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.

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.

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

While 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.

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