

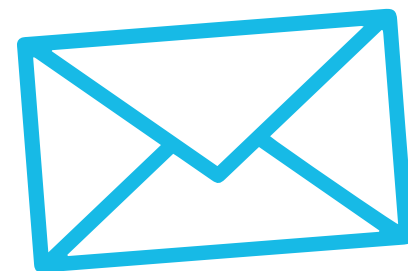


## SAMPLE EMAIL ANNOUNCEMENT

[BRAND] believes in making trade fair while sourcing the highest quality ingredients. That is why we joined the global movement led by Fairtrade International to secure a better deal for 1.6 million farmers and workers globally. The Fairtrade Mark helps consumers identify products that align with their values, and is the most widely recognized ethical label globally. In the U.S., Fairtrade America partners with 100+ brands in certifying supply chains according to rigorous social, environmental, and economic standards. Globally, [BRAND] joins 2,400 companies and a collection of more than 30,000 Fairtrade certified products sold in 130 countries.

There are many reasons we chose to certify with Fairtrade:

- ✓ Using the Fairtrade Mark aligns our values with our customers', ensuring that we are promoting ethical trade that respects people and planet.
- ✓ Fairtrade certification has the most rigorous environmental, economic, and social standards, so we know we're measuring up to the best of the best.
- ✓ Fairtrade is farmer-led, meaning that the farmers themselves are decision-makers in critical topics like changes that affect their lives like standards, Minimum Price, and Fairtrade Premium.
- ✓ Fairtrade works with small shareholder farmer cooperatives, those who often have the highest barriers to entry to a fair trading practices.



We know that [PRODUCT] is frankly better now that Fairtrade is behind it. Look for the Fairtrade Mark on our new packaging!