Fair Trade
USA®

Consumer Packaged Goods Program
We Are Fair Trade USA

As of 2018, producers have earned a total financial benefit of $610 million through sales of Fair Trade Certified™ products, including over $400 million in Community Development Funds and $200 million as a result of the Fair Trade Minimum Price.

- Nonprofit organization founded in 1998
- Over 250 Fair Trade Certified ingredients available
- Over 1,250 businesses selling 40,000+ Fair Trade Certified products in North America
- 950,000 farmers & workers in 50+ countries impacted in 2018
Fair Trade: A Model for Global Empowerment

Fair trade is a simple, powerful and authentic way to communicate to consumers that your brand is dedicated to sustainability. By supporting fair trade, you can improve the lives of farmers, protect the environment and foster community development. Your fair trade purchases allow farmers to increase their productivity, build schools and clinics, prevent child labor, and train farmers to improve their businesses.

A commitment to making a conscious choice for a better world.

A choice to empower farmers and protect the environment.

Helping consumers make to make the right choices the most obvious ones.
Benefits of Fair Trade

Producers

Access a new market segment
Access markets of those who only source fair trade and be seen as a leader in social responsibility.

Increase producer motivation, knowledge, and safety...
regarding quality, increased health and safety measures, and labor risks.

Improve Communities
Through Community Development Funds, fair trade empowers communities to make holistic investments into their livelihoods.

National Brands

Ignite consumer interest...
stand out on shelves by using the widely-recognized Fair Trade Certified seal to tell the story behind your product and brand.

Meet your sustainability goals...
Fair trade’s standards help companies meet their sustainable sourcing goals in a credible way.

Reduce risks to brand reputation...
due to supply chain problems such as undetected labor violations or inconsistent supply and specification.

Private Brands

Attract & grow key retail accounts
Appeal to the 30+ retailers who are adding fair trade certification to their private brand portfolios.

Boost Private Brand sales,
leverages the average 3.3% sales lift post-certification.

Differentiate your business
by offering Fair Trade USA sourcing services as a value-add to retail partners.
CPG Roster Grew to 175 Private Brand Products and 1,075 National Brand Products in 2018

Fair Trade USA has launched more than 40,000 in total...

A Few Representative Brands and Retail Partners
No Commitment is Too Small for Fair Trade USA

Promote Your Partnership with a Variety of Seals and Copy

View our: Seal and Language Usage Guide
A Recognized Certification that Aligns with Consumers’ Values

60% of US consumers know the Fair Trade Certified seal

1 in 3 US consumers would be more likely to buy a product if it was Fair Trade Certified

91% of consumers try to purchase products that are socially and/or environmentally responsible whenever possible

85% of consumers would switch to a “cause” brand

Source: Natural Marketing Institute, State of Sustainability, 2017; Good is the New Cool, 2016, Afdhel Aziz and Bobby Jones
Components of the Fair Trade USA model are designed to drive meaningful change at all levels of the supply chain

**Rigorous Standards**
Through compliance with rigorous fair trade standards, farmers and workers benefit from improved workplace safety and health, sustainable livelihoods, and an opportunity to engage and participate.

Six core modules of fair trade standards range from fundamental rights at work to biodiversity and sustainable production.

Third-party certifier audits ensure standards are met and maintained.

**Fair Trade Premium**
Producers who meet these standards receive a Fair Trade Certificate to sell their products under fair trade terms, earning an additional amount of money that goes into a Community Development Fund with every sale.

These additional funds have enabled important investments like clean water, education, and health care.

**Producer Empowerment**
Fair trade standards uphold the rights of farmers, workers, and fishermen to organize and participate in Fair Trade Committees.

This committee assesses needs and manages the use of Community Development Funds.

Field staff at origin support producers with training, organization assistance, pre- and post-audit compliance support, and financial literacy.

**Market Activation**
Retailers and brands adhere to the Trade Standard and activate the fair trade system with each purchase of a Fair Trade Certified ingredient like sugar or tea.

Consumers activate the fair trade system with each purchase of a Fair Trade Certified product.

Fair Trade USA is the leading certifier of fair trade products in North America.
What’s in a Standard?

Our certification gives consumers the confidence that every purchase has a real impact on farmers’ lives. The Fair Trade USA certification model is designed to ensure trade practices at every level of the supply chain – all parties along the supply chain are registered and audited to the Fair Trade USA Producer and Trade Standards.

Overview of the Six APS Modules

1. **Empowerment**
   - Guides the identification of the Premium Participants, democratic election of the Fair Trade Committee, and management and spending of Premium funds on needs-based projects.

2. **Fundamentals of Work at Risk**
   - Outlines rights for individual and collective well-being and autonomy, including freedom from forced or child labor and discrimination, protections for young workers, and freedom of association.

3. **Wages, Working Conditions, & Access to Services**
   - Sets requirements to improve farmer and worker health and safety, working hours, fair wages, and benefits, and to promote supportive work environments and open communication.

4. **Biodiversity, Ecosystem Function, & Sustainable Production**
   - Helps protect biodiversity, soil productivity, and water; control risks from pesticides and waste; enhance resilience to climate change; and improve the environment, health and quality of life of farmers, workers, and their communities.

5. **Traceability & Transparency**
   - Provides a framework for the traceability of Fair Trade Certified™ goods, and ensures that Fair Trade agreements between the Certificate Holder, suppliers, and market partners are bound by fair and transparent contracts.

6. **Internal Management System**
   - Outlines requirements for the Certificate Holder and others under the Certificate to ensure compliance with Fair Trade USA’s Agricultural Production Standard requirements.
Producer Empowerment & Fair Trade Community Development Fund

The Fair Trade Committee

Fair Trade USA producers democratically elect other members to represent the greater producer voice on a Fair Trade Committee.

The committee meets quarterly to coordinate premium disbursement, plan community needs assessments, and manage premium projects. They also conduct surveys to identify community needs.

In large farm setups, committees also can act as a representation body to advocate on behalf of workers to management.

Community Development Fund to Producers

Fair Trade USA ensures an additional financial fund to producers on every certified item. The Fair Trade Community Development Fund is a mechanism to directly improve producer livelihood and invest in their future.

Examples of Fair Trade Community Development Projects:

- Health and sanitation projects
- Childcare facility
- Cultural celebrations
- Medical programs or health insurance policies
- Savings accounts & investment schemes
- Etc.

Clean Water, COOPATESA Cooperative

In 2019, the Kpatabonou Village, in the Oumé section of Côte d’Ivoire, completely renovated its water pump with Community Development Funds received through the local cooperatives’ partnerships with Fair Trade USA.

In the case of COOPATESA, a Fair Trade cooperative in Côte d’Ivoire, West Africa, Fair Trade cocoa helps provide clean drinking water to a village.

"Before the renovation women had to walk really far to get water. It was dirty and unsafe. Now, the water pump area is clean, efficient, and safer for our community to use."

-Michel Yao Kouassi, Village Chief
Going Beyond the Seal: Brand Partners

Retail Activation

Our Retail Team works with you to provide:

1) **Retail & Consumer Insights**: Retailer awareness, shopper profile, fair trade ROI

2) **Sales Training & Tools**: What is fair trade, retailers commitments, sell sheets

3) **Retail Intros & Pitch Support**: Retail contacts, prep + participation in meetings

4) **Insights on Activation Opportunities**: Retail activation calendar, tools, and resources

Marketing Activation

1) **Work with our B2B2C Marketing Team and Campaigns team**: Our teams support you with materials and guides to market your Fair Trade Certified products

2) **Build awareness**: Celebrate product launches, develop turnkey campaigns

3) **Drive purchase of FT Certified products**: Provide tools to highlight fair trade in-store and online, participation in Fair Trade USA Online Gift Guides and marketing campaigns

4) **Inspire advocacy**: Build momentum with Influencers and Advocates

5) **Packaging review and seal usage support

6) **Leverage existing assets**: Fair Trade USA photos and footage

7) **Share articles**: “Behind the Seal” news, announcements and stories on Fair Trade USA website
Going Beyond the Seal: Producer Partners

Producer Activation

1) Grow supplier’s business: Increase loyalty with existing customers, attract new customers in priority segments, and differentiate from competition

2) Increase farmer satisfaction and loyalty: Cost reduction due to decreased turnover; increase production quality and decrease errors, save money by training and investing in current workforce

3) Provide direct economic benefit to producers: Offer economic benefit to producer communities through Fair Trade Community Development Funds, and Minimum Price adjustments where applicable
To learn more about Fair Trade USA’s CPG Program certifications, please contact:
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