Paul Rice,
Founder & CEO

Everyone did their part to make Fair Trade work, grow, and thrive. Fair Trade USA simply wouldn’t have survived over 20 years or reached over 1 million families around the world without the everyday heroes who joined us to challenge the status quo and re-imagine capitalism.

We established Fair Trade USA as a different kind of organization—a mission-driven nonprofit that generates earned revenue and is financially sustainable. One that helps mainstream companies combine sustainability and profitability. One that serves farmers, workers, companies, consumers, and the earth, based on mutual benefit and shared value. One with you in mind.

Whether you’ve been with us 20 years or you’re just leaning in, YOU are what makes the Fair Trade difference.

With deepest gratitude,

Jean Marie Bikamumatuba, 58, is a third-generation coffee farmer, father of four, and proud member of the Abakundakawa cooperative in northern Rwanda. When I visited his community in early 2019, he had this message for our followers.

“If consumers in the United States pay just a little bit more for our coffee, we can continue producing a high quality product in harmony with nature. We want to invest in our farms and our communities and provide a better future for our children. All this can be achieved if our coffee is purchased at a fair price.”

DEAR FRIENDS,

More than twenty years ago, an idealistic, young do-gooder (that would be me) brought an idea from Nicaragua to a one room office in Oakland, California. What started with coffee and conviction has grown into a global movement. Fair Trade USA is now the leading certifier of Fair Trade products in North America.

There wouldn’t have been a one room office without the Ford Foundation betting on us with our first grant. That grant enabled conviction to become confidence.

For Fair Trade USA to become sustainable we needed more than grant dollars. Early partners like Equal Exchange and Green Mountain Coffee signed on to the “crazy” notion of buying Fair Trade Certified™ coffee and putting our seal on their products. These partnerships primed us to become a viable organization generating impact for farmers worldwide.

Our model would have collapsed without those first consumers willing to buy Fair Trade products and reward companies for responsible sourcing. Of course, at the core of this new model were Fair Trade farmers who transitioned to sustainable agricultural practices and invested in their communities. They organized cooperatively, worked to improve quality, and proved that farmers don’t need charity—just a fair price for their quality products.

Everyone did their part to make Fair Trade work, grow, and thrive. Fair Trade USA simply wouldn’t have survived over 20 years or reached over 1 million families around the world without the everyday heroes who joined us to challenge the status quo and re-imagine capitalism.

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Whether you’ve been with us 20 years or you’re just leaning in, YOU are what makes the Fair Trade difference.

With deepest gratitude,
Dear Friends

Table of Contents

Mission, Vision and Model 6
Impact 8
The Fair Trade Difference 10
How We Work 12
20 Years of Fair Trade USA Impact 14
Program Spotlight
  Family Farmers 16
  Farmworkers 18
  Factory Workers 20
  Fishing Communities 22
Where We Work 24
Movement Building 26
Celebrating 20 Years 28
Industry Partner 30
Visionary Philanthropy 32
It Started with a Dream 34
Fair Trade USA Donors 36
Leadership 38
Financials 40
Thank you 42

Kajiona Jennifer and her family have been farming tea since 1999. She has seven children and all of them are in school except for the youngest who will attend when old enough. She hopes that the additional income from selling tea on Fair Trade terms will enable all of her children to attend university. She also hopes to improve the community women’s farming project in order to create better food security and provide additional sustainable income.
Mission
Fair Trade USA is building an innovative model of responsible business, conscious consumption and shared value that eliminates poverty and enables sustainable development for farmers, workers, and families around the world.

Vision
Our vision for the future is Fair Trade for All. We believe that all farmers deserve a fair price for their harvest that enables them to stay on the land, keep their kids in school, and farm sustainably. We envision a day when all workers enjoy safe working conditions and a living wage. We believe that business with purpose – companies that combine people, planet, and profit – will become the norm. We envision a time when it is easy and affordable for all consumers to choose Fair Trade Certified™ products and vote with their dollars for a better world.

Model
Fair Trade USA, a nonprofit organization, is the leading certifier of Fair Trade products in North America. We audit and certify transactions between companies and their global suppliers; educate consumers; enroll new brands and retailers; and deliver the tools, training, and resources that producers need to succeed in the global market.
Social Return on Investment:
For every dollar we have invested in growing the Fair Trade market and movement, we have generated four dollars in impact.

Fair Trade is the only independent certification that guarantees a higher income to farmers and workers.

Our impact is significant

Cumulative Financial Benefit to Farmers and Workers in 2018

$105 million

Cumulative Financial Benefit to Farmers and Workers since we began in 1998

$610 million

Consumer Awareness in 2018

60%

Number of Countries where we work

46 countries

Number of Fair Trade Certified™ Producers Worldwide

1.6 million

Number of New Business Partners in 2018

120 partners

Total Number of Business Partners in 2018

1,250 companies

CUMULATIVE FINANCIAL BENEFIT TO PRODUCERS (USD): $610 million

YEAR

1998
2000
2002
2004
2006
2008
2010
2012
2014
2016
2018

$600M
$500M
$400M
$300M
$200M
$100M
$0M

COMMUNITY DEVELOPMENT FUNDS
MINIMUM GUARANTEED PRICE
The Fair Trade Difference

For every Fair Trade Certified™ product sold, the business selling it pays a small premium into a Community Development Fund, which goes directly back to the community of origin. From there, the farmers and workers decide together how to spend the funds. The Community Development Fund, a unique feature of the Fair Trade model, is one of the key drivers of impact in the thousands of communities we serve.

In 2018, communities invested their funds in an array of vital grassroots development projects, including:
- Schools, health clinics, roads, and clean water infrastructure
- Nutritional programs for children
- Reforestation and environmental conservation
- Adult education and skills development
- Revolving loan funds to support housing and other needs

Reginberto Serna, a 61-year-old father of four, is a third-generation coffee producer. He’s been a member of the COOPERANDES co-op in Colombia since 1987. He believes his remote, mountain community’s greatest need is for better roads.

“Better roads can open our community to lots of economic opportunities and help us get our coffee to market faster. That’s important for maintaining high quality and earning a better price. Thanks to Fair Trade, we have created a road maintenance fund that benefits our farmers and the entire community.”

Latha Maheshwari, a 38-year-old mother of two, works hard to give her children a promising future. She has held jobs in several factories in India and is happy to have found the Bestitch Knits factory, a Fair Trade Certified™ apparel factory where she’s been working for two years. She shared that the working environment is safer, the benefits are greater, and she is happier.

“Working at a Fair Trade factory means I can take better care of my family. My son, Gautam, received an academic scholarship through the Community Development Fund. Without this support, we would not have been able to keep him in school. I’m hopeful for his future and for the future of all our families.”

Fabiola Lauro, 33, a mother, farm worker, and the president of her Fair Trade Committee, works in the tomato seedling section for Wholesum Harvest in Sonora, Mexico.

“I realize how special it is to be part of Fair Trade. We have a better work environment and more support than most farmworkers. We invested our Community Development Funds in a computer center, a grocery store, a soccer field, a scholarship program, and healthcare services. I’m so proud to play a part in improving the lives of families in my community.”

36% of elected Fair Trade Committee members globally are women.
How We Work

Farmers and Workers
Grow and manufacture products while meeting rigorous Fair Trade standards.

Certificate Holders
Ensure compliance with Fair Trade standards and sell to market partners.

Market Partners
Purchase, label, and sell certified products and pay the Fair Trade premium.

Consumers
Support ethical practices and sustainable livelihoods for farmers and workers.

Fair Trade Committee
Democratically-elected group of farmers and workers that represents the workforce and manages development projects.

Community
Farmers and workers invest the premium in projects that address the needs of their families and communities.

Individual and community well-being.
Fair Trade standards help improve wages, benefits, and workplace health and safety. Our worker engagement and training programs build skills and self-confidence. Companies pay a Fair Trade premium, which in turn is invested by farmers and workers in their communities’ greatest needs, such as water, education, housing, and healthcare.

Income sustainability.
Fair Trade helps small farmers organize and empower themselves, form direct trading relationships with U.S. buyers, and earn a better price for their harvests. Frequently, they reinvest in productivity, product quality, crop diversification, and sustainable agricultural practices. These outcomes all support sustainable livelihoods for farmers and their families.

Empowerment.
Through worker engagement and training, we are able to ensure compliance with Fair Trade standards. Our model gives farmers and workers a voice in the workplace and the community, leading to better community development results.

Environmental stewardship.
Our standards prohibit use of the most harmful agrochemicals and offer incentives for farmers to grow organically. We require producers to implement sustainable production practices and protect natural resources. Sound environmental stewardship is essential for improving livelihoods for families.
### 20 Years of Fair Trade Impact

#### Cumulative Financial Benefit to Producers (USD)

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
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<tr>
<td>1999</td>
<td>$100M</td>
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<td>2003</td>
<td>$500M</td>
</tr>
<tr>
<td>2004</td>
<td>$600M</td>
</tr>
</tbody>
</table>

#### Key Milestones

- **1998**: TransFair USA (now Fair Trade USA) opens its doors in Oakland, California. Receives first grant from Ford Foundation.
- **1999**: Launch of Fair Trade Certified™ coffee at the Specialty Coffee Association of America.
- **2000**: Launch of Fair Trade Certified™ tea. In recognition of social entrepreneurship, Paul Rice named an Ashoka Fellow.
- **2001**: Launch of Fair Trade Certified™ flowers, wine and honey.
- **2003**: Ford Foundation awards nearly $3 million in grants and PRIs.
- **2004**: Receives Fast Company’s annual Social Capitalist Award for four consecutive years.
- **2005**: Paul Rice receives the Skoll Award for Social Entrepreneurship.
- **2006**: Annual U.S. sales of Fair Trade Certified™ products hit $1 billion.
- **2007**: Launch of Fair Trade Certified™ bananas.
- **2008**: TransFair USA changes its name to Fair Trade USA. Launch of apparel certification program.
- **2009**: launch of Fair Trade Certified™ coffee at the Specialty Coffee Association of America.
- **2010**: Launch of Fair Trade Certified™ cocoa from the Philippines.
- **2011**: Bob and Christine Stiller announce a $10 Million challenge grant to support Fair Trade for All initiative.
- **2012**: Green Mountain Coffee is the world’s largest purchaser of Fair Trade Certified™ coffee for the 3rd year in a row. Launch of Fair Trade Certified™ coconut from the Philippines.
- **2013**: Launch of the world’s first Fair Trade Certified™ seafood.
- **2014**: Rockefeller Foundation grants $2 million to expand seafood certification.
- **2015**: First Fair Trade Certified™ farm in the United States: Wholesum Harvest in Arizona.
- **2016**: Consumer recognition of the Fair Trade seal reaches 67%.
- **2017**: Strategic investments in technology aim to accelerate growth and impact in the decade ahead.
- **2018**: 20 Years of Fair Trade Impact.
Family farmers are the heart of the Fair Trade movement. While much progress has been achieved, small-scale family farmers still face immense challenges, from volatile global markets to climate change. Add historically low commodity prices for coffee and cocoa to the equation and farming communities have been hit hard.

Our family farmer program prioritizes growers of four key commodities in Latin America, Africa and parts of Asia: coffee, cocoa, sugar, and coconut. Our producer support services help farmers boost productivity, improve quality, strengthen cooperative management, and develop climate change resilience. Through the Fair Trade minimum price and Community Development Fund, farmers receive higher and more predictable income while implementing high-impact community development projects.

On the market side, we focus on industry outreach and promotion. As a result, many new brands joined our program in 2018 while veteran brands and retailers ramped up their commitments. Among the most notable announcements: Target is converting 100% of its Archer Farms coffee line to Fair Trade Certified™, benefitting thousands of smallholder farmers and sending ripple effects throughout the coffee industry.

The positive financial impact of these efforts was significant. Our standards guarantee coffee farmers a minimum export price of $1.60/pound. In today’s 90-cent market, this “floor price” is protecting family farmers from complete ruin.
Program Spotlight: Farmworkers

Migrant farmworkers are the poorest of the poor in rural communities.

Historically, large-scale commercial farms were not eligible for Fair Trade certification, a policy which systematically excluded farmworkers from our benefits. Our vision of a more inclusive model called us to expand our model to farmworkers. The marketplace supported this vision due to growing demand by supermarkets for a year-round supply of Fair Trade Certified™ fruits and vegetables. These products are largely grown on large farms and harvested by migrant farmworkers.

In response to this high-impact opportunity, we evolved our standards in 2012 and launched dozens of new Fair Trade fruits and vegetables, focusing on migrant farmworkers in Mexico and Central America.

Moreover, we made the unprecedented decision to “bring Fair Trade home” and start certifying farms in the U.S. Thanks to our successful capital campaign, we were able to make key investments in developing new standards, industry outreach and promotion, new farm onboarding, farmworker training, and impact assessments.

As a result, farmworkers at home and abroad are now benefiting from increased wages, overtime pay, health insurance and disability benefits, access to potable water, better housing, protection from discrimination, and workplace health and safety improvements. The positive financial impact of these efforts has been significant, already benefiting almost 400,000 produce farmworkers and their families.
Program Spotlight: Factory Workers

Komil Baror, 24, works as a tailor at Pratibha Syntex in India. She has worked at the factory for five years and was elected by her peers to serve on the Fair Trade Committee. Komil has advocated for programs to support migrant workers like herself, including establishment of a community kitchen space, personal storage lockers and accommodations for visiting parents of workers, some of whom have traveled from thousands of miles away.

Apparel and home goods are the fastest-growing segment of the Fair Trade market.

The apparel sector employs 60 million people worldwide, 75% of whom are women. Historically, worker exploitation gave the garment industry a bad reputation for “sweatshop” conditions. In recent times, brands required factory audits, aimed at improving conditions. But as the world learned from the 2013 Rana Plaza factory fire, when 1,100 workers died, the prevailing audit model doesn’t go far enough.

Our rigorous Fair Trade factory standards, launched in 2010, go farther than any other standard to improve workers’ wages and benefits, prevent workplace discrimination and harassment, improve safety and health, and reduce harmful environmental impact.

Fair Trade premiums are helping workers fund daycare centers, healthcare benefits, scholarships, and housing. Our training, auditing, and certification protocols include deep worker engagement, giving us much greater visibility into the actual conditions in far-flung factories.

In 2018, we worked with 56 certified factories in 13 countries, protecting and empowering over 80,000 workers. Most of these workers are women. Fair Trade is now poised to become the market leader in ethically sourced apparel and home goods.
Umar Pabolia, 35, pulls in a skipjack tuna off Buru Island, Indonesia. He started fishing yellowfin tuna in 2007. Umar said he joined the Fair Trade program in 2014, hoping to make a better living. So far, he is pleased with the results.

Program Spotlight: Fishing Communities

According to the United Nations, the small-scale fisheries sector is estimated to employ some 37 million people worldwide. Historically, however, sustainability programs for fisheries focused on environmental challenges and gave insufficient attention to the livelihoods of fishing communities.

In 2014, we launched the world’s first Fair Trade seafood program to fill this void. Our standards safeguard against trafficked labor, improve worker safety, and require sustainable fishing practices. The industry also pays a premium back to fishers for important community investments in health, education, clean water, and income diversification.

Our first pilot was a cooperative of 116 yellowfin tuna fishers in Indonesia. Since then, we have expanded certification to nine wild-capture fisheries in five countries and trained hundreds of small-scale fishers in how to meet rigorous Fair Trade standards. As of 2018, Fair Trade Certified™ Alaskan salmon, Mexican shrimp, New England scallops, and Maldivian skipjack tuna are available for consumers in the United States and parts of Europe. Over 3,000 fishermen and workers are benefiting from Fair Trade and have received $1.7 million in Community Development Funds since the program’s inception.

Half of global fish consumption comes from farmed fish, or aquaculture. In 2018, we launched our aquaculture program in collaboration with the highly-respected Aquaculture Stewardship Council. This initiative, which aims to improve the lives of workers on fish farms while protecting the surrounding environment, should see certified product hit the market in late 2019.
Where We Work

WE ENABLE TRANSFORMATIVE SOCIAL, ENVIRONMENTAL, AND ECONOMIC IMPACT IN

46 COUNTRIES
For us, Fair Trade is not just a market—it is also a social movement that brings strength, hope, and agency to the world’s consumers.

Fair Trade advocates and ambassadors are building a powerful grassroots movement, awakening U.S. consumers to our purchasing power.

We provide tools, resources, and leadership support for these advocates to launch and grow campaigns in their towns, universities, schools, and congregations across the United States. These campaigns go beyond simply raising awareness. They create direct impact by converting the food and beverages served in these institutions to Fair Trade Certified™ products. In 2018, we had over 350 active grassroots campaigns around the country.

In 2013, students at University of California-Los Angeles (UCLA) launched their campaign to get Fair Trade Certified™ products into the 22 dining outlets on campus. After a year of organizing and persistence, the students enrolled a key ally—the Sustainability Manager for Housing and Hospitality Services. By following one of the core principles of our movement—building relationships—these students were able to ensure Fair Trade Certified™ product sourcing and engage the student senate to pass a strong Fair Trade resolution.

After three years of persistent advocacy, UCLA celebrated becoming the largest Fair Trade University in the country in 2016. They continue to grow the movement on their campus, and their strategy became a model for student leaders at other large universities, including Texas A&M and Arizona State University.
Celebrating 20 Years

Fair Trade USA celebrated its 20th anniversary with a party and awards ceremony in October 2018 at Spring Studios in Tribeca, New York. Over 350 special guests attended, including business leaders, philanthropists, media, celebrities, activists, and farmers from around the world – a microcosm of our global Fair Trade community. With fashion model and actress Amber Valetta serving as our guest emcee, we honored 11 individuals and organizations who have made extraordinary contributions to our Fair Trade USA mission and movement over the last 20 years.

The evening also featured a special dinner curated by renowned Chef Marcus Samuelsson and featuring delicious Fair Trade Certified™ ingredients. To complete this magical event, musician and activist Michael Franti rocked the house with a private concert that had our guests singing and dancing until the wee hours. What better, more joyful way to thank all the amazing allies and supporters who have made our impact possible?
Increasingly, consumers are seeking the Fair Trade Certified™ seal. They trust that the seal stands for products that are good for the workers, good for the consumers, and good for the earth.

These are just a few of our 1,250 business partners that help make the Fair Trade market and mission possible.
Individuals and organizations invest in Fair Trade USA as business partners, donors, board members, and advocates. Since Fair Trade USA’s early days, Bob Stiller, chairman emeritus of Keurig Green Mountain (KGM), has invested personal time and money, business brand and reputation, and much more to make the Fair Trade vision possible.

As one of our earliest business partners, KGM played a huge part in making Fair Trade USA what it is today. In 2001, they were one of the first roasters in the country to offer Fair Trade Certified™ coffees. In 2011, they became the largest purchaser of Fair Trade coffee in the world, a distinction they have maintained ever since.

Bob and his wife Christine are also generous philanthropic investors in Fair Trade USA. Most recently, they gave a $10 million challenge grant to the Fair Trade for All capital campaign. Their extraordinary gift is helping us build the entrepreneurial capacity of farmers and workers, innovate our certification model, and deepen consumer engagement to increase market demand and broaden the availability of Fair Trade Certified™ products.

In 2014, Bob accepted the invitation to join our Board of Directors. His brilliant business mind, huge heart, warmth and collegiality have had an invaluable impact on our organization’s journey.

Bob and Christine Stiller

“Our donation is a challenge not only to the organization, but also to other donors and investors out there looking for a tangible way to shift sustainable trade from niche to norm. We want to build momentum around this increasingly important work.

For many years, Keurig Green Mountain has supported the Fair Trade movement because we believe that our highest quality coffees come from coffee-growing communities with a healthy quality of life.”
It Started with a Dream

We launched the Fair Trade for All capital campaign in 2014 with an ambitious goal of raising $25 million. Our dream was simple: dramatically increase impact for farmers, workers, and their families to a cumulative $1 billion by 2020.

As a market-based approach to sustainable development, we knew we needed to invest strategically in emerging market opportunities that would unlock growth and impact. Five high-impact initiatives emerged that we believed would help us innovate our model and expand our scope to achieve impact at scale.

• Support small-scale family farmers in the Fair Trade movement so they can tap into vital markets while improving quality and productivity.
• Bring certification to farmworkers both at home and abroad so they can build a future free of abuse and poverty.
• Enable factory workers, such as those in the garment industry, to enjoy the protections and benefits of Fair Trade.
• Sustain fishing communities by improving the lives of fishers and aquaculture workers through the world’s first Fair Trade seafood certification.
• Strengthen the Fair Trade model with investments in technology, monitoring and evaluation, stronger certification systems, and consumer activation.

Thanks to the generous support we received for our capital campaign, which successfully concluded in late 2018, we are making critical investments in people, product and technology. Thanks to you, we are evolving and scaling our market-based model for poverty alleviation and sustainable development. The future is now better and brighter for millions of farmers and workers worldwide.

Thank you for sharing and supporting this journey.
Fair Trade Donors

Individual Gifts
Aditya Adarkar
David and Irene Barrow
Mark and Caroline Bauhaus
Jamie Baulier
Talia Bellia
Elizabeth Berlik
Ross Boone
Jennifer Botch
Bella Boyd
Undranay Broussard
Nadene Brouwer
Thomas Bullock
Sandy Burkholder
Chris Caenepeel
Dana Cardona
Aaron Carpenter
Yi-Huan Chan
Woody Chittick
Troy Christensen
Geoffrey Cobden
Carly Collins
Beth Doolittle
Chris and Kathy Duda
Evangeline Dugbenu
Karen Eaton
Sarah Eischtadt
Lanne Enilo
Robin Evitts
Michael Farmsley
Andrew Ferren
Michael Ferrier
Katherine Finch
Sean Foote
Wendy Frieder
Anthony Fuller
Ksenia Furnish
Jessica Galeria
Jerry Gosepund
Peter Handy
Bradley Harzman
Mary Hedahl
Olivia Herbert
Henry Herz
Kim Hosoume
Kirsten Ergens-Moller
Jennifer Isailovski
Robert Jackson
Gary Jonas
Ira Josephs
Victoria Keller
Lucy Koelle
Guido Lambelet
Rick Larson
Connie Lazroration
Katharine Lee
Benjamin Lerner
David Lipton
Ryan Little
Jonathan Lowell
Ira Kristina Lumban Tobing
Bruce Lynch
Lauren Mack
John Mackey
Brian Mackowiak
David Martin
Anthony Marx
Erin McKenney
Fred and Julie Merriam
Diane Meyer Simon
Patrick Miller
Matt Miniac & Jennifer Downing
Lauren Mulder
Pamela Mullen
Marjorie Nass
Janet Nezhad Band
Barbara Noparstak
Leanne Ogata-Frobb
Joseph Palen
Michael Perman
Sherri Pittman Howard
Rebecca Posey
Phillip Prado
Suzan Preiksat
Sarah Randell
Ron Rankin
Ken Redding
Paul Rice
Larry Ruff
Siddharth Sanghvi
Ingrid Sassenhagen
Jesse Scanlon
George Scharffenberger
Karen Schulte
Stephen Sellers
Derek Shendell
David Sherman
Daniel Shively
Vicki Slater
Kelly Soria
Elaine Spauli
Julia Starmack Curtin
Eli Steier
Sara Steinhoffer
Jordan Trinh
Laura Tyson
Carlos Vargas
Valerie Viterbi
Kathleen Wallace
James D. White
Declan Wyrick

Corporate and Foundation Support
B4511 LLC
Adtailem Global Education
Amazon Smile Foundation
Arbor Teas
Bank of the West
Benevolence Causes
Bewley’s North America
Bon Appetit Management Company
Catholic Relief Services
Chartwells Educational Dining Services
Conrad N. Hilton Foundation
Cooperativa de Caficultores y Servicio Multiples de Tarrazu
Educational Testing Service
Fairtrade America
FLG Partners
Frontier Natural Products Coop
Germenshausen Foundation
Good World Solutions
Greendale Middle School
Honestly Organic
Lake Champlain Chocolates
Mitsubishi Corporation
Moss Adams LLP
New Venture Fund
SERRV International
Speakable
Strongtree Organic Coffee Roasters
Target Corporation
The Kroger Company
The Kroger Foundation
The Walton Family Foundation
Wholesum Family Farms

In-kind Gifts
Alter Eco
Anova Tuna
Brooklyn Roasting
Del Pacifico Seafoods
Dole
Flor de Caña
Fyffes
Gallant International
Good World Solutions
Hain Celestial Group
Honest Tea
Kruger/Simple Truth
Lake Champlain Chocolates
Marich Confectionary Co
Naturipe Farms
Naturipe Chile
Numi Tea
Saffron Road
Spectrum
Sun World
Sunspire
TCHO Chocolates
Vosges Chocolate
West Elm
Wholesome Sweeteners
Wholesum Harvest
Wildfish

In-kind Services
Aramark
California Environmental Associates
Google
Goulston and Storrs
Salesforce.org
Taleo
Leadership

For as long as I can remember, I’ve always wanted a job that would make my parents proud. I’ve been fortunate to work for well-known brands such as Coca-Cola, Gillette, and Jamba Juice. And my parents were always pleased. But I think they’re most proud of my newest endeavor as Board Chair for Fair Trade USA.

In fact, it was my parents who instilled in me a strong work ethic and commitment to community. Being part of Fair Trade USA enables me to live both of those values by helping to promote conscious capitalism—not just business for profit, but business with a purpose.

During my two decades as a corporate executive—the same two decades we’re celebrating for Fair Trade—I’ve experienced the rise of more conscious business leaders and more conscious consumers. It’s a tide that continues to rise and I’m honored to have an opportunity to be at the forefront of that tide with Fair Trade USA.

We have a unique opportunity before us—to bring the benefits of Fair Trade to more farmers, workers, fishermen, businesses, and consumers. I invite you to join us in the next steps along this journey, whether you’re a farm or factory worker, fisherman, advocate, company, conscious consumer, donor, or volunteer. With your investment of time, money, skill, effort, and ideas, the ambitious goal of Fair Trade for All is within reach.

In partnership,

LETTER FROM CHAIRMAN OF THE BOARD, JAMES D. WHITE

James D. White,
Chairman of the Board
### Financials

#### 2018 Financial Statements

**Current Assets**
- Cash and Cash Equivalent: $4,419,918
- Other Current Assets: $150
- Service Fees and Other Receivables: $5,161,160
- Grants Receivable, Short Term: $1,044,276
- Prepaid Expenses: $378,086

**Total Current Assets**: $11,003,589

- Property and Equipment, net: $410,229
- Deposits: $50,450
- Grant Receivables, long term: $295,000

**Total Assets**: $11,759,268

**Liabilities and Net Assets**
- Current Liabilities
  - Accounts Payable: $430,166
  - Accrued Liabilities: $1,485,842
  - Deferred Revenue: $191,229
  - Notes Payable, current portion: $121,912

**Total Current Liabilities**: $2,229,146

- Notes Payable: $978,088
- Accrued Lease Incentive: $111,125

**Total Liabilities**: $3,318,362

**Net Assets**
- Unrestricted: $7,455,361
- Total Restricted: $985,546

**Total Net Assets**: $8,440,907

**Total Liabilities and Net Assets**: $11,759,268

---

#### 2018 Revenue and Support

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
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<tr>
<td>Services Fees, net</td>
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<tr>
<td>Grants and Contributions</td>
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<td>In Kind Donations</td>
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<td>Other</td>
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**Total Revenue and Support**: $19,245,940

<table>
<thead>
<tr>
<th>Expenses</th>
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**Total Expenses**: $20,981,677
Thank you

Why Fair Trade?
For the health of my family, for the health of the planet, and for the health of the consumer.”

JOSE EDWAR MUÑOZ, Colombian organic Fair Trade Certified™ coffee grower, a member of COSURCA

Thank you

Fair Trade depends on all of us—producers, consumers, business partners, donors, supporters, and advocates. Together we make Fair Trade. Together we make the world a better place.

Thank you for buying Fair Trade Certified™ products. Thank you for being a part of the Fair Trade community. Thank you for your generous contributions to Fair Trade USA.