



**FAIR TRADE
CAMPAIGNS**

One World Flowers

Share the Love this Valentine's Day with
Fair Trade Roses

About One World Flowers

One World Flowers was founded in 2007 with a mission to bring Fair Trade Certified™ flowers to the U.S. market. The company began by selling Fair Trade flowers in wholesale orders to retail locations around the country, and now offers everyone access to the largest selection of individual-order Fair Trade flowers through its website.

One World Flowers has worked with **Inversiones Ponte Tresa**, a farm in **Cayambe, Ecuador**, since its beginnings in 2007. On all purchases, the company pays a 10 percent Fair Trade Premium directly into a fund that is used by workers to improve their quality of life and the surrounding community.



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The Fair Trade Impact

In Cayambe, high interest rates and other obstacles created by private financial institutions make it difficult for floral workers to access credit. This creates especially tough challenges for families who are forced to live in cramped and inadequate housing. Workers on the farm voted to use a portion of their Fair Trade funds to provide loans for families who need to purchase land, build homes, or expand and improve on existing homes that they own. The results have been incredible, and over the years have allowed 80 percent of employees at Ponte Tresa to improve their living conditions in some way. Workers have used these loans to fix leaky roofs, add rooms for additional family members, improve in-home water access, and much more.



Learn more about One World Flowers and the Fair Trade Certified™ flower program at OneWorldFlowers.org

The Deal: 15% off orders placed by January 31

Discount Code: FTC15OFF