuring for himself and his family an existence worthy of human dignity.”

Fairtrade takes a holistic approach to close the income gap for small scale farmers and developed a Living Income Strategy. The objective is to raise the bar and improve the livelihoods of coffee farmers.

RESPECT FOR NATURE

Coffee is grown by 20 million small-scale farmers who inherit their expertise from their parents. However, today, they need to adapt their technique due to climate change. The harvest season has become unreliable:
- extreme drought, showers of rain
- subtle changes that blend seasons together
- new plant diseases

The Climate Academy, a program by Fairtrade Producer Networks, enables farmers to be resilient to change and to adopt new sustainable practices.
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