

Fairtrade awareness is on the rise - almost 50% more US shoppers are aware of Fairtrade in 2021 compared to two years earlier.\* To foster this growing interest, Fairtrade America helps shoppers easily identify and purchase thousands of certified products with its new Product Finder. Fairtrade-certified items are also included in the Amazon Climate Pledge Friendly program, which helps Amazon shoppers easily discover and shop for sustainable products. Fairtrade America recommends prioritizing certified goods in these four product categories to make a positive impact on the lives of farmers and their communities.

# The Fairtrade Four



## GOING BANANAS!

The most popular fruit in the US, bananas are grown by millions of farmers and workers in tropical regions, such as Ecuador and Peru. They face issues that threaten their livelihoods, including low wages, the severe impact of climate change and occupational hazards. Fairtrade Standards protect their fundamental rights, including health and safety, gender equity, the right to bargain and moving towards a living wage.

Coupled with the fact that US shoppers will pay 43% more per pound for Fairtrade bananas, there are a “bunch” of reasons to choose this sustainable fruit!\*

## COCOA LOCO



Child labor remains a serious problem in cocoa farming. It is rooted in poverty due to low prices paid to farmers and centuries of exploitation. Fairtrade works to combat both child labor and poverty head-on by enabling farmers to earn more from their crops as well as developing youth-focused programs that better protect children in farming communities.

Chocolate is more ethical when companies source Fairtrade ingredients because small-scale farmers get a fair deal on their cocoa and can invest in their families and communities. In addition, US shoppers are willing to pay up to 30% per bar more for Fairtrade chocolate - sweet!\*



## A CONSCIOUS CUP O' JOE

Coffee is the most recognized Fairtrade product, and US shoppers are willing to pay up to 35% per pound more for Fairtrade coffee.\* This is promising because coffee farmers need extra training and resources to adapt to and mitigate the negative impact of climate change on their crops.

The price of coffee has hovered around \$1/pound in recent years, which is less than it costs to grow. Fairtrade is committed to helping farmers earn a living income and remain resilient to changing weather patterns. Wake up to an ethical cup of coffee - choose Fairtrade-certified beans.

## LOOK GOOD, FEEL GOOD



Say 'no' to fast fashion. To produce a \$3 t-shirt, companies ignore their workers' human rights and pollute the environment. Low prices hurt - for example, India has experienced a recent wave of cotton farmer suicides due to the inability to earn enough from their crops. In addition, use of GMO seeds and pesticides are on the rise.

Fairtrade bans the use of GMO seeds and also prevents farmers from using certain harmful chemicals. Choose clothing 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.

\*2021 Fairtrade Consumer Insights report conducted by GlobeScan, an online survey of over 2,000 U.S. consumers and over 15,000 consumers globally.

For more information, visit us at

**fairtradeamerica.org.**

fairtrademarkus FairtradeMarkUS Fairtrade America

**Emma Feeney | SchroderHaus**  
224.545.7699 (mobile)  
fairtradeamerica@schroderhaus.com

