**Choose Fair Trade**
Create Positive Change

FairWorldProject.org

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**World Fair Trade Day**

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**Fair for Farmers**

Celebrate World Fair Trade Day

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**What Is Fair Trade?**

* Fair Trade is a movement of farmers, workers, businesses and consumers working to create justice in our global supply chain.
  - Long-term direct trading relationships
  - Payment of fair prices
  - No child, forced or otherwise exploited labor
  - Workplace non-discrimination, gender equity and freedom of association
  - Democratic and transparent organizations
  - Safe working conditions and reasonable work hours
  - Investment in community development projects
  - Environmental sustainability
  - Traceability and transparency

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**How To Choose Authentic Fair Trade Products**

1. **Look for full company commitment**, like membership organizations and strong fair trade certifications, to distinguish products made by dedicated fair trade brands.
2. **Avoid bad actors**. Don’t buy from corporate bad actors who happen to have a few fair trade products.
3. **Look beyond certifications**. Learn which brands positively impact the communities where they operate and purchase from.
4. **Read labels**. Determine what ingredients and what percentage of ingredients in the product are certified fair trade.
5. **Be an activist**. Ask your local grocer to carry more authentic fair trade products and get involved with policy change.
Understanding Fair Trade Labels

Third Party Certifications
Third-party certifiers look at brands’ relationships with producers. Depending on the certification, they inspect fields, processing plants, and sometimes trading operations to ensure fair trade standards are met. Each certifier has different requirements a brand or product must meet to verify it is fair trade.

- **Fair Trade America** certifies products that include fairly traded ingredients produced by small-scale farmers. Their certification does not guarantee the brand is working toward a just economy.
- **Fair for Life** holds high fair trade standards and ensures brands’ products utilize fair trade ingredients wherever possible. They only certify brands working towards a just economy.
- **Agricultural Justice Project** is the strongest domestic food justice certification certifying brands working toward a just economy.
- **Small Producer Symbol** is the only farmer-led 3rd party certifier and has strong requirements for eligibility and farmer empowerment.

Membership Organizations
Membership organizations do not certify ingredients or products as fair trade. Member brands are fully committed and dedicated to the principles of fair trade.

- **The World Fair Trade Organization (WFTO)** developed the Guaranteed Fair Trade symbol as a holistic approach to 3rd party certification. WFTO’s guaranteed symbol is a strong and reliable assurance that a brand practices fair trade throughout their entire supply chain.

Look Beyond The Label
Consider what certification and/or membership organization the product displays. Be careful if a product says fair trade but is not certified or part of a membership organization.

Visit brand websites to learn more.

Your purchase is powerful, choose authentic fair trade!