



FAIRTRADE
AMERICA

THE FAIRTRADE FOUR

We get it. It's hard to know how to shop for the best goods with so many certifications and standards out there. To help you make the best choices for your household and for the betterment of the world, Fairtrade America created this handy "Fairtrade Four" guide. Opt for Fairtrade America certified goods in these categories to make a positive impact on the livelihoods of small-scale farmers and their communities.



THIS SH*T IS BANANAS!

Bananas are the most popular fruit in the U.S. Bananas are grown by millions of small-scale farmers and plantation workers in tropical regions facing issues that threaten their livelihoods, including low wages, the severe impact of climate change and occupational hazards. Bananas carrying the Fairtrade America Mark have been produced by organizations or plantations that meet Fairtrade social, economic and environmental standards.

COCOA LOCO

Most chocoholics are blissfully unaware of the issues plaguing the cocoa industry. Child labor remains a serious concern in cocoa farming due to desperation stemming from low prices paid to producers in developing countries. Fairtrade America enforces the strictest economic, social and environmental criteria available of any fair trade certifier, including the most rigorous scrutiny on child labor. Your Fairtrade chocolate is extra sweet because when companies use Fairtrade ingredients, small-scale farmers are better able to achieve dignified livelihoods that don't force them to resort to exploitative child labor.



A CONSCIOUS CUP OF COFFEE



The coffee industry is in crisis. Nearly 61 percent of producers are selling their coffee at prices under the cost of production. This inequality jeopardizes the livelihoods of millions of small-scale growers around the world. Coffee traders, roasters and retailers must face the fact that not paying a fair price to farmers risks the future economic sustainability of the global coffee business. Fairtrade coffee growers receive some protection from the crisis because they are paid the Fairtrade minimum price. Do your part by choosing Fairtrade certified products.

LOOK GOOD, FEEL GOOD

Say 'no' to fast fashion. That \$3 t-shirt costs more than meets the eye, including slavery and environmental pollution to produce clothing at such a low cost. The next time you need retail therapy, choose staple pieces made with Fairtrade certified cotton to ensure farmers are paid a fair price that enables them to invest in their communities and protect their local environment.



FAIRTRADE AMERICA WORKS WITH 60 U.S. BRANDS, INCLUDING WHOLE FOODS, TRADER JOE'S, STARBUCKS AND BEN & JERRY'S. GLOBALLY, THE FAIRTRADE INTERNATIONAL LABEL APPEARS ON 30,000 PRODUCTS. FOR MORE INFORMATION, VISIT US AT WWW.FAIRTRADEAMERICA.ORG.

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