



We Are Fairtrade

Fairtrade Month 2023 – Social Media Assets



Tags and Handles

- ▶ [@FairtradeMarkUS](https://www.fairtradeusa.org/)
- ▶ [#WeAreFairtrade](https://www.fairtradeusa.org/)
- ▶ [#Fairtrade](https://www.fairtradeusa.org/)



Instagram & LinkedIn Graphics

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Square Posts



Stories - Single



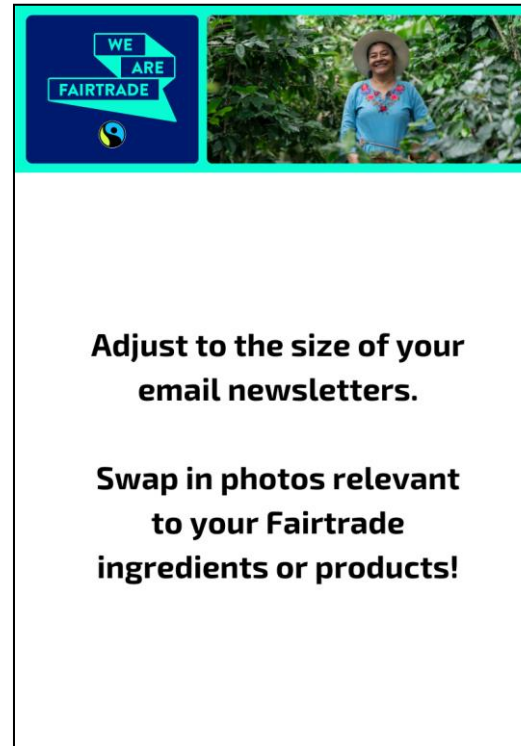
Stories - Carousel

Facebook & Email Graphics

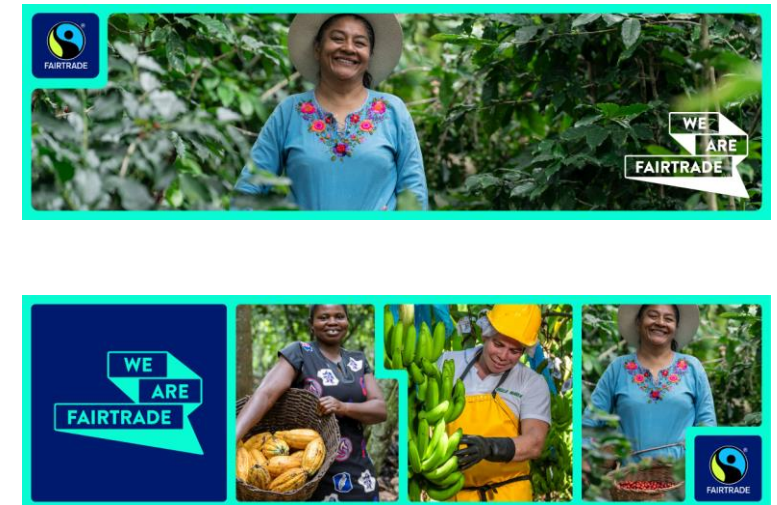
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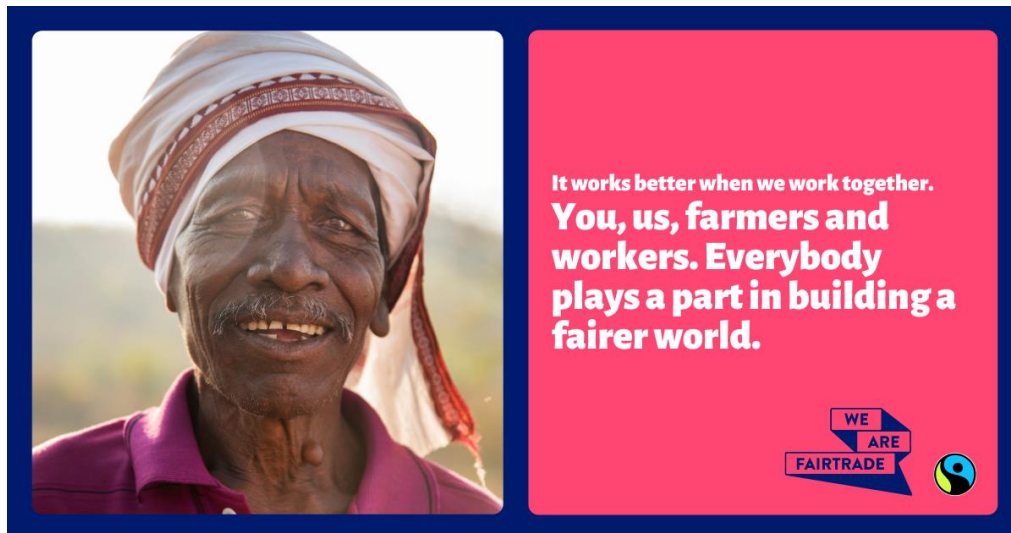
Ready-to-use Instagram & LinkedIn

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Highlight your brand's Fairtrade participation

Example and suggested captions – [get the word doc here!](#)



It's Fairtrade Month! Being a @FairtradeMarkUS partner means supporting over 2 million farmers and workers around the world. It also means inviting local communities, shoppers, decision makers and all members of the supply chain who care about social justice to join the movement.

You, us, farmers and workers - everybody plays a part in building a fairer world. Together, we are Fairtrade. #WeAreFairtrade

When we choose @FairtradeMarkUS certification, we become more than just a brand, or a farmer, retailer or shopper.

We become the embodiment of a vision for a better world – a world where farmers and workers have an equal seat at the table. #WeAreFairtrade

When farmers and workers get paid fairly, they have the opportunity to invest in their families, their communities and their businesses.

We want to be part of building that kind of world...don't you? Celebrate Fairtrade Month with us!

@FairtradeMarkUS #WeAreFairtrade



Demonstrate your Fairtrade impact

Example and suggested captions – [get the word doc here!](#)



Over the past 10 years, Fairtrade sales around the world have generated close to \$2 billion in Fairtrade Premium, an extra sum that Fairtrade farmers and workers invest in projects they democratically choose.

That means that every single time a shopper, business, lawmaker or retailer chooses to prioritize @FairtradeMarkUS certification, they choose to contribute to the flourishing of entire communities of people who grow the products we love.

You, us, farmers and workers - everybody plays a part in building a fairer world. Together, we are Fairtrade. #WeAreFairtrade

WE ARE FAIRTRADE

We're proud to be part of building a fairer world.

Over the last 10 years, global Fairtrade sales have generated nearly \$2 billion in Fairtrade Premium for farmers and workers!



You, us, farmers and workers – We Are Fairtrade! Just in the last year, farmers in our supply chain have earned *[INSERT PREMIUM NUMBER FROM IMPACT REPORT]* in Fairtrade Premium through sales of our @FairtradeMarkUS certified products.

That's how much your choices matter!

#WeAreFairtrade

Challenge your consumers to participate

Example and suggested captions – [get the word doc here!](#)



“”
Every trip to the grocery store is a new opportunity to choose the world you want.

Kate Stritzinger
Director of Marketing and Impact, Fairtrade America



There are over 330 million people in the United States. Imagine the impact if each of us swapped our ordinary coffee, chocolate, tea or bananas for a @FairtradeMarkUS option!

You, us, farmers and workers -- everybody plays a part in building a fairer world. Together, we are Fairtrade.

#WeAreFairtrade #Fairtrade #ChooseFairtrade

It works better when we work together. You, us, farmers and workers: We Are Fairtrade.

@FairtradeMarkUS #WeAreFairtrade #Fairtrade #ChooseFairtrade

Choosing products certified by @FairtradeMarkUS means supporting more than 2 million farmers and workers around the world. It also means using your power as a consumer, a voter, a student or business leader to let others know that you care about fairness

You, us, farmers and workers -- everybody plays a part in building a fairer world. Together, we are Fairtrade.

#WeAreFairtrade #Fairtrade #ChooseFairtrade



“”
Be fair, purchase fair and, with that, make the future fair – there's just one world and we should be supporting each other within it.”

Deborah Osei-Mensah, Asunafo North Farmers Union



Consider a few other calls to action:

- ▶ Did you know our [PRODUCTS] are certified by @FairtradeMarkUS?
- ▶ Join the Fairtrade Month celebrations with @FairtradeMarkUS! Visit their page to learn more and enter for a chance to win an awesome giveaway.



“”

Every trip to the grocery store is a new opportunity to choose the world you want.

Kate Stritzinger
Director of Marketing and Impact, Fairtrade America

