



# Five Areas of Impact

Fairtrade stands for a fairer world for the almost 2 million Fairtrade-certified farmers and workers who grow our food. The Fairtrade America label means farmers were fairly compensated for their goods, and that they produced them in compliance with environmental, economic and social standards. Learn more about Fairtrade's impact [fairtradeamerica.org](https://fairtradeamerica.org).



About 160 million children are in harmful child labor and, of these, 70 percent work in agriculture. The Fairtrade system works to confront the root causes of child labor through setting strict standards, conducting unannounced audits, developing tools with communities, and engaging with governments at national and district levels. The Youth-Inclusive Community-Based Monitoring and Remediation model Fairtrade developed helps youth and adults identify and respond to child protection issues within farming communities.

Poverty is the main underlying cause of child labor, and Fairtrade works to combat it head-on by enabling farmers to earn more from their crops.



Small-scale farmers face decreasing harvests due to extreme weather and challenging conditions brought about by climate change. This results in income loss, making it very difficult for farmers to adapt their farming practices or invest in new technologies.

With a quarter of its rigorous standards focused on the environment, Fairtrade collaborates with farmers to minimize environmental impact by restricting use of harmful chemicals, banning GMO seeds, preserving protected forests, and encouraging organic farming when possible - among other interventions.

The Fairtrade Climate Academy increased the resilience of over 8,000 Kenyan coffee farmers through extensive training, providing resources for adaptation and mitigation, and enabling farmers to use alternate forms of energy, which further avoids deforestation.

Learn more about how Fairtrade America makes a difference at [fairtradeamerica.org](https://fairtradeamerica.org).





## Promote Gender Equality

There is a significant "gender gap" in agriculture where women farmers have less access to resources like land, information, credit, training, and supplies. To help women succeed, Fairtrade implements educational programs to raise women's participation in their farming cooperatives and communities.

Fairtrade established the first Women's School of Leadership in Côte d'Ivoire to strengthen women's voices and leadership contributions. This innovative program brings women cocoa farmers together for a year of training and mentorship on topics of human rights and gender equality, financial management, negotiation, and income diversification strategies. Based on the program's success, Fairtrade is opening similar schools in Central Asia, Indonesia and India to improve women's opportunities and help redress the gender imbalance in agricultural communities.

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. The Fairtrade Minimum Price acts as a safety net for farmers 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, businesses, and other stakeholders. Fairtrade's unique model also includes a Premium fund that farming cooperatives receive on top of the price. Co-op members vote to determine how the money is spent, typically on community programs such as access to education or healthcare. In 2019, Fairtrade Premium funds contributed more than \$228M to farming communities.

In response to COVID-19, Fairtrade raised nearly \$17 million to provide producers with masks and basic protective and medical equipment, temporarily cover wages for suspended workers, set up local food security initiatives, raise awareness of safety precautions, build emergency medical facilities, and pay for business continuity costs.



## Fight Poverty



## Support Workers

In many producer countries, the national legal minimum wage paid to workers is still below a living wage. Many workers are vulnerable to abuses such as human trafficking or debt bondage.

Fairtrade works to secure living wages so that workers can feed their families, enjoy safe housing, send their children to school, afford adequate healthcare and put some money aside for emergencies. Fairtrade also fights for freedom of association – such as union rights and collective bargaining – a critical component for lasting equality.

In 2020, Fairtrade implemented a comprehensive approach to supporting banana farmers to achieve living wages and improve working conditions, including health and safety, gender equity, acceptable working hours and the right to bargain.

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