



FAIR TRADE USA
2023 ANNUAL REPORT



Paul Rice with Sorwathe Tea Estate tea plucker, Denise, and her daughter in Kinihira, Rwanda

Dear Friends,

Last year was both challenging and fruitful for the global Fair Trade movement. In 2023, across our programs in coffee, produce, apparel, and 40+ other product categories, Fair Trade USA™ partnered with 1,500+ brand partners to deliver life-changing impact to over 1 million farmers, workers, and their families in 53 countries around the world.

In 2023, we generated \$96 million in financial impact for those families. Since our founding in 1998, we've delivered more than \$1.2 billion in cumulative financial impact. In the face of economic headwinds and market uncertainty, this Fair Trade "Impact Premium" is making a huge difference in the lives of those that we serve.

We see Fair Trade producers investing these funds in so many inspiring ways. From farmworkers in Mexico receiving dental and eye care for the first time, to garment workers in Vietnam administering hepatitis vaccines, to smallholder coffee farmers in Ethiopia creating scholarships for their kids to stay in school, these stories of impact illuminate our mantra: *business can and must be a force for good!*

A few other 2023 highlights worth noting:

- We launched a historic [coffee innovation initiative](#), partnering with world-class consultants at IDEO.org and an impressive, global Coffee Impact Advisory Board.
- In response to our innovations in produce, NatureSweet is converting 100% of its branded snacking tomatoes to Fair Trade Certified™. NatureSweet will become the highest-volume Fair Trade produce supplier in the world in 2024.
- We partnered with e.l.f. Beauty to write a compelling case study on sustainability. In just a few short years, e.l.f. is already up to 90% Fair Trade Certified.
- We made significant progress in our Transformation Roadmap, innovating our technology and programs to enable future growth and impact at scale. Another transformation project, funded by the Walmart Foundation, is helping us Leverage Technology to Strengthen

Responsible Recruitment in agriculture. Fair Trade USA has made a big commitment to the verification of responsible recruiting practices, as this is essential for eliminating labor trafficking in supply chains.

- As a vote of confidence in our vision for technology innovation, Amazon Web Services awarded us their IMAGINE Grant which we will use to deploy AI and other tools to provide unprecedented supply chain transparency and insights to our industry partners.

There is so much to celebrate. And when I think about these accomplishments, I am reminded that YOU helped make this transformative impact possible. For your support, I am humbled and forever grateful.

What's ahead? We will continue to innovate and improve our model, inspired by our inclusive vision of Fair Trade for All. We believe that Fair Trade has the promise and potential to generate transformative impact not just for a million families but for tens of millions of families around the world. Equally important, Fair Trade is a unique learning laboratory for the broader ethical sourcing movement, for the regenerative economy, and for the emergence of conscious capitalism. Look for my deep dive into the lessons of our movement in my forthcoming book, **Every Purchase Matters**, to be published in April 2025.

When I look 20 years into the future, I believe Fair Trade and other models of economic inclusion and supply chain sustainability will become the "new normal." If I'm right, that means that you and our global community of supporters are visionary co-authors of a whole new chapter in capitalism which harmonizes people, planet, and prosperity.

So, on behalf of the entire Fair Trade USA team and all the families and communities that we serve, I send you my heartfelt thanks for all that you do, every day, to make the world better. I am so proud of what we are accomplishing together!

With gratitude and hope,

Paul Rice, Founder & CEO





Luz Sisa, 24, from Mulalo, Ecuador drops off her daughter Shirley at the company's complimentary daycare. Luz, a mother of two, has been working at Agrocex since 2010. She states: "We have fun working here and receive so many benefits. My daughter Shirley is in daycare, I receive small credits, computer courses, have my teeth checked, and above all, we are hoping to get a home in the new housing complex. We dream of having a roof over our heads that we know is ours."



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ON THE FRONT COVER:
Margot Chancusig, *Flower Grower*, Cotopaxi, Ecuador
Mohamed Rihan, *Wood Carver*, Saharanpur, Uttar Pradesh
Umar Pabolia, *Fisherman*, Buru Island, Maluku, Indonesia
Komil Baror, *Tailor*, Kanpur, Uttar Pradesh, India
Francisco Najera, *Farmer*, Chiquimula, Guatemala

ON THE BACK COVER: Umar Pabolia heads out on an early morning fishing trip. Umar, 35, started fishing for yellow fin tuna in 2007 after working in the logging industry. Fair Trade has helped him make a better living.

Baru Island, Maluku, Indonesia.



ABOUT FAIR TRADE USA

Our Mission

Fair Trade USA is building an innovative model of responsible business, conscious consumerism, and shared value to eliminate poverty and enable sustainable development for farmers, workers, their families, and their communities around the world.

Our Vision

We believe that all farmers deserve a fair price for their harvest so that they can 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.

Our Values

These are the beliefs and principles that drive our organization..



FAIRNESS

We strive to create opportunity for people everywhere. We believe everyone deserves to share in the benefits of the global economy.



TRANSFORMATION

We transform our organization, and the world, through entrepreneurial ingenuity, bold innovation and a passion for learning.



INTEGRITY

We uphold the highest standards of ethical trade and supply chain sustainability. These standards are activated with transparency and accountability.



COMMUNITY

We are building a global movement of changemakers. We believe collaboration and partnership are essential for progress at scale.



IMPACT

We are a force for good in the world. We build sustainable solutions that improve lives, protect the environment, and create measurable benefit for all stakeholder partners.

“Weaving at the pitloom is a trade my father originally worked in and I'm proud to continue with this work. It's a handicraft that's special to our people. I hope that consumers can continue buying our rugs – this is part of our identity!”

”



Jafar Ali, 23, a pitloom weaver from Uttardinaipur, West Bengal, India.



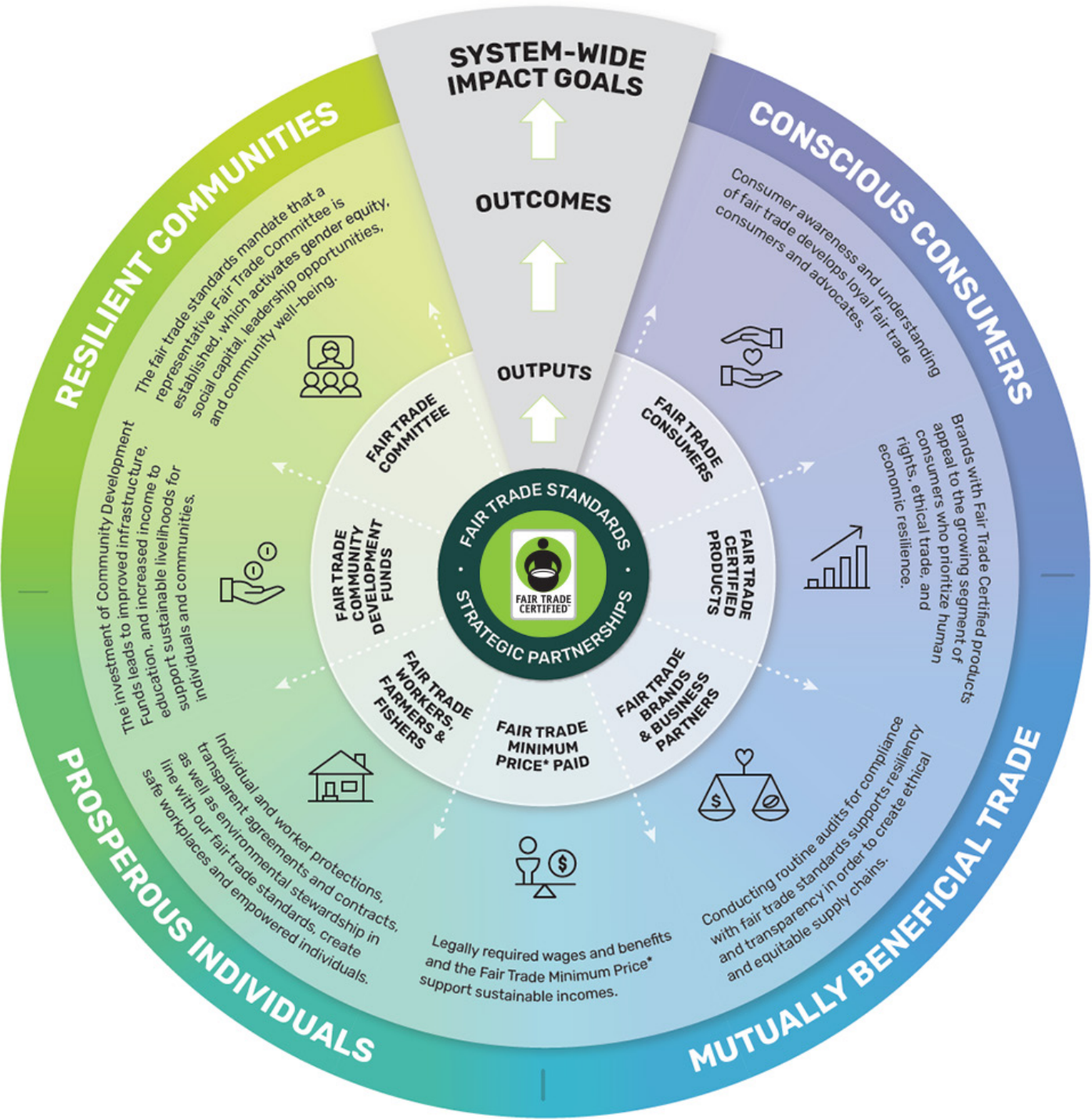
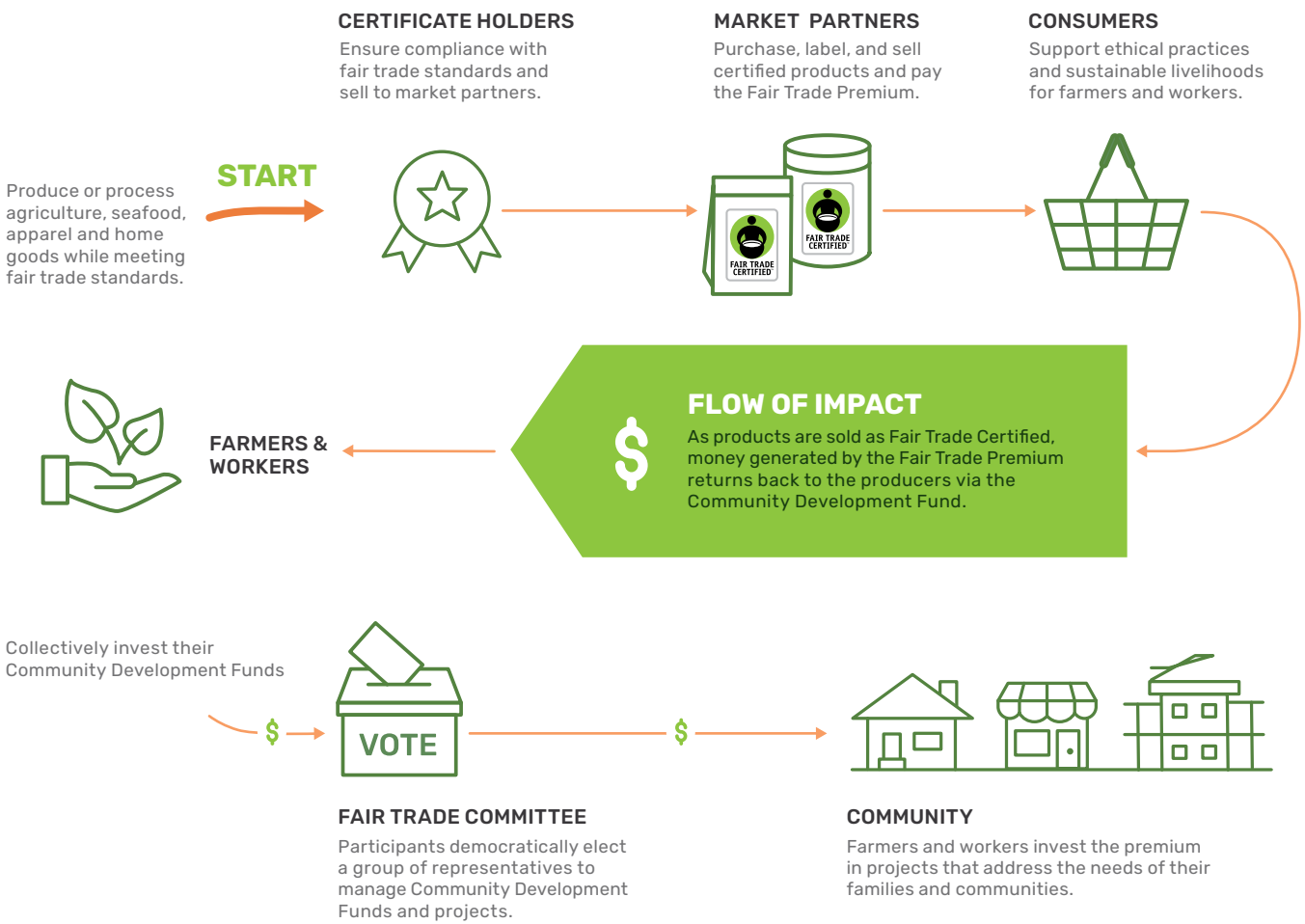
OUR THEORY OF CHANGE

Our Theory of Change shows how our model impacts producer livelihoods. In too many global supply chains, value is not shared equitably, putting producers in unsustainable circumstances.

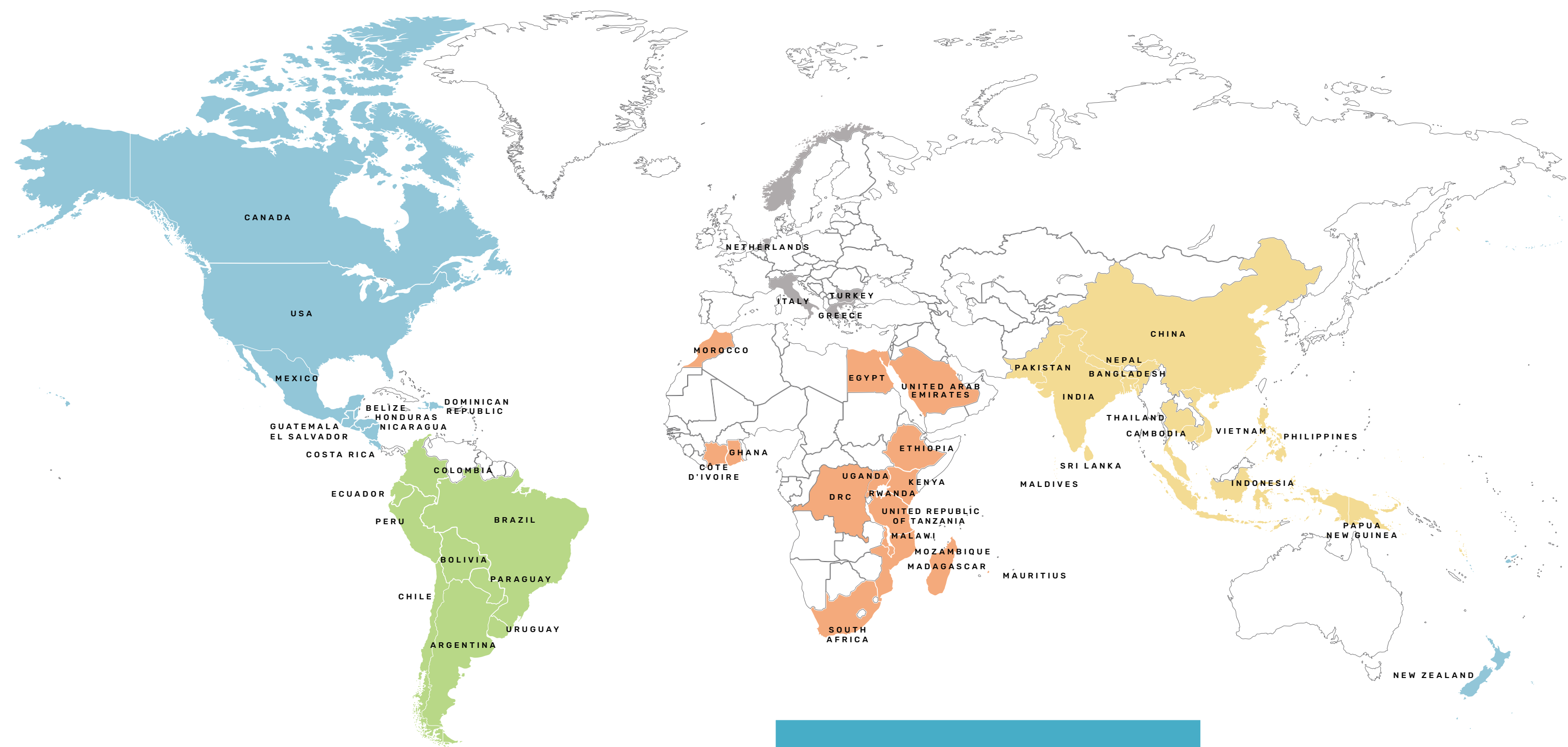
The Fair Trade model empowers producers and enables businesses to engage in more ethical, transparent partnerships that boost sustainable livelihoods. We continuously innovate this model to reach as many

producers as possible. It is through philanthropic partnerships that we are able to leverage technologies and expertise to do so effectively.

Together, we are creating a model where producers and their communities thrive with better incomes, strong social protections, and more direct trading relationships.



WHERE WE WORK



UNLOCKING TRANSFORMATIVE SOCIAL,
ENVIRONMENTAL, & ECONOMIC IMPACT IN
53 Countries



OUR IMPACT

The Impact of Fair Trade



So, what does the Fair Trade Certified label mean? It means consumers buying these products are helping empower producers and their communities and driving systemic improvements. Here's how:

Worker Protections & Support with Fair Trade Standards

The rigorous Fair Trade Certified certification model and standards ensure that farmers, workers, and fishers are made aware of their rights, workplace safety, and protection. The standards protect human rights and grant access to safe environments, education, additional capital and resources along the Fair Trade Certified journey.

In a recent study of over 10,000 farms in Kenya and South America, we compared those participating in Fair Trade against those who were not. Fair Trade farmers got a lot more than extra Community Development Funds; they also achieved roughly twice as much income from their crop yields as those who are not Fair Trade. This new income wasn't a donation or extra premium – it was real earnings from running their farms in ways required in our standards and taught via the Fair Trade Academy, our additional capacity-building training platform.

Stronger Communities with Development Funds

As Fair Trade Certified products are sold, companies pay an additional sum of money directly to the beneficiaries of the program. This money is referred to as the Community Development Fund directed by elected members of the workforce. These funds allow farmers and workers to vote on how to best invest in development projects surfaced through community needs assessments. Projects include things like access to education, healthcare, housing needs, clean water, and many others.



1.6 MILLION
Fair Trade Certified Producers
across 53 countries

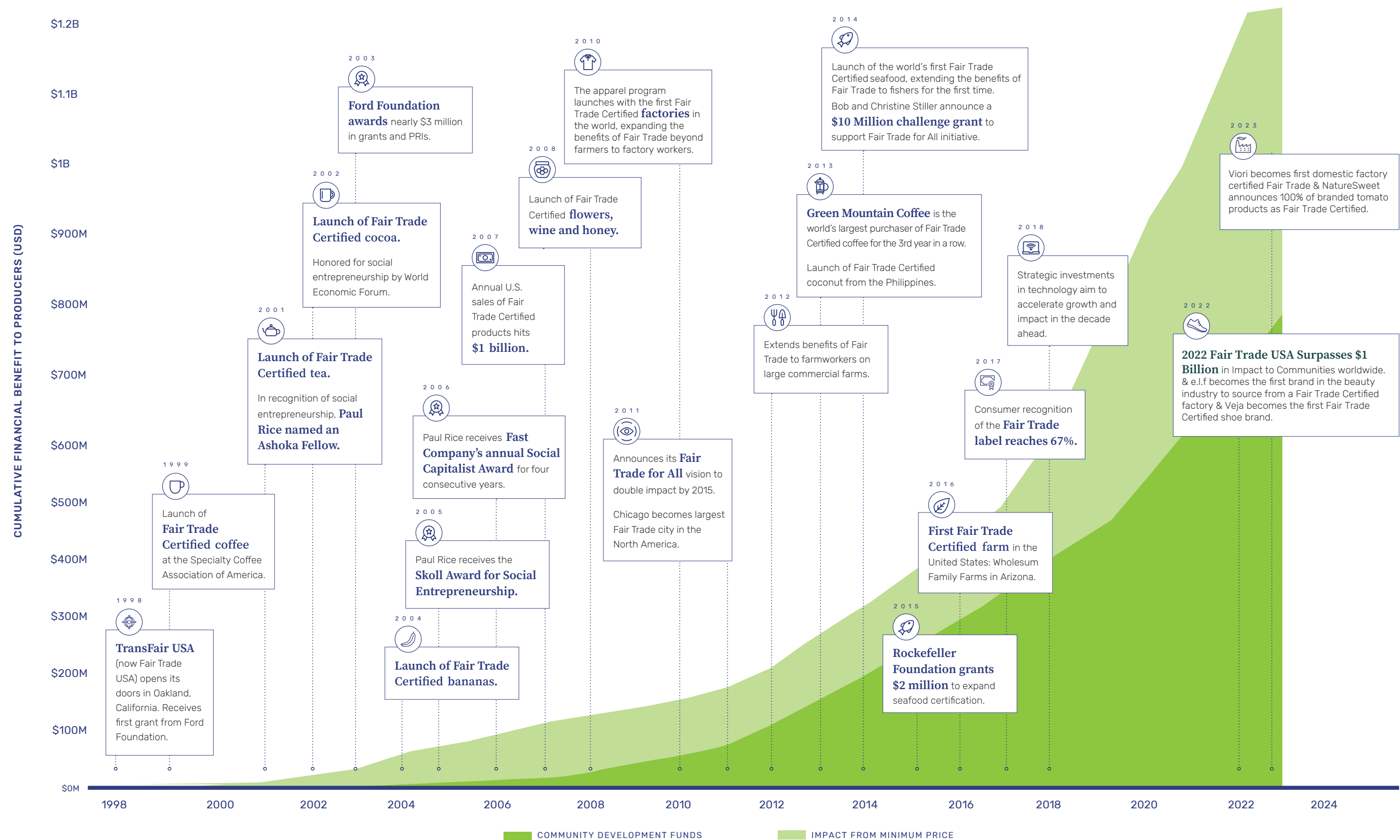


120+ SOCIAL,
economic, and environmental
protections



Guadalupe Pascual, 21, migrant worker from Acayucan, Veracruz, Mexico holds recently harvested Fair Trade Certified asparagus.

25 YEARS OF FAIR TRADE IMPACT



FEATURED IMPACT STORY

Empowering Women: The Story of Roma and Suma

For over 25 years, Fair Trade USA has worked to provide opportunities for systemically marginalized individuals and communities to gain access to markets on a fair playing field, unlocking their ability to lead themselves to the future they envision.

Gender equality and women's empowerment are core to the Fair Trade model and essential for sustainable change and impact. Fair Trade helps advance these outcomes, outlined within the United Nations' 17 Sustainable Development Goals for 2030. Establishing these standards and measuring against them ensures women and girls gain access and agency to support their families and futures.

Of the many stories that have surfaced within Fair Trade Certified supply chains, Roma Gonju and Suma Mal's are among the most illustrative of the transformative impact the entire community can experience when systems allow women to have a voice and succeed.

Roma and Suma, who grew together as tea pluckers on an estate in Assam, India, showed remarkable courage in their journey with Fair Trade. They were drawn to the model to help their community overcome health issues caused by the lack of infrastructure for clean, potable water. People bathed in the same river that collected a variety of waste, which led to chronic illnesses that too frequently kept

children out of school and workers at home.

Determined, Roma and Suma were elected to the Fair Trade Committee. Their leadership brought essential projects to their community, including installing water filters and deep-well hand pumps, significantly reducing water-borne illnesses.

Through this experience, they both ran for elected office on their village council and won. Women holding leadership roles in this part

of India is uncommon. However, with Fair Trade support, Roma and Suma defied societal norms and are now community leaders. They spearheaded projects that addressed water issues, sanitation, infrastructure, and reliable shelter during monsoons. They also led improvements for roads and bridges, which enhanced

access to education and work. Roma and Suma's focus on women's empowerment led to the creation of government programs, including financial literacy workshops and small-lending programs for women.

Fair Trade USA is deeply committed to supporting the role that women play in the production system and is dedicated to consistently evaluating Fair Trade's impact on women and girls. The Fair Trade model shows that entire communities benefit when women succeed.



Tea workers in Assam.

INDUSTRY PARTNERS AND MARKET BUILDING

We measure progress in the tangible difference we’re making in the lives of millions of workers, companies, and consumers across the world.



1.6 M

Farmers & Workers

Fair Trade Certified supports 1.6 million farmers, fishers, and workers in 53 countries.



\$1 B

Financial Benefit to Producers

Farmers, workers, and fishers have earned over \$1 billion in additional income over our 25 years in the form of increased prices and Community Development Funds.



120+

Social, Economic, Environmental Protections

Fair Trade Certified products are produced according to rigorous standards that protect the well-being of farmers, fishers, and workers.



1,500+

Responsible Businesses

The fair trade market is growing because of businesses' dedication to Fair Trade USA standards.



12,500+

Products carry the Fair Trade Certified label

By putting our label on goods made responsibly, fairly, and sustainably, we make it easier for people to choose products that align with their values.



65%

U.S. General Population Consumer Recognition

Consumers increasingly know and trust Fair Trade Certified; we are the most widely recognized fair trade label in the U.S.

Fair Trade Certified products are found across a number of industries including:

Coffee • Consumer Packaged Goods • Factory • Floral • Produce • Seafood



2023 STRATEGIC PHILANTHROPY

Kroger Believes in the Value of Fair Trade



The Kroger Company Foundation has been a long-time partner of Fair Trade USA helping

to drive impact through supporting our research and innovation work. In 2023, the Kroger Company Foundation supported a Minimum Price and Premium Research Project in coffee.

In this study, we investigated the impact of Fair Trade minimum price and premium on supplier resilience, focusing on production efficiency, supply continuity, and business investments of smallholder coffee farmers in Costa Rica, Panama, and Kenya.

The Kroger Co. Foundation provided an additional grant in 2023, funding work to understand how Fair Trade farming practices contribute to solutions to the climate crisis and how our Agricultural Production Standard aligns with and reinforces regenerative practices. This

assessment led to the launch of our new Regenerative Agriculture scorecard tool.

Thank you to The Kroger Co. Foundation for your continued support and partnership in helping to advance Fair Trade USA's mission and movement.



Workineh Shume, 45, works at a washing section at the Homa Cooperative in Oromiya, Ethiopia. A farmer and a father of six, Shume says "I'm most happy when I work and earn a good income and then send my children to school." He has been working at the cooperative for almost twenty years.

As a result of this work, findings include:

Fair Trade coffee production has higher supply chain resilience and faster recovery from market shocks than non-Fair Trade Certified coffee.

Fair Trade farmers achieve at least twice as much as the coffee yield of non-Fair Trade farmers per hectare annually.

Fair Trade farmers earn at least 150% more gross income and 147% more net profit than non-Fair Trade farmers per hectare annually.



Collaborating for Fair Wages in the Tea Industry



Assam, located in Northeast India, is one of the largest tea-producing regions globally. However, there's a surprising lack of data concerning living wages within its tea sector, and no existing study addresses this gap. Fair Trade USA has joined forces with Tazo® Teas and IDH to create a living wage benchmark for Assam. This collaborative effort, which began in 2022, is set to continue through 2025, laying the groundwork for significant progress in ensuring fair compensation for tea workers in the region.

The introduction of a living wage benchmark for the tea sector in Assam, responsible for over 50% of India's tea production, signifies a significant stride toward improving the lives of over one million workers—predominantly female—who work on the region's tea estates. As tea estate workers gain access to fair wages, the benefits will ripple through their families and communities. Studies consistently show the significant positive impact of women achieving financial independence, literacy, and stability. When women attain these milestones, they empower themselves to make informed decisions, contribute to economic growth, and reinvest in their communities, leading to broader social and economic benefits for all.

Tazo's leadership in the tea sector, along with IDH and Fair Trade USA's deep roots in Assam, technical expertise, educational

workshops, and extensive partnerships, will provide brands and producers with the data needed to bridge the gap between prevailing wages and the living wage benchmark.

We believe that strong partnerships not only allow for the scaling of the beneficial impact of Fair Trade but also foster greater stakeholder communication, trust, empathy, and alignment. It's with gratitude that we acknowledge Tazo and IDH for their ongoing partnership. We're excited to witness how this benchmark can work alongside our globally accepted standards, creating lasting, positive change in Assam and beyond.



FAIR TRADE FOR PLANET AND PEOPLE

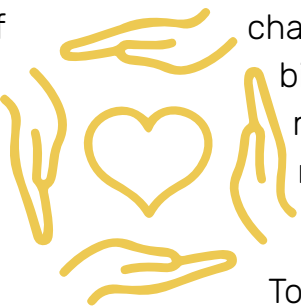


Environmental harm disproportionately affects the most vulnerable communities – a pattern we have seen in the fair trade movement for decades. Farmers, fishers, and workers live on the frontlines of environmental challenges brought on by climate change putting their livelihoods at risk. At the heart of the Fair Trade Certified model lies the acknowledgment that for farmers, workers, and fishers to flourish, we must acknowledge the interconnectedness between people and the planet.

The production of food and goods affects the environment, just as our changing

environment impacts production. Fair Trade aims to minimize environmental harm from production activities while equipping producers to adapt to environmental changes such as climate shifts, biodiversity, deforestation mitigation, and pests, fostering more sustainable production methods.

To address global poverty, we must recognize that 80% of people living in poverty reside in rural areas. They require additional tools, knowledge, and resources to navigate a shifting climate and cultivate more sustainable practices.



Our Approach to Environmental Sustainability

There are three key elements of Fair Trade USA's approach to the environment:

1 Prevent and/or reduce risk to local environments through legal compliance and management systems. Fair Trade standards and certification focus first and foremost on the prevention and reduction of direct harm to the local environment from production activities. Standards include requirements related to management and proper disposal of waste, hazardous materials, and wastewater. Requirements address the importance of identifying and managing risks, such as the risk of contamination of local waterways. Fair Trade Certification also provides an additional level of incentive for producers to meet their region's environmental laws and regulations and Fair Trade audits provide an additional verification (on top of local authorities) that they are being met.

2 Empower and build capacity of farmers, fishers, and workers to produce sustainably. The Fair Trade program seeks to ensure individuals have the capacity, knowledge, and funds to produce sustainably and to safeguard the natural environment around them. Challenges faced by local communities and the appropriate solutions are contextual. By empowering, training, and supporting producers at origin, the Fair Trade model enables the prioritization and implementation of solutions that are the most meaningful and effective in their specific situation.

3 Provide funds to support Fair Trade participants' sustainability journeys. Core to the Fair Trade model is the Community Development Fund, an additional sum of money that industry and brand partners pay to producers of Fair Trade products. That fund is leveraged by farmers, fishers, and workers as they identify and implement solutions to protect their communities and natural environments.

"Before Fair Trade Certification, we did not have any control of the price and quality of our coffee. Now, we have the capacity to negotiate our prices because of our connection to the cooperative, and because of Fair Trade USA we are able to receive better technical support and knowledge. We have learned to protect our environment and produce a higher quality coffee, which allows us to receive an even better price and some additional funds that support our community."

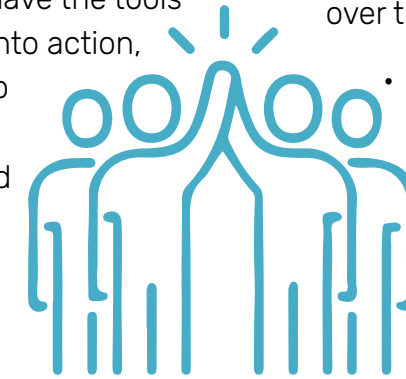
—Benjamin Quispe Cabrera, president of Miraflores sector of Sleva Andina, a Fair Trade Certified coffee cooperative in Peru



Empowered communities are environmental problem-solvers

While farmers, fishers, and workers are vulnerable to a changing environment, they are also creative leaders at the forefront of environmental solutions. When those at the core of global supply chains have the tools to put their lived experience into action, we see innovation that lifts up livelihoods and ecosystems alike. In the Fair Trade Certified program, many producers and workers recognize the link between environmental and economic vitality and put their put their Community Development Fund to work accordingly.

- Due to climate change, "coffee rust" – a devastating fungal crop infection – is growing more widespread reducing yields and incomes for small producers. Fair Trade Certified coffee farmers in Peru have responded by shifting production to higher elevations. Changing weather patterns are also affecting harvests for cocoa farmers in the Ivory Coast, and cocoa growing areas are expected to shrink as global temperatures rise.
- Farmworkers at Wholesum's Fair Trade Certified greenhouse farm in Sonora, Mexico voted in 2016 to invest their Community Development Funds to build a store where their families and the community could buy food and essential goods at discounted prices.



When electrical bills of nearly \$2,000 per month threatened the store's viability, workers used additional funds to install solar panels to power the store. In a win for the community and the environment, the panels should pay off in just three years, while saving 1,000 tons in CO2 emissions over their 40-year lifespan.

- Fair Trade Certified fishers in communities around the globe are using their Community Development Funds to address issues that threaten both ecosystems and livelihoods. In Mozambique, the Maldives, and Indonesia, fishers invested in beach cleanups and plastic recycling programs to reduce marine trash – a significant problem for fishing communities. Shrimp fishers in Mexico used their Fair Trade funds to transport shrimp larvae from threatened waterways to less polluted estuaries where more will survive and mature, an investment towards a more robust shrimp population and their own future livelihoods.



WHY WE JOINED

By Tarang Amin, Chairman and CEO of e.l.f. Beauty



I have believed in and been inspired by the fair trade movement since I was first introduced to it 15 years ago. I met Fair Trade USA founder, Paul Rice, when I was at Clorox and traveled with him to a Patagonia factory in Thailand. There, I witnessed firsthand the transformative power of Fair Trade, and the experience left a lasting impression on me. When I later became CEO of e.l.f. Beauty, I approached Paul about bringing this impactful change to our facilities.

This led to one of our proudest achievements when, in 2022, e.l.f. Beauty became the first beauty company to have a manufacturing facility become Fair Trade Certified. This

ensures that the workers are treated with fairness and respect, are working in safe conditions, and play an active role in our sustainability goals. Achieving a Fair Trade Certification is also meaningful to our e.l.f. community, who value our strong ethics and deep commitment to doing what is right for people, the planet, and our furry friends. Our community loves e.l.f. because of our superpowers. We bring them premium quality products at an extraordinary value that are cruelty free, vegan and clean, and today, over 90% of our products are Fair Trade Certified.

As the CEO of a purpose-led company who is also involved in numerous charitable programs and initiatives, I am passionate about influencing positive change, and e.l.f. demonstrates that doing the right thing is also good for business. We find that when we act with purpose to further our positive impact, our business becomes more successful, proving that companies don't have to compromise their beliefs or passions to be results driven. From the rich diversity of our team to the opportunities for growth and success we create within our company, our e.l.f. culture is designed to help people achieve their aspirations. We drive this positive impact in the world around us by partnering with Fair Trade USA to support and empower underserved communities and protect our planet and its inhabitants. Together, we are building a more equitable and sustainable future for all.

CELEBRATING THE PRESIDENT'S COUNCIL

Our President's Council is a visionary network of entrepreneurs, philanthropists, and impact investors who lend strategic philanthropic support to the mission of Fair Trade USA.

President's Council members contribute \$100,000 or more to support our groundbreaking innovation initiatives and impact programs. These generous gifts are typically disbursed over multiple years through either unrestricted funding or contributions that are directed toward particular programs. This premier level of philanthropy is critical to our ability to deliver extraordinary impact to over 1 million farming and working families around the world.

Members of the President's Council are cordially invited to:

- 1 | Participate in strategy sessions and program updates with Fair Trade USA senior management.
- 2 | Attend our annual Changemaker's dinner, typically in San Francisco or New York.
- 3 | Travel to the field with Founder & CEO, Paul Rice, to see firsthand the positive impacts of our programs.
- 4 | Receive dedicated staff support for any advocacy or partnership-building activities envisioned by council members.
- 5 | Be recognized in Fair Trade USA's annual reports.

Members help build Fair Trade USA's Impact:

- Build Capacity** among farmers, fishers, and workers to access market opportunities, boost their incomes, and protect the environment.
- Raise awareness** and activate consumers to change the world, one purchase at a time.
- Innovate our programs** with strategic investments in technology and data.
- Develop new product standards** that help new industries develop more transparent, ethical supply chains.

To learn more, please contact our Head of Philanthropy, Jordan Robbins at jrobbins@fairtradeusa.org

FAIR TRADE DONORS

President’s Council

Betty & Jack Schafer
Christine & Robert Stiller
Hirni & Tarang Amin
Jon Freeman
Marty & Ron Cordes
Ron Rankin & Cole Wagner
Yanina & Allan Spivack

Individual Gifts

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Yvette Rojo

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Academy of Our Lady of Peace
Amazon Smile Foundation
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Beautyologie
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Caitlyn Minimalist
Cotopaxi
David & Lucile Packard Foundation
Good Today
Google
IDH
J. Crew
Kroger Co. Foundation
Lipton Tea and Infusions
Madewell
Mindful Mixtures
Microsoft
Montana Cahill Family Foundation
Multiplier
Mitsubishi Corporation Foundation
for the Americas
Network for Good
Patrick J. McGovern Foundation
Pledgeling Foundation
Resonance
Tazo
Walmart Foundation
Walmart Family Foundation

In-Kind Services

Amazon Web Services
Google
Goulston & Storrs
Salesforce.org
Taleo

IN MEMORIAM: DAVID SHERMAN

With great sadness, we said goodbye to our beloved friend and advisor, David Sherman.



David was a sustainability strategist, a systems change thinker, and an executive coach. Over the course of his illustrious career in strategy consulting, he supported major global companies across many industries in their sustainability journeys. As such, David was one of the pioneers of the “business with purpose” movement. David was also a social entrepreneur, helping to launch various sustainable companies and networks. David served on the alumni board for the Berkeley-Haas Center for Responsible Business and was co-author of the book, *Flourishing Enterprise*, published by Stanford University Press.

For almost 20 years, David generously supported our organization’s mission as a loyal member of our Advisory Council. It would be impossible to summarize the impact that his keen intellect, creative spirit, and humble leadership contributed

to our work. David answered the call whenever he was needed. He helped us conduct research, evaluate program success, develop new strategies, and facilitate multi-stakeholder gatherings to accelerate systems change using the Appreciative Inquiry method. David was always available to provide creative and insightful guidance to our initiatives. He was the quintessential collaborator and a big proponent of “co-creation” as a practical way to develop better solutions with our diverse stakeholders. David extended his generosity to many individually, perhaps chief among them to Paul Rice, our Founder & CEO, who loved David as a trusted coach and brother.

David passed away tragically in January 2024 at the age of 67. He is survived by his wife Anna and their daughter Wendy, as well as countless people and organizations who are better for having known and learned from him.

We will always remember David for his brilliant mind, his warm and generous spirit, his kindness and compassion, and his unwavering belief in the potential of business and people to do good in the world. David leaves a powerful legacy of impact in the lives of millions of Fair Trade farmers, fishers, and workers around the world. He is forever in our hearts.



ORGANIZATIONAL LEADERSHIP

Board of Directors	
Nishant Bagadia Director, Global Partnerships, Breakthrough Energy	Sean Foote Founder/CEO/Professor
Natasha Chand Founder & Principal, NOBO LLC	Paul Rice Founder & CEO, Fair Trade USA
Ricardo Crisantes Fair Trade USA Board Chair, Chief Commercial Officer & Co-owner, Wholesum	Robert P. Stiller Founder, Green Mountain Coffee Roasters, Inc.
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	Larry Ruff Board Director/Strategic Advisor
Advisory Council	
Lindsey Bolger President, Linsey Bolger, LLC	Scott Leonard Co-Founder, Indigenous Designs
Pei-Ying Chen Manager, Thai Eastern Industry Co., Ltd.	Angela Pelaez Sustainability Manager, RGC Coffee
Ron Cordes Co-Founder, Cordes Foundation	Michael Perman C'EST WHAT; Futures Forecast and Innovation; Formerly Dean of Innovation, Gap Inc.
Andrew Ferren, Esq. Partner, Goulston & Storrs	Siddharth Sanghvi COO, Riaz Capital
Nikiya Finch Total Rewards Executive	Carlos Vargas CEO, CoopeTarrazú R.L.
Olivia Herbert Associate Dean & Chief of Staff at University of California, San Francisco	Johann Zueblin Member of the Board of Directors, Prime-Agri Ltd. Myanmar
Senior Management	
Paul Rice Founder & CEO, Fair Trade USA	Meagan Siddiqui Head of Digital Technology
Felipe Arango Chief Operating Officer	Dana Dufresne Chief Growth Officer
Sugumar Raman Chief Program Officer	Jordan Robbins Head of Philanthropy
Carlos Ruiz Chief Financial Officer	

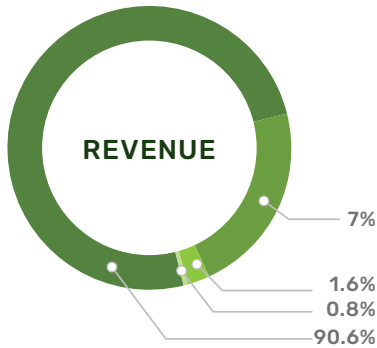


Children at the Ecole Primaire Publique (Public Elementary School) of Konan Koffi participate in a musical performance by their classmates. Locals in the Koffikro section of Côte d'Ivoire participated in the ceremonial distribution of new school kits for the students.

2023 FINANCIALS

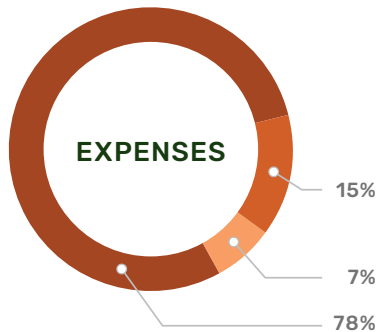
Revenue

Services Fees, net	\$19,376,487
Grants & Contributions	\$1,488,491
In-Kind Donations	\$333,072
Other	\$180,403
TOTAL REVENUE & SUPPORT	\$21,378,453



Support (Expenses)

Program	\$17,597,292
General & Administrative	\$3,482,326
Fundraising	\$1,516,975
TOTAL EXPENSES	\$22,596,593



At Fair Trade USA, our commitment to transparency and financial integrity is unwavering. We adhere to rigorous financial practices to ensure every dollar is utilized effectively and efficiently. Our financial operations undergo annual voluntary audits by an independent firm. Our financial statements, annual reports, and IRS Form 990 are readily accessible on our website. Transparency is embedded in our culture through regular training on ethical financial management and open communication with stakeholders. We uphold these standards to honor our dedicated supporters' trust, ensuring that together, we can drive lasting impact through Fair Trade.

FAIR TRADE USA RECIPIENT OF STORE BRANDS’ 2023 “GAME CHANGER” AWARD



Fair Trade USA has been **named a recipient of Store Brands’ 2023 Game Changer award for the redesign of our Factory Production Standard program in the Products Innovation category.** For the past three years, Store Brands has acknowledged those in private label who remain resilient during challenging times in the grocery industry. It **recognizes people, brands, and companies and specific innovations that drive change.**



Fair Trade USA recently **redesigned the Factory Production Standard program** that significantly improves its overall certification process. This innovative program **supports accelerated factory onboarding, expansion into new product categories and countries, affordability, and accessibility.**





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