

FIVE AREAS OF IMPACT

Fairtrade America is an integral part of the global humanitarian movement to better the lives of farmers and workers in the Global South. The Fairtrade America Mark means farmers were fairly compensated for their goods, and that they produced them in compliance with environmental, economic and social standards. Following are five examples of the way Fairtrade America delivers impact in these areas; learn more about how Fairtrade America makes a difference at fairtradeamerica.org/Impact.



Driven by poverty, child labor is a sad reality in agriculture all over the world. Child labor is still a pervasive, universal problem, therefore finding a solution demands a collaborative effort from all stakeholders, including farmers, workers and the children themselves. When companies use Fairtrade America certified ingredients -- especially in cotton and cocoa -- small-scale farmers are better able to achieve dignified livelihoods that don't force them to resort to exploitative child labor.

Small-share farmers and rural communities have contributed the least to climate change but are often affected the most. Crop yields are decreasing due to soil erosion, pests, diseases and changing weather patterns, all lead to food insecurity and income losses.

Fairtrade works with certified farmers to implement environmental standards that protect the local ecosystem, such as minimized and safe use of agrochemicals, watershed protection through waste and water management, and steering clear of GMO seeds. Fairtrade also incentivizes farmers to become certified organic by offering a higher Fairtrade Premium to those with both certifications.



An estimated 60-80% of the world's food is produced by women, yet gender inequality remains prevalent in farming communities around the world. Fairtrade America tackles unequal power relationships by strengthening women and girls' human, social, financial and physical capital, and rebalancing power structures between persons of different genders.

Many farmers and workers around the world live on less than \$2 per day. Fairtrade breaks down the systems that trap farmers in cycles of poverty by changing the financial game. The Fairtrade Minimum Price applies to most Fairtrade products and acts as a safety net for farmers and workers when prices fall below a sustainable level. Evaluated every five years, the Minimum Price covers the costs of sustainable production and is established in partnership with producers, traders and other stakeholders. Fairtrade producers earn an additional Fairtrade Premium, paid to the producer organization to reinvesting the organization or use for community initiatives, such as education, healthcare, the transition to organic production, etc.



Farm and factory workers are among the most vulnerable in supply chains. Most workers lack formal contracts, freedom of association, and basic health and safety precautions, coupled with low wages. Many are even more vulnerable to abuses such as human trafficking or debt bondage. Fairtrade ensures fair employment conditions for 'hired workers', including livable wages, leave, social security and formal contracts. Fairtrade also fights for freedom of association – meaning union rights and collective bargaining – the most critical component for lasting equality.