



## “FAIR TRADE”



Fair trade means that a business is **certified** to abide by internationally recognized principles:

✓ Pay prices which establish a living wage for producers;

Licensed Fair Trade importers pay \$1.26/lb (\$1.41/lb if organic) to Fair Trade coffee cooperatives.

If coffee is not fairly traded, farmers may get only a portion of that—as low as \$.25 per pound.

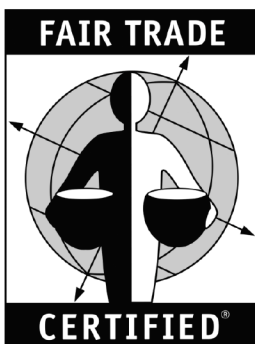
✓ Buy direct, meaning that benefits and profits go to the farmers and their communities;

✓ Promote gender equality, meaning valuing and rewarding the work of women;

✓ Encourage ecologically sustainable farming practices;

Fair Trade certification ensures environmental stewardship and forbids the use of ISO-designated “dirty dozen” pesticides.

✓ Promote decent working conditions, meaning (among other things) that if children are involved, their working conditions conform to UN Conventions on the rights of the Child.



**Look for this Label!**

In the U.S., the Fair Trade certifying organization is TransFair USA.

Products which carry this label are certified to be Fair Trade.

## “Fairly Traded” Coffee

- Many small farmers and farming communities operate using “Fair Trade” principles, but cannot afford the cost of the certification process.
- Beneficio Coffee, for example, is committed to the broader idea of fairly traded coffee.