

**EVERY SIP 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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**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.



# 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**

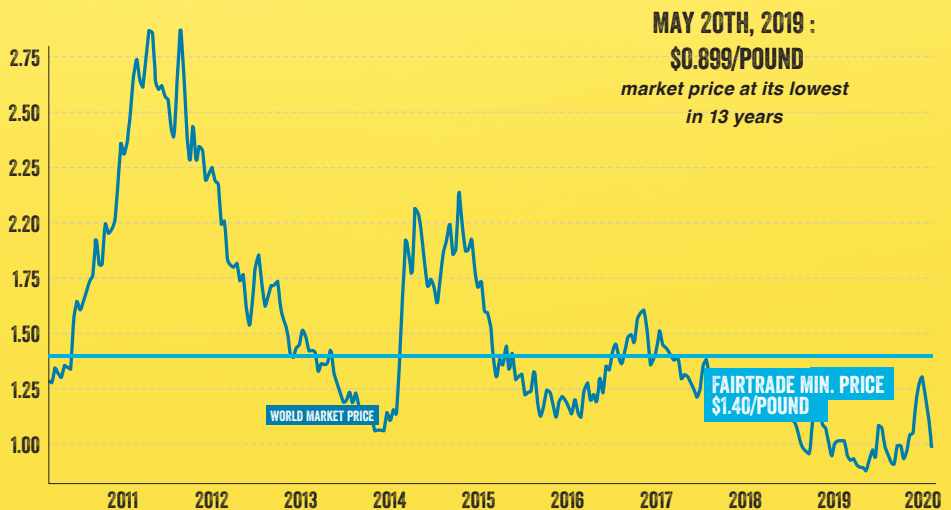
Source: Globescan, 2019

# WHAT'S IN YOUR COFFEE?

## 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.**





## RAISING THE BAR

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.



**SUSTAINABLE  
PRICING**



**FAIRTRADE  
SALES**



**SUSTAINABLE  
YIELDS**



**COST  
EFFICIENCY**

## 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.

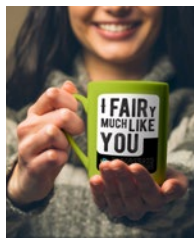




# WIN-WIN COLLABORATION

## 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.



WEBSITE



NEWSLETTERS



SOCIAL MEDIA



CAMPAIGNS



PROGRAMS

GET IN TOUCH!

CHANGING TRADE,  
CHANGING LIVES

[WWW.FAIRTRADEAMERICA.ORG](http://WWW.FAIRTRADEAMERICA.ORG)



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