Small-scale farmers feed the world.

70% of the world is fed by small-scale farmers.

Fair trade supports small-scale farmers.

Fair trade farmers sell diverse crops:
- 49% Coffee
- 22% Bananas & Fruit
- 12% Cocoa
- 5% Flowers & Plants
- 5% Sugar Cane
- 8% Other

56% of fair trade farmers are certified organic.

Fair trade co-ops vote on how to invest their premium funds.

The fair trade minimum price supports farmers with a price that they can count on. + premiums for organic farming and social development.

*Example shows coffee price data.*
Fair trade is more than a fair price + a premium.

Companies and consumers can all buy more fair trade.

Democratic organizations, opportunities for women and long-term trading relationships.

**Here’s How To:**

**Support Small-Scale Farmers**

- **Choose Products with Strong Certification Labels**: See recommendations for labels to trust.
- **Read Labels Carefully**: A label on the front doesn’t mean that all contents are fairly traded.
- **Look Beyond the Label to Learn Who Owns the Brand**: Avoid those with poor track records for human rights and the environment, even if they have a certified product.
- **Support Campaigns for Fair Procurement Policies**: Cities, states, universities, and hospitals all have sizeable spending power and can make a big impact with their dollars.
- **Support Small-Farmer Friendly Policy**: Get involved both domestically and around the globe at FairWorldProject.org.

These recommendations are based on our report *Fairness for Farmers: A Report Assessing the Fair Trade Movement and the Role of Certification*.

**Labels Recommended:**

- fair
- Fair for Life
- Fair Trade
- Naturland
- World Fair Trade Organization
- Fair

**Label to Approach with Caution:**

- Fair Trade Certified

*For Sources & To See the Full Report:*

www.fairworldproject.org