

## Current Logo for Fair Trade Products

For older logo, often still used, see the end of this document



### Fair Trade For All - Your Choice Makes a Difference - by Megan Aftab

[Price Chopper Newsletter, 2009]

At **Price Chopper**, you can shop for healthy products and exciting flavors. Have you also noticed ways to shop for a better world? That's what the fair trade logo signifies. In the United States, TransFair USA, an independent, third-party certification organization, regulates fair trade standards [Transfair USA became **Fairtrade USA** in 2010]. The fair trade logo indicates that farmers are paid a living wage for their crops, workers are treated with dignity, and small landholders are part of a co-op or other democratic organization. By purchasing products bearing the Fair Trade Certified label whenever possible, you're voting with your dollars to help improve lives for farmers and farm workers throughout the developing world. Fair Trade Certified products include coffee, tea, chocolate, fruit, rice, sugar, herbs, spices, and even flowers [Two possible forms of that logo appear above].

Through fair trade certification, importers and retailers pay a premium price to farmers and farm workers who commit to grow and produce goods in accordance with rigorous standards that guarantee worker rights, community empowerment, and environmental sustainability. Through sales of Fair Trade Certified products in the United States which hit an estimated \$1 billion in 2007, more than \$100 million in additional revenue has gone to farmers and farm workers in rural communities throughout the developing world. This number is steadily rising: The income generated by U.S. purchases that's gone directly back to farmers has grown by 116 percent since 2005. When small-scale farmers are paid a living wage, they can afford to feed their families, send their children to school instead of to the fields, and obtain basic healthcare. Many farmer co-ops use their income to establish community health clinics or help growers transition to certified organic farming.

More farmers than ever before are able to access the benefits of the fair trade system. Worldwide, more than seven million farmers, farm workers, and their extended families and communities are seeing the positive benefits.

The Fair Trade Certified label on a product ensures that a fair price is paid for the product, fair wages are paid to the workers producing the item, and monies are invested in the communities. Fair trade certification also means that farmers use sustainable farming practices, including composting, terracing, and reforestation. Growers use nonchemical alternatives to pesticides. More than 80 percent of Fair Trade Certified coffee is shade grown. "Shade grown" refers to crops, usually coffee and cacao, cultivated in their natural habitats under the canopy of tall trees, allowing for less fertilizer use and more biodiversity.

An increasing number of American consumers are looking for or even demanding Fair Trade Certified products where they shop. Participate in the global farmers' market by purchasing Fair Trade Certified products, knowing that you've helped provide better lives for farmers and their families around the world.

# FAIR TRADE USA

<http://www.fairtradeusa.org/>

The Fair Trade certification model is designed and audited to ensure equitable trade practices at every level of the supply chain. To earn a license from Fair Trade USA to use the Fair Trade Certified™ label on their products, companies must buy from certified farms and organizations, pay Fair Trade prices and premiums and submit to a rigorous supply chain audits. This process entails a high level of transparency and traceability in their global supply chains. Today, our partner companies range from small, mission-driven coffee roasters to some of the largest transnational corporations in the world.

## What is Fair Trade?

Fair Trade goods are just that - Fair. From far-away farms to your shopping cart, products that bear our logo come from farmers and workers who are justly compensated. We help farmers in developing countries build sustainable businesses that positively influence their communities. We're a nonprofit, but we don't do charity. Instead, we teach disadvantaged communities how to use the free market to their advantage. With Fair Trade USA, the money you spend on day-to-day goods can improve an entire community's day-to-day lives.

## History

Fair Trade began modestly in the 1940s when a few small North American and European organizations reached out to poverty stricken communities to help them sell their handicrafts to well-off markets. Later, a fictional Dutch character, Max Havelaar, was developed as an advocate for exploited coffee pickers. Today, Fair Trade is a global effort. Consumers can enliven developing countries, relieve exploitation and promote environmental sustainability by purchasing Fair Trade-labeled tea, cocoa, fruits, vegetables, herbs, spices, sugar, honey, wine, flowers, grains and rubber products.

## Impact

One of the most important aspects of Fair Trade is this: funds are specifically designated for social, economic and environmental development projects. However, we don't pretend to know what's best for each community. That's why we've enabled a democratic system where each community determines how their funds are used. The Fair Trade Certified label helps you make choices, with the confidence that your product is socially and environmentally sustainable. While best known for coffee, Fair Trade Certified has grown to encompass many products, from tea to chocolate to body care to wine. If you choose Fair Trade products you are voting with your dollars and making every purchase matter.

## Vision Statement

We seek to empower family farmers and workers around the world, while enriching the lives of those struggling in poverty. Rather than creating dependency on aid, we use a market-based approach that empowers farmers to get a fair price for their harvest, helps workers create safe working conditions, provides a decent living wage and guarantees the right to organize. Through direct, equitable trade, farming and working families are able to eat better, keep their kids in school, improve health and housing, and invest in the future. Keeping families, local economies, the natural environment, and the larger community strong today and for generations to come; these are the results we seek through Fair Trade. As Americans become increasingly concerned about the state of the world and look for opportunities to use their power in the marketplace to make a positive difference, we seek to provide an avenue for consumers to vote with their dollar. As we educate and inspire more and more consumers, we hope to be a force for change. We believe the rise of the *Conscious Consumer* will cause a fundamental shift in the way companies do business and create a historic opportunity to reward companies that embrace sustainability.

Previous Logo, which is often still used

