

FAIR TRADE CERTIFIED™ PRODUCE & FLORAL



THE BENEFITS OF
FAIR TRADE
ARE
POWERFUL
FOR
YOU,
FARMERS,
AND
YOUR
CUSTOMERS.



FAIR TRADE IS A SUSTAINABILITY CERTIFICATION

that provides retailers, traders, and consumers with an assurance that their products come from farms with the **best social & environmental practices**, as well as an opportunity to **give back to the farming communities** that grow their products.

Fair Trade USA is a non-profit organization and the leading third-party certifier of Fair Trade goods in the North American market, offering certification for growers around the world. Our mission is to create **prosperous, healthy and environmentally sustainable farming communities**.



GROWERS benefit from Fair Trade

Stand out in the marketplace.

Be seen as a leader in social responsibility.

Improve workers motivation & knowledge

regarding quality, prevention of work-related accidents, agrochemical handling and labor risks.

Reduce labor turnover on large farms.

Retain the best workers. Lower training and recruiting costs.



BRANDS benefit from Fair Trade

Reduce risks to brand reputation

due to supply chain problems such as undetected labor violations or inconsistent supply and specification.

Ignite consumer interest

by using the widely-recognized Fair Trade Certified label to tell the story behind your product.

HOW DO I GET INVOLVED?

Contact us at producefloral@fairtradeusa.org

We can work closely with you to explain the program and prepare for the certification process.

How much does it cost?

Compliance costs will depend on changes at farm-level needed to comply with Fair Trade USA standards.

Audit Costs average in the \$3,000-\$6,000 range for annual audits.

A RECOGNIZED CERTIFICATION THAT ALIGNS WITH CONSUMERS' VALUES

67%

of US consumers are aware of the Fair Trade Certified label.*

29%

Increase of Fair Trade Certified label awareness since 2012.**

88%

Of consumers would buy a product with a social and/or environmental benefit if given the opportunity.**



WHAT'S UNIQUE ABOUT FAIR TRADE CERTIFICATION?

For every Fair Trade Certified product sold, a premium is put in the hands of workers or smallholder farmers.

- **100% of the Fair Trade Premium is paid to farm workers or smallholder farmers**, and represents an additional 2.5% - 5% above the return to the grower. The Premium allows farm workers and smallholder farmers to improve their living situation, send their kids to school, and invest in their future.
- **The Fair Trade Committee is made up of workers or smallholder farmer representatives** democratically elected by their peers to oversee the use of the Premium. The committee serves as a platform for workers to engage in dialogue and proactive problem-solving of the greatest needs of their communities.

How is the Fair Trade Premium spent?

- The Fair Trade Committee (FTC) develops a **Premium Project Plan** based on a needs assessment process involving all beneficiaries.
- The entire workforce represented by the FTC votes on each project within the plan.
- Once approved, the FTC implements the project(s), measures & evaluates the outcomes, and shares findings with the workforce

HELPING COMMUNITIES THRIVE : Examples of community development projects include access to education for children and adults, dental and medical services, land and housing, transportation, and recreational facilities.



Vision, dental, and medical clinics built with the Fair Trade Premium on a farm in Mexico



The Fair Trade Committee on this farm implemented a scholarship program for workers' children. Heidi is a scholarship recipient.



Soccer field built in a community in Sonora, Mexico. Workers, their families, and the community benefited from this project.



Pilot eco-home for a housing project involving the purchase of land and building of homes.

FAIR TRADE USA CERTIFICATION TIMELINE

The certification process usually takes **3-6 months**; 4 months on average.

Submit Application

Complete Audit

Address Non-Compliances

Receive Certification

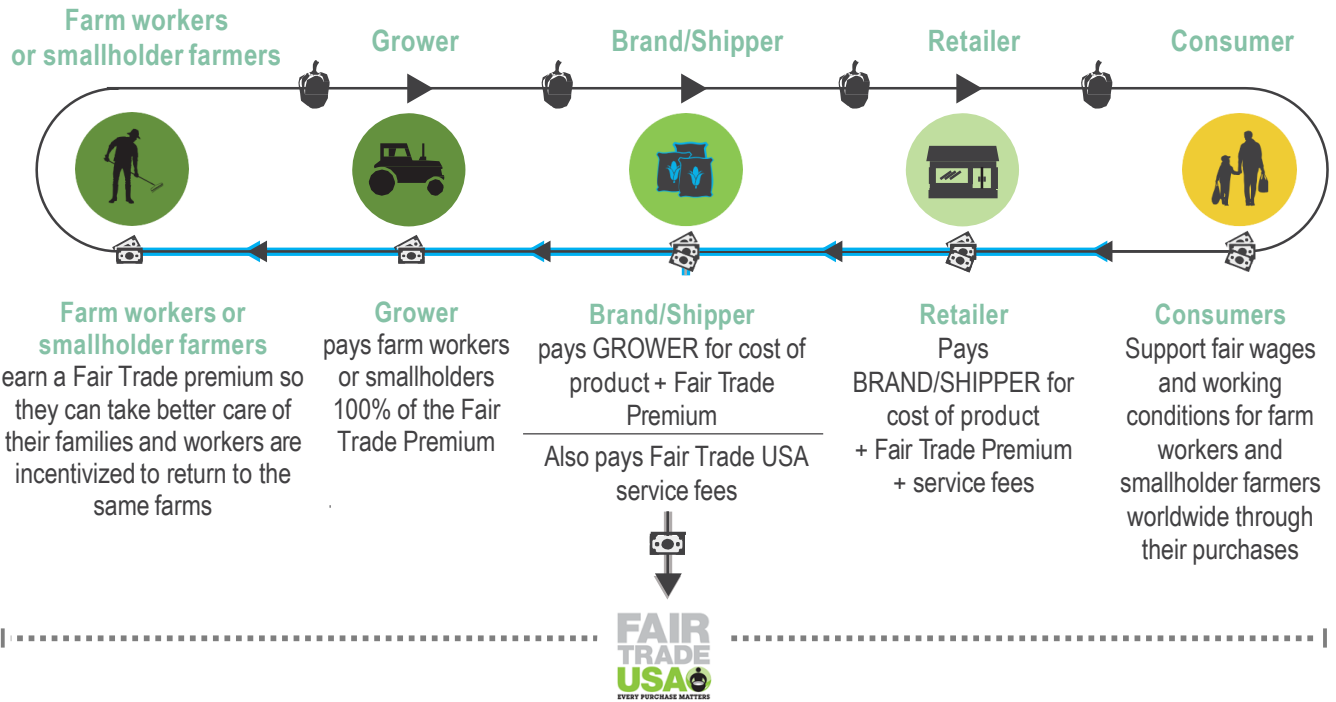
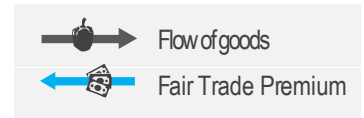
Sell Fair Trade Labeled Products

Ongoing Training





THE FLOW OF GOODS AND IMPACT



Farm workers or smallholder farmers

Grower

Brand/Shipper

Retailer

Consumer

Farm workers or smallholder farmers earn a Fair Trade premium so they can take better care of their families and workers are incentivized to return to the same farms

Grower pays farm workers or smallholders 100% of the Fair Trade Premium

Brand/Shipper pays GROWER for cost of product + Fair Trade Premium
Also pays Fair Trade USA service fees

Retailer Pays BRAND/SHIPPER for cost of product + Fair Trade Premium + service fees

Consumers Support fair wages and working conditions for farm workers and smallholder farmers worldwide through their purchases



Tracks payment of the Fair Trade Premium back to workers or smallholder farmers, and provides support across the entire supply chain.

ENGAGE WORKERS

- Support Fair Trade Committee election and function
- Ensure proper distribution of Premiums
- Provide training & other services
- Collect Impact data

SUPPORT GROWERS

- Guide through certification process
- Share best practices
- Impact data & benchmarking

ENABLE BRANDS/SHIPPERS

- Reduce risk
- Enhance reputation
- Provide impact stories
- Provide impact data

SUPPORT RETAILERS

- Increase supply chain transparency
- Communicate impact
- Ensure adequate and consistent supply from growers, and a highly motivated workforce on farms that harvest for them.

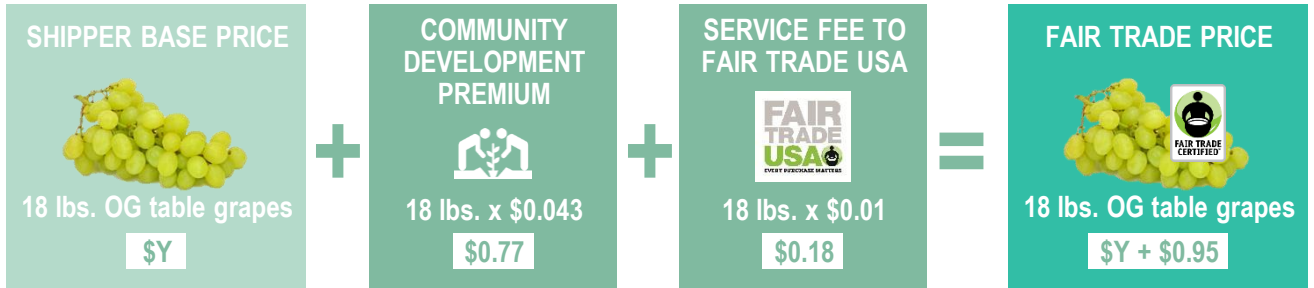
ENGAGE AND INSPIRE CONSUMERS

- PR / Public Relations
- Social Media
- Grassroots Outreach

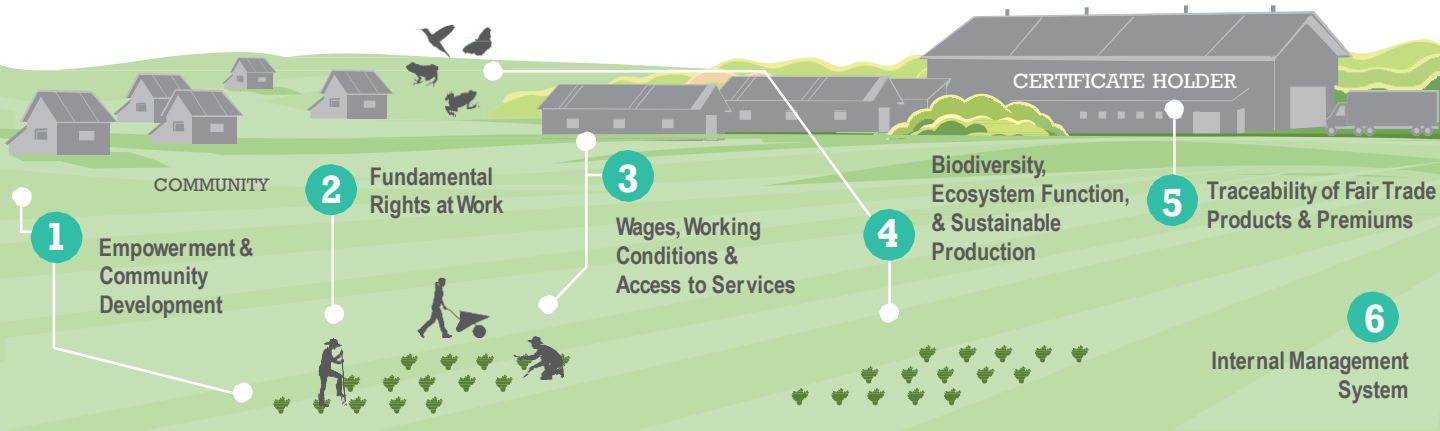


FAIR TRADE PRICING EXAMPLE

➤ The Premium is set on a per-product & per-lb. basis, paid by the brand/shipper directly to the Fair Trade Committee, and is audited annually by Fair Trade USA.



STANDARDS for Fair Trade Certified Produce



**JOIN THE
FAIR TRADE
MOVEMENT**
CONTACT US TO LEARN MORE

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