Farmers & Workers Growing Our Food Live In Poverty

2.6 billion live in poverty

~65% work in farming

In Paraguay, families only have 1-2 hectares of land.

Many farmers face regular food insecurity, inadequate housing, and very limited healthcare access.
Farmers’ & Workers’ Challenges are Supply Chain Risks

**Issues**

- Cocoa trees are aging beyond optimum yield years
- Cocoa farmer population is aging
- Low wages and conditions don’t attract the next generation
- Insects infesting sugar cane fields

**Risks**

- Lowered Production
- Potential Shortage

“The real truth is that we’re work animals for the fields”

-Pasqual Garcia, farmworker
We Believe Business Has the Power to Change the World

And Every Purchase Matters
Fair Trade enables sustainable development and community empowerment by cultivating a more equitable global trade model.

Quality Products

Improving Lives

Protecting the Planet
What is Fair Trade Certified™?

- 3rd party, independent certification under which products meet robust social, economic and environmental standards

- Assure decent working conditions and additional income for farmers and workers, enabling conditions for empowerment of farmers and workers

- A way for companies and consumers to vote with their dollars to support farmers and workers
In 2013 alone, Fair Trade USA Purchases Sent $40M to Farmers and Workers
The Fair Trade Approach

Farmers & workers vote on how to best leverage the Fair Trade Investments

Investments

Farmers & workers invest in education, agronomy training, healthcare, quality, productivity, and beyond
fair trade certified works across the supply chain

impact at farm level is generated by consumer purchases of fair trade certified™ products. we support our business partners at every step.

certify farms
- inspect and audit against fair trade standards

license exporters
- trace and measure impact

license importers and distributors
- provide impact stories, engage customers, and advise on supply chain development

highlight at retail
- help design and execute marketing campaigns

engage consumers
- raise awareness through pr, social media and grassroots outreach
Fair Trade Certified™ products come from 70 countries across Africa, Asia, Oceania, Latin America and the Caribbean
To date, we have launched ~800 partnerships with leading retailers and brands...

Major Brands

Key Retailers
...and worked with major funders and NGOs to support development projects at origin.
Institutions make the difference

Fair Trade Campaigns leverage the significant purchasing power of institutions
Fair Trade Colleges & Universities

Students, faculty, administration and food services providers partnering to:

• **Educate** about the benefits of Fair Trade for farmers, workers, and artisans around the world

• **Increase** the social and economic impact of Fair Trade through on-campus purchasing

• **Highlight** responsible businesses & professional opportunities

Learn More at: www.FairTradeCampai.org
Thank you!