



FAIRTRADE
AMERICA

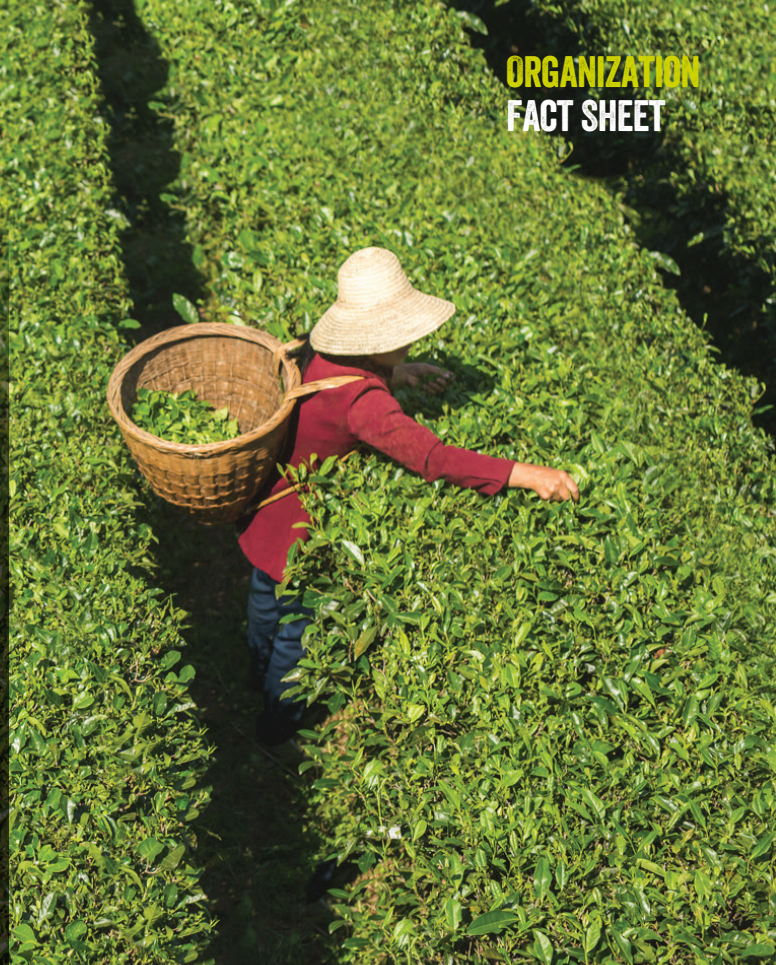
ORGANIZATION
FACT SHEET

WHO WE ARE

FAIRTRADE AMERICA IS AN ORGANIZATION THAT BETTERS THE LIVES OF FARMERS AND WORKERS IN DEVELOPING COUNTRIES BY INSPIRING BUSINESSES TO IMPLEMENT ETHICAL PRODUCTION PRACTICES AND ASSISTING SHOPPERS IN MAKING INFORMED PURCHASING DECISIONS.

Fairtrade America is the US chapter of Fairtrade International, the OG - original + global - leader in fair trade certification with more than 30 years of experience working for fair trading practices in more than 30 countries across the globe.

A non-profit 501(c)3 organization, we are the world's largest and most recognized fair trade system—part of a global movement for change.



WHAT WE STAND FOR

When the Fairtrade America logo appears on a product, it means farmers got a fair deal in growing their goods.

OUR MISSION IS TO SECURE DECENT WORKING CONDITIONS, FAIR PRICES, AND BETTER TERMS OF TRADE TO EMPOWER PRODUCERS AND ULTIMATELY IMPROVE THEIR SOCIAL, ENVIRONMENTAL AND ECONOMIC SUSTAINABILITY.

WHAT WE DO

Fairtrade America offers the most rigorous standards for fair trade certification to ensure a tangible, positive impact on the livelihood of small-scale farmers and their communities in developing countries. Fairtrade Certification means farmers and workers have been paid at least the Fairtrade Minimum Price – the lowest possible price a buyer can pay a producer for a Fairtrade product to allow the producer to remain sustainable (and often more) - and received Premium funds for investment in their communities or businesses. Businesses that certify their products as Fairtrade mitigate risks in their supply chain and add credibility to their social and/or environmental mission. We are also a true partner and always available as a resource to our partner brands.

WHO WE SERVE

Fairtrade positively impacts more than 1.6 million farmers and workers in over 75 countries through fair control over their livelihood; the opportunity to join forces with other producers; resources to improve yields access to a living wage; gender equality for all producers; as well as quality of life benefits, such as investment in their communities. We engage in partnerships, not charity, with producers. In fact, producers represent 50 percent of our board and help maintain and enforce our rigorous standards.

Fairtrade America also serves US consumers who value transparency and ethically-produced products. Beyond taste, quality and price, consumer make purchasing decisions based on ethical concerns, including secured living wages for small-scale farmers; limited environmental impact; gender equality and the absence of child labor—integral parts of Fairtrade America certification.



BEAUTY PRODUCTS AND
COSMETICS

COFFEE

COCOA

COTTON

FLOWERS AND ORNAMENTAL
PLANTS

FRESH FRUIT & FRESH
VEGETABLES LIKE BANANAS
AND AVOCADOS, AS WELL AS
DRIED FRUITS AND JUICES

NUTS/OIL SEEDS/OIL



PRECIOUS METALS (SILVER,
PLATINUM, AND GOLD)

QUINOA

RICE

SPICES

SPORTS BALLS

SUGAR & SWEETENERS LIKE
HONEY AND AGAVE SYRUP

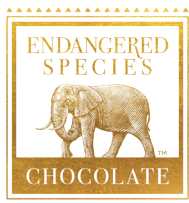
TEA

WINE



FAIRTRADE CERTIFIED BRANDS

Fairtrade America works with 60 US brands, including:



ELAINE DION | SCHRODERHAUS | 415-615-2658 (MOBILE)
FAIRTRADEAMERICA@SCHRODERHAUS.COM

FAIRTRADEMARKUS
 FAIRTRADEMARKUS
 FAIRTRADEMARKUS