



Fair Trade Fact Sheet

Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. (World Fair Trade Organization)

Fair Trade principles include:

1. Creating Opportunities for Economically and Socially Marginalized Producers
2. Developing Transparent and Accountable Relationships
3. Building Capacity
4. Promoting Fair Trade
5. Paying Promptly and Fairly
6. Supporting Safe and Empowering Working Conditions
7. Ensuring the Rights of Children
8. Cultivating Environmental Stewardship
9. Respecting Cultural Identity

To learn more about these Fair Trade principles, visit www.fairtradefederation.org

Why Fair Trade? Because...

- It offers respect for the hard work of talented people.
- It provides a sustainable way of life for developing communities.
- Fair trade is anti-slavery and anti-child labor.
- It supports the conservation of the environment.
- It empowers women and minorities.

FAQ's about Fair Trade

1. Does my purchase make a difference?

- a. Definitely! Every time you choose to purchase a fair trade item, you support a just and sustainable global economic system. Every purchase made is a step forward towards the eradication of global poverty.

2. Do Fair Trade goods cost more than conventional products?

- a. Not necessarily, because fair trade organizations work directly with producers, cutting out exploitative middlemen. This way, they keep products affordable for consumers and return a greater percentage of the price to the producers. Some products, however, may seem pricier than what you could purchase at a mass manufacturer store, but that is because many of those items are made by people who are receiving little or no pay for their work. So you may pay a little bit more for a Fair Trade item, but you are guaranteed quality and peace of mind.

3. What is the difference between Fair Trade and Free Trade?

- a. Free-trade is the movement of goods between countries without government restrictions to improve efficiency. Unfortunately, sometimes this creates a global "race to the bottom" as countries look to increase market share by lowering costs, wages, safety, and environmental regulations, among other standards. Fair Trade, on the other hand, is a consumer driven market mechanism that takes a holistic approach to the supply chain and production of goods and seeks to correct some of the largest market failures in the global trading system. This means creating long-term relationships with producers (generally disadvantaged producers in the developing world) based on transparency, dialogue and respect, paying fair wages, fostering development, providing technical and financial assistance, and keeping environmental standards. Because of the Fair Trade principles and certification process, competitors play on a more level and ethical playing field.

Check out the [Comparison Chart](#) created by the [fairtrade resource network](#)

4. How do I Identify Fair Trade?

- a. Consumers should check if the company offering the product is a member of the [World Fair Trade Organization](#), The [Fair Trade Federation](#), or, in the case of agricultural products, if it has been certified by [TransFairUSA](#).
 - i. WFTO & FTF members (like our partner/supplier, Trade as One) are fully committed to Fair Trade practices no matter the product category being sold.
 - ii. TransFairUSA certifies individual products coffee, tea, chocolate, sugar, etc.

5. How can I help Fair Trade grow?

- a. Implement a Good News Goods Fair Trade ministry at your church
 - i. www.goodnewsgoods.com
- b. Educate your friends and family about fair trade
 - i. www.TransfairUSA.org
 - ii. www.fairtradefederation.org
- c. Choose fair trade alternatives when possible
- d. Demand fair trade products at your local store & at work