

# 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

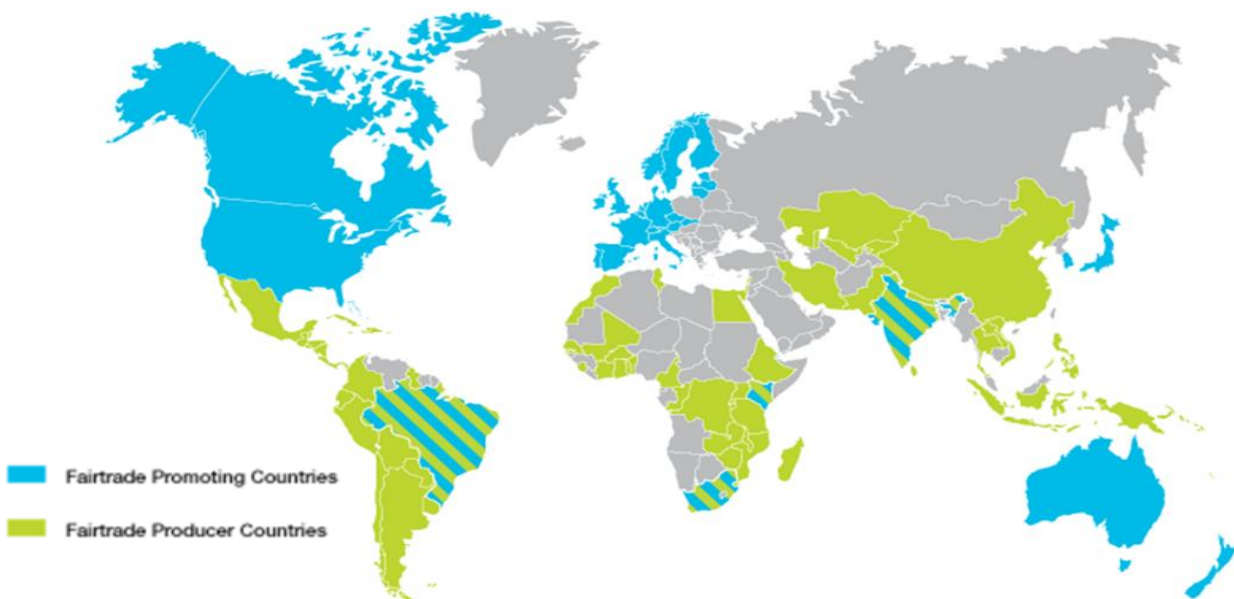
Fairtrade provides farmers and workers in developing countries with a fair price (the Fairtrade Minimum Price) for their produce, helping protect them from damaging fluctuations in world market prices. The Fairtrade Minimum Price is set to cover the cost of sustainable production and reflects the variation in costs across regions and products. 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.

### THE IMPACT OF FAIRTRADE IS FAR-REACHING

**1.5 MILLION** FARMERS AND WORKERS  **ACROSS 74 COUNTRIES**

 **1210** PRODUCER ORGANIZATIONS WORLDWIDE

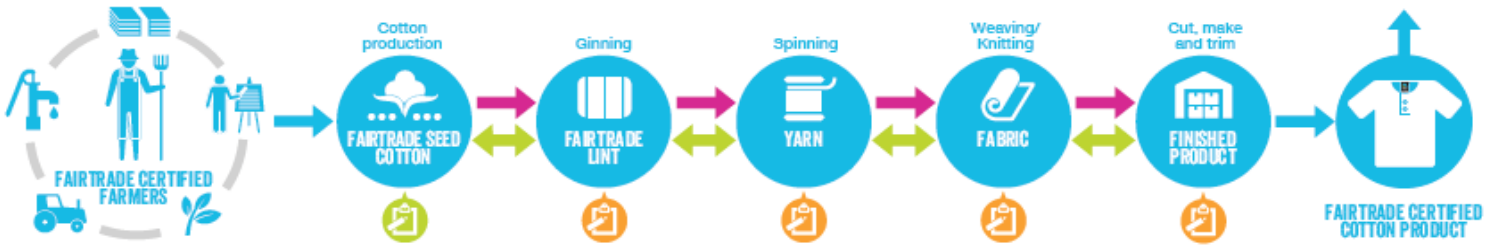
 **OVER 80%** ARE SMALLHOLDERS



### DID YOU KNOW?

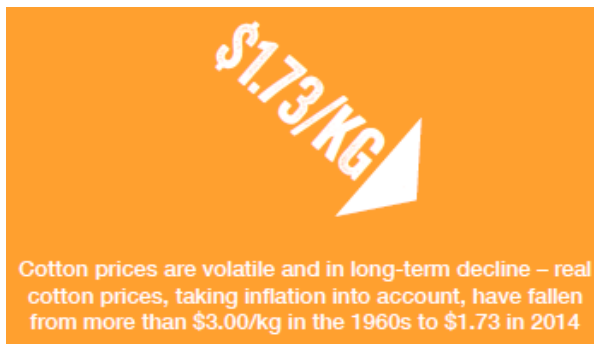
Fairtrade certified producers have 50% ownership of Fairtrade International and are involved in decisions influencing prices, premiums, standards and overall strategy.

## FAIRTRADE CERTIFIED COTTON



## COTTON INDUSTRY WORLDWIDE

- Fully traceable supply chain- from farmer to end product
- Social and Environmental standards must be met throughout the supply chain
- Final product must have a minimum of 50% cotton composition (100% of which must be Fairtrade certified)



**“BUYING A FAIRLY TRADED GARMENT IS NOT GIVING TO CHARITY,  
BUT IS A MUCH MORE POSITIVE STATEMENT OF FULFILLING ONE’S COMMITMENT  
TOWARDS ALL THE PEOPLE WHO ARE ULTIMATELY RESPONSIBLE FOR THE GARMENT.”**

*-GS Rao, Chetna Organic Farmers Association, India*

To find out more about Fairtrade Cotton,

Email: [amy@fairtrade.com.au](mailto:amy@fairtrade.com.au) Call: (03) 9602 2225 Like us on Facebook