

FAIRTRADE:



A POWERFUL WAY TO MAKE A DIFFERENCE

Fairtrade is an independent certification system that offers farmers and workers in developing countries a better deal and improved terms of trade - giving them an opportunity to improve their working and living conditions, plan for a better future and create brighter opportunities for their families and local communities.

OUR MISSION

Connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives.

HOW FAIRTRADE WORKS

Fairtrade provides farmers and workers in developing countries with a fair price (the Fairtrade Minimum Price) for their produce, helping protect them from damaging fluctuations in world market prices. They also receive an additional sum of money (the Fairtrade Premium) for investment in social, economic and environmental development in their community, such as educational and medical facilities.

To be part of the Fairtrade system members must meet internationally agreed upon Fairtrade Standards. These standards cover four broad categories: fair labour rights, environmental conditions, social and economic development. Independent audits are conducted throughout the supply chain of products bearing the Fairtrade Mark to ensure they meet these standards.

THE IMPACT OF FAIRTRADE IS FAR-REACHING

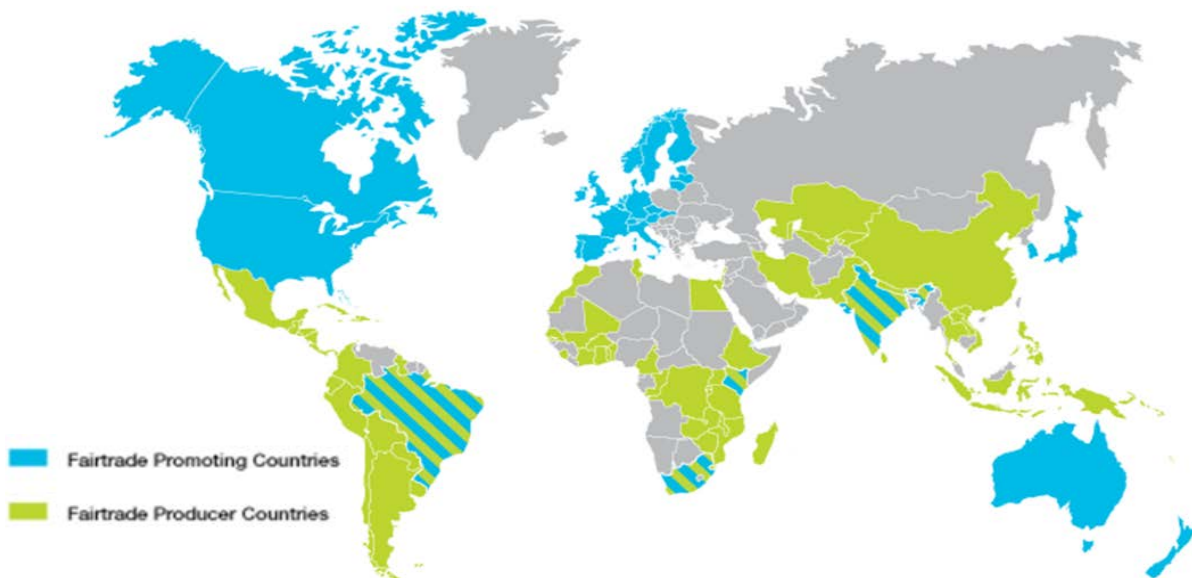
MORE THAN
1.5 MILLION
FARMERS AND WORKERS
IN **74** COUNTRIES



1210 PRODUCER ORGANIZATIONS
WORLDWIDE



OVER
80%
ARE SMALLHOLDERS



DID YOU KNOW?

Fairtrade certified producers have 50% ownership of Fairtrade International and are involved in decisions influencing prices, premiums, standards and overall strategy.

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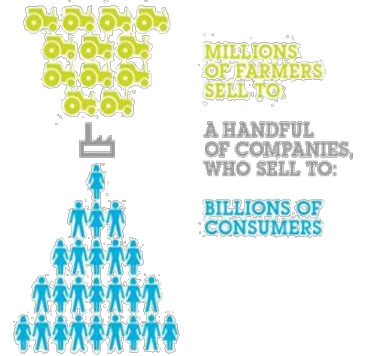


A POWERFUL WAY TO MAKE A DIFFERENCE

GLOBAL TRADE INJUSTICE

The global economy is an hourglass economy

THERE ARE 25 MILLION COFFEE FARMERS WORLDWIDE,
YET JUST 4 TRADERS CONTROL 40% OF THE COFFEE TRADE;
SELLING TO BILLIONS OF CONSUMERS.



80% OF THE COFFEE VOLUME WORLDWIDE IS FROM SMALL-HOLD FARMERS

FAIRTRADE AND COFFEE

The global coffee market fluctuates significantly. When the market price rises above the Fairtrade Minimum Price, farmers will receive the market price, plus the premium. However, when the market price drops, Fairtrade certified co-operatives can count on at least the Fairtrade Minimum Price, plus the Fairtrade Premium.



The Fairtrade Minimum Price is set at \$1.40 USD per pound for washed Arabica coffee sold on Fairtrade terms (30 cents more if organic).

Plus an extra 20 cents per pound Fairtrade Premium, to invest as they see fit, 5 cents of which is dedicated to improving productivity and quality.

This is unique to the Fairtrade system and allows producers to plan for the future.

**"FAIRTRADE HAS SHOWN US THAT, THROUGH OUR OWN EFFORTS, DEVELOPMENT CAN COME TO OUR AREA."
- PETER NASAR, HOAC**

