Fair Trade USA’s Theory of Change frames a model where people prosper in resilient and sustainable communities through building a market for responsible business & mutually beneficial trade that cultivates conscious consumption.

**Resilient Communities**
- Investments in Community Development Funds lead to increased incomes to support sustainable livelihoods for individuals, and increased infrastructure for Communities.

**Prosperous Individuals**
- Individual and worker protections, as well as fair remuneration and contracts, line with our fair trade standards, creating safe workplaces and empowered individuals.

**Conscious Consumers**
- Consumer awareness and understanding of fair trade develops loyal fair trade consumers and advocates.

**Outputs**
- The Fair Trade Committee supports sustainable incomes through legally required wages and benefits and the Fair Trade Minimum Price paid.

**Strategic Partnerships**
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