

# WHY CHOOSE FAIR TRADE?



## FAIR PAYMENT

A fair price covers the cost of production, pays workers fairly, and still leaves enough profit to reinvest.



## TRACEABILITY AND TRANSPARENCY

Open communication and fair contracts are the building blocks of fair trade.



## CAPACITY BUILDING

Support for local, community-led development. Fair trade premium funds are one way that buyers can support those efforts.



## EDUCATION

Learning is key to empowerment. Fair trade organizations raise awareness about the structural inequities of the global trade system.



## NO FORCED OR CHILD LABOR

Labor exploitation is forbidden. Standards go beyond prohibition to address the root causes of forced and child labor.



## RESPECT FOR THE ENVIRONMENT

Additional premiums are paid for organic farming, recognizing the additional work required and valuing environmental stewardship.



## ENSURING GOOD WORKING CONDITIONS

Organizations are committed to following worker protection laws, reasonable work hours, and healthy conditions for all.



## DEMOCRATIC AND TRANSPARENT ORGANIZATIONS

Democracy is central to fair trade, empowering small-scale producers and workers with a voice and a vote.



## CREATING OPPORTUNITIES FOR DISADVANTAGED PRODUCERS

Small-scale producers are often the most marginalized by colonialism and the current systems of trade.



## LONG-TERM DIRECT TRADING RELATIONSHIPS

The fewer steps between small-scale farmers and artisans and the end user, the more money can return to the producer.



## BUILDING POWER AND PROTECTING THE MOST VULNERABLE

Organizations are committed to non-discrimination. They actively support gender equity, equal pay, and access to resources. Workers have the right to organize and bargain collectively.



**W**hile there are many certifications with different levels of credibility, the fair trade movement generally agrees on a few key principles. Applied together all along supply chains, these principles can guide us towards building a more just solidarity economy.