

# Fair Trade USA™ Business & Technology Transformation Project



Achieving our 2030 Vision

## The Innovation

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The Fair Trade Certified model of impact is both efficient and effective. Because our intervention is market-based, it is one of the most financially sustainable models available to developing communities. The efficacy of both the protections in our standards and the use of the financial returns by producers in their own communities has been proven by outside research and consistently validated in our own evaluations. The single greatest limitation to our model is our ability to scale to include millions of more families. We require a digital transformation to achieve this goal.

## Technology Transformation & the Partner Portal

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Fair Trade USA is launching a bold new initiative: a multi-year technology transformation program aimed at building a more scalable and sustainable impact model.

This initiative will leverage the latest advances in technology and data management to increase transparency and trust throughout the global supply chain, create and share better supply chain intelligence, and activate a thriving market ecosystem from producer to consumer.

A key output of the program will be an automated, data driven platform—the Partner Portal, designed to provide easy access to supply chain insights, learning tools, automation and transparency about compliance performance, and market support for all participants in the Fair Trade ecosystem as well as those within the broader sustainability community.

The primary goals of this technology transformation program and the Partner Portal are to:

- Expand the unique social and environmental sustainability impact of Fair Trade to millions more producers worldwide.
- Build the capacity for both producers and industry partners to successfully market and grow their businesses on Fair Trade terms.
- Accelerate the expansion of consumer demand for Fair Trade products, which will drive more economic and environmental benefits for local producer communities and businesses.

Fair Trade USA seeks to partner with leading philanthropic institutions to provide programmatic expertise and funding for this systemic change effort. With this support, we will:

- Deepen our impact in current supply chains and propel our tech and data-driven investments into other supply chains.
- Pilot and launch new technologies that will enable further automation of the supply chain.
- Establish the foundation for the comprehensive technology platform.

As a result of our Technology Transformation project, Fair Trade USA sets out to:



- Double the number of producers protected by Fair Trade standards and supported by the Fair Trade premium from 1 million to 2 million by 2029.
- Increase sales of Fair Trade Certified™ products from USD \$7 billion to USD \$11 billion by 2024 and USD \$35 billion by 2029.
- Increase the number of companies selling Fair Trade Certified™ products from 1,400 in 2020 to 1,700 partners by 2024 and 2,500 by 2029.
- Increase US consumer awareness of Fair Trade products from 66% today to 72% by 2024 and 80% by 2029.

With an investment in our technology transformation, Fair Trade USA will be able to accelerate efforts to transform the sustainability certification field and drive greater impact.

