

What is Fair Trade?

Fair Trade is a social and economic movement designed to improve the livelihood of farmers and factory workers. Under Fair Trade USA's model, consumers actively participate in the alleviation of global poverty by choosing independently certified products and supporting ethical supply chains.



What does Fair Trade do?

✓ **Improves lives for farmers and gives a boost to rural communities:**

Farmers can work without fear of exploitation. They benefit from training, safe practices, market assurance and fair financial credit. Rural communities can invest premiums in necessities like schools, healthcare and clean drinking water.



✓ **Benefits factory workers:**

Fair Trade ensures no child labor, decent wages, benefits, health and safety standards in the workplace, the right to join trade unions, and a conducive work environment. Workers have the right to join trade unions and receive training to educate them about their rights. A direct contribution is also made into a workers fund to supplement wages.

✓ **Consumers enjoy higher quality, ethically made products:** The majority of garment workers worldwide are paid low wages, over-worked in unsafe, unhygienic sweatshop conditions, intimidated and deprived of basic human dignity. The 'Fair Trade Certified™' label presents an alternative and assures you that our products are independently certified by Fair Trade USA.

✓ **Allows better use of resources, protects the environment:**

Fair Trade prices cover the costs of sustainable production. This allows farmers to use quality inputs and safer ecological methods that preserve the environment instead of degrading it.

✓ **Empowers women:**

Women have equal representation on Fair Trade committees to help decide how premiums are spent. This benefits entire communities as they often invest in local businesses and community projects like child care and schooling. Fair Trade at the mill level mandates standards for maternity leave, healthcare and freedom from harassment.