



Who We Are

Fairtrade America is an independent third party certification that partners with farmers and workers in low- and middle-income countries to negotiate better prices, decent working conditions, and a fairer deal overall.

Fairtrade America is the US chapter of Fairtrade International, the original and global leader in Fairtrade certification with more than three decades of experience working for fair trading practices with offices in over 30 countries.

A non-profit 501(c)3 organization, we are the world's largest and most recognized fair trade system—part of a global movement for change.

Organization Fact Sheet



What We Stand For

When the Fairtrade certification mark appears on a product, it means farmers were fairly compensated for their goods, and that they produced them in compliance with environmental, economic and social standards.

Fairtrade America inspires and enables businesses to implement ethical production practices and assists shoppers in making informed purchasing decisions.

What We Do

Fairtrade America offers the most rigorous standards for Fairtrade certification to ensure a tangible, positive impact on the livelihoods of small-scale farmers and their communities. Fairtrade certification means farmers and workers are paid at least the Fairtrade Minimum Price – a safety net for farmers when prices fall so they can cover the costs of sustainable production.

Fairtrade's unique model also includes a Premium fund that farming cooperatives earn on top of the price. Co-op members vote to determine how the money is spent, often on community programs such as access to education or healthcare.

Businesses that certify their products as Fairtrade mitigate risks in their supply chain and add credibility to their social and environmental missions.

Who We Serve

Fairtrade stands for a fairer world for the almost 2 million farmers and workers who grow our food through improved income stability; the opportunity to join forces with other producers; resources to improve yields; gender equality for all producers; as well as quality of life benefits, such as investment in their communities. We engage in partnerships, not charity, with producers. In fact, producers represent 50% of our General Assembly and help determine our rigorous standards.

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 our new Product Finder. Fairtrade certified items are also included in the Amazon Climate Pledge Friendly program, which helps Amazon shoppers easily discover and purchase sustainable products.

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

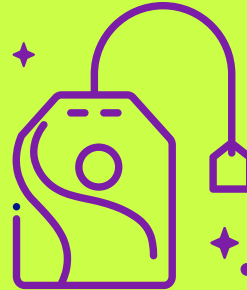


We're Best Known For:

Coffee
Cocoa & Chocolate
Bananas & Avocados
Cotton

We Also Certify

Fruit & Vegetables - Fresh, Dried, and Juiced
Beauty Products
Nuts, Seeds, & Oils
Gold, Silver, & Platinum
Sugar & Sweeteners
Herbs & Spices
Flowers
Wine
Tea



Fairtrade Certified Brands

Fairtrade America works with hundreds of US and international brands, including:

