

Fair Trade 101

DID YOU KNOW: There are over **2,000** Fair Trade producer organizations in more than **70 countries** around the world.

How Fair Trade Works:

- Economic, social, and environmental standards provide sustainable livelihoods, promote safe and healthy working conditions, protect the environment, enable transparency, ensure gender equity, and empower communities.
- Third-party certifiers develop and certify against standards, with regular audits to ensure the standards are being met. The primary third-party certifiers in the U.S. are Fair Trade USA, Fairtrade America, and IMO's Fair for Life label.
- Fair Trade is "market-based" because it relies on a combination of business and socially conscious consumers to support the movement by purchasing Fair Trade products.

Fair Trade Premium Projects:

- COSURCA, a coffee cooperative in Colombia, invested in building a cupping lab to empower farmers to understand and improve the quality of their coffee, and ultimately fetch higher prices.
- Farm workers at Wholesum Harvest in Sonora, Mexico, purchased a school bus to improve access to the local school.
- Workers at CORA, a Fair Trade sugar producer in Paraguay, purchased an ambulance – the only one in the municipality.



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