

2014 Press Kit



WHAT IS FAIR TRADE?

Fair Trade is a simple way to make every purchase matter. When you buy a product with the Fair Trade Certified™ label, you know that the farmers and workers who produced it got a fair deal for their hard work. This means better prices and wages, safe working conditions, environmental protection, and additional community development premiums to invest in much needed projects like education, healthcare and clean water.

FAIR TRADE PRINCIPLES

- **Fair price and access to credit:** In Fair Trade, farmers are protected by the Fair Trade Minimum Price. This floor price serves as a safety net for farmers when the market goes too low, allowing them to stay in business, better manage risk, and make important investments in quality and productivity. Farmer organizations are also eligible for pre-harvest credit and special project funding.
- **Fair labor conditions:** The rigorous Fair Trade standards ensure that farmers and workers enjoy safe working conditions, regulated work hours, maternity leave and freedom of association. Slave and child labor are strictly prohibited.
- **Direct Relationships:** In Fair Trade, companies purchase from farms as directly as possible, eliminating unnecessary middlemen from the supply chain. This fosters long-term, sustainable relationships between growers and buyers, and empowers farmers and farm workers to be the best international businesspeople they can be.
- **Community development:** Fair Trade producers earn an additional premium, on top of the market or Minimum Price, that enables investment in important community projects. They may vote to create a scholarship program, build a cupping lab, convert to organic production, bring in doctors for women, or even construct wells.
- **Democratic organization:** Fair Trade producer groups decide, democratically, how to invest Fair Trade Premiums within their community.
- **Women's empowerment:** Fair Trade certification is an important mechanism for protecting and empowering women in agricultural communities. In addition to freedom from harassment and other social requirements, Fair Trade ensures that women to have a voice, a vote, and a leadership role in the community.

- **Environmental sustainability:** Harmful agrochemicals, GMOs, and farming techniques that destroy the environment are strictly prohibited in Fair Trade. Standards require farmers to implement environmentally sustainable farming methods that protect their own health and preserve valuable ecosystems for future generations.



LOOK FOR THE LABEL

Studies show that third-party certification is the most trusted way to verify a product's claims. The Fair Trade Certified™ label offers consumers a simple way to know that a product has met strict social, economic and environmental standards.

“Fair Trade is the most important program making sustainable production a sustainable business.”

– Angela Pelaez, Expocafe, Colombia

Understanding Fair Trade



SCOPE

Fair Trade Certified products come from over 70 countries with low to medium development status in Africa, Asia, Oceania, Latin America and the Caribbean. Fair Trade USA also recently began a learning journey to explore what Fair Trade could mean for farmers and workers in the global north.

FIGHTING POVERTY THROUGH BETTER TRADE

As incentive for implementing sustainable and ethical farming practices, Fair Trade producers earn fair and stable prices for their crop, and are empowered to compete in the global marketplace through direct, long-term contracts with international buyers. This market access helps farming families fight poverty through trade, keeping food on the table, children in school, and families on their land.

THE FAIR TRADE DIFFERENCE

Within the growing sea of ethical labels, Fair Trade remains unique. It is one of the only certifications whose purpose is to empower farmers and workers to fight poverty through trade, and to protect the environment. It is also the only certification that provides a direct economic benefit to producers in the form of a guaranteed minimum price, and an additional premium for community development.



IMPACT & AWARENESS

- **Individual farmers and workers:** over 1.3 million (5 million total beneficiaries)
- **Products certified:** Coffee, tea, cocoa, sugar, spices, honey, produce, grains, wine & spirits, flowers, apparel & home goods, body care
- **Community Development Premiums earned since 1998:** \$153 million
- **Companies and Brands:** over 780
- **Awareness of the Fair Trade Certified label:** 55% of the U.S. general population

ABOUT FAIR TRADE USA

A Nonprofit Organization

Fair Trade USA, a nonprofit organization, is the leading third-party certifier of Fair Trade products in North America. We audit and certify transactions between companies and their international suppliers to ensure adherence to the rigorous Fair Trade standards. Fair Trade USA also educates consumers and provides farming communities with tools, training and resources to thrive as international businesspeople.

Rigorous, Independent Certification

Fair Trade USA partners with SCS Global Services, an independent certification company with more than 25 years of experience, for farm audits, certification and standards development. SCS is accredited to ISO-65 for many standards. We also recognize certificates from FLO-CERT.

Fair Trade USA Leadership



Paul Rice, President & CEO

Prior to launching Fair Trade USA in 1998, Paul worked for 11 years as a rural development specialist in the mountains of Nicaragua. There he founded and led the country's first Fair Trade, organic coffee export cooperative. Paul's first-hand experience over the last 30 years in the areas of global supply chain transparency, social auditing, sustainable agriculture, and cooperative enterprise development is unique in the certification world. Paul is now a leading advocate of global market linkage as a core strategy for sustainable community development.

Paul has received numerous honors for his pioneering work as a social entrepreneur, including the Ashoka Fellowship, the World Economic Forum Award for Social Entrepreneurship, Fast Company Magazine's Social Capitalist of the Year award (four-time winner), and the Skoll Award for Social Entrepreneurship. Paul holds an Economics and Political Science degree from Yale University and an MBA from the Haas School of Business at UC Berkeley. He has spoken on social entrepreneurship, Conscious Capitalism, Fair Trade and similar topics at the World Economic Forum, the Clinton Global Initiative and other prestigious international gatherings, as well as at numerous universities and conferences.



Mary Jo Cook, Chief Impact Officer

Before joining the Fair Trade USA team, Mary Jo was Vice President of Innovation at the Clorox Company. There she led the company's first cross-functional innovation group which developed and launched products like Clorox Bleach Pen and Green Works.

Mary Jo also established the position of Vice President of Sustainability to help Clorox use an environmental sustainability lens to both decrease its footprint and cost, as well as become a catalyst for growth. In 2006, BusinessWeek recognized her as one of the "Top 25 Innovation Champions," and in 2012 she was named one of Progressive Grocer's "Top Women in Grocery." In addition to her business career, Mary Jo contributes her time to numerous local nonprofits, including LeaderSpring, which provides leadership development and management training to Executive Directors.

Mary Jo holds an undergraduate degree from the University of Illinois, and an MBA in Marketing & International Business from the University of Chicago.

FOR INTERVIEWS, PLEASE CONTACT:

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