Theory of Change

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.

STAKEHOLDER JOURNEYS

We support producer and worker COMMUNITIES through stakeholder engagement, capacity building, and participatory and equitable decision making, all of which lead to increased social capital and community resilience.

We protect our WORKERS, FARMERS, and FISHERMEN through certification, auditing, and compliance with our standards which grant access to safe environments, additional capital and resources, and education along their fair trade journey.

We change INDUSTRIES and empower communities by educating our farms, factories, fisheries, and brands on responsible business practices and developing ethical supply chains.

We engage CONSUMERS by celebrating brands that sell Fair Trade Certified products produced in the fair trade process, as well as educating consumers to advocate for sustainable supply chains.

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This is a simplified version of the FTUSA theory of change. The full version can be requested by contacting FTUSA.

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