



**FAIR TRADE
CAMPAIGNS**

Fair Trade Apparel 101

Use these facts to educate about the need for Fair Trade Apparel

General Fast Facts

- Americans purchase **20 billion** apparel products each year.
- **Apparel Factories:** Almost three quarters of the World's clothing exports are made in developing countries such as Thailand and Bangladesh.
- **Cotton Farm:** Conventionally grown **cotton uses more insecticides than any other single crop.**
 - Nearly \$2.6 billion worth of pesticides are sprayed on cotton fields each year — accounting for more than 10% of total pesticide use and nearly 25% of insecticides use worldwide.

The Need For Fair Trade Apparel

- Only between 0.5-4% of the final retail cost of a garment reaches the garment worker.
- In 2013, a Bangladesh garment factory collapsed and **killed 1,100 workers** – one of the deadliest industrial tragedies in history.
- In the U.S., 57% of consumers surveyed said they were willing to pay at least five percent more for Fair Trade Certified products.

Conventional Apparel

- **Apparel Factory:** Child labor, low-wages, and long hours are common as factories seek to produce in the lowest cost countries.
- **Cotton Farm:** Textile production has environmental and health impacts from **high-pesticide use** in conventional cotton fields, to water contamination from toxic dyes used in fabrics.

Fair Trade Apparel

- **Economic:**
 - **Cotton Farm:** Cotton farmers in countries like Mali and India can earn up to **30 percent more** on Fair Trade sales through a guaranteed minimum price.
 - **Apparel Factory:** On average, workers in certified factories earn 15 percent above the local minimum wage.
- **Environment:** Standards address proper waste disposal, limit chemical use, and water management.
- **Social:** Fair Trade standards mandate that **women receive equal pay and equal rights** as well as maternity leave and freedom from harassment.
- Fair Trade certification delivers **direct economic benefit at two different levels of the supply chain:** cotton farmers and cut-and-sew factory workers.

