



# Fair Trade USA

## Fact Sheet



## Company Overview

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Fair trade is a global movement made up of a diverse network of producers, companies, consumers, advocates, and organizations putting people and planet first.

Fair Trade USA® is the leading certifier of fair trade products in North America. Its trusted Fair Trade Certified™ seal on a product signifies that it was made according to rigorous standards that promote sustainable livelihoods and safe working conditions, protection of the environment, and strong, transparent supply chains.

We believe that everyone wants to do what's right – for their families, fellow global citizens, and the planet. That's why we're committed to making the right choices the most obvious ones. Based on the simple idea that the products bought and sold every day are connected to the livelihoods of others, fair trade is a way to make a conscious choice for a better world.

How we do it:

- **Producer Certification** / Producers are the heart and soul of the fair trade movement. Rigorous standards for farms, fisheries, and factories are the way we fulfill our mission and create trading partnerships founded on transparency, fairness, and economic empowerment.
- **Trade Standard** / Buyers and sellers of Fair Trade Certified goods are held to the Trade Standard, which drives responsible sourcing and creates shared value throughout entire supply chains.
- **Community Development Funds** / For every Fair Trade Certified product sold, the producer earns premium funds to support their agency and invest in their communities and livelihoods.
- **Market Access and Promotion** / Producers across the globe can directly connect with buyers in the U.S. market and sellers of Fair Trade Certified goods are offered a platform to connect with a consumer movement that's garnering the attention of millions worldwide.

## Who We Are

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### Mission

We are building an innovative model of responsible business, conscious consumerism, and shared value to eliminate poverty and enable sustainable development for farmers, workers, their families, and their communities around the world. Learn more about Fair Trade USA at [www.fairtradecertified.org](http://www.fairtradecertified.org).

## Principles

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Our standards are our foundation. They are guided by four main principles of sustainable development:

### Income sustainability

Fair trade standards ensure producers, workers, farmers, and fishermen have the money needed to invest in their lives and their work.

### Empowerment

Fair trade helps empower people to make choices for the good of themselves and their community, regardless of gender, status, position in society, or position on the globe.



## Individual and community well-being

Fair trade is fueled by committees of farmers, workers, and fishermen who decide how to invest their Community Development Funds based on their community's greatest needs: often clean water, education, and healthcare.

## Environmental stewardship

Fair trade standards work to keep the planet healthy for generations to come by prohibiting the most harmful chemicals and taking measures to protect natural resources.

## Impact

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We measure progress in the tangible difference we're making in lives and communities around the world. That includes financial benefit to producers, stronger communities, improved livelihoods, and commitments made to the people in our supply chains.

Today, Fair Trade Certified products originating in 63 countries are being sold in the United States. Those purchases add up to significant impact for producers in countries that need it the most.

Since 1998, nearly one million farmers, workers, and fishers (collectively referred to as producers) have **earned a total financial benefit of \$850 million** through sales of Fair Trade Certified products, including over **\$534 million in Community Development Funds** and **\$296 million as a result of the Fair Trade Minimum Price**.

To date, FTUSA has enlisted the participation of 1,400 leading companies across 30+ product categories. Our unique Community Development Premium model delivered over \$121 million back to producers and their families in 2020 alone.

Our cumulative Social Return on Investment is extraordinary: In 2020, for every dollar we invested in building the market and movement, we generated an average of \$5 in additional income for hardworking producers and their families. This 5x1 leverage – and the impact it enables – are unmatched in the international development community.

This additional income has empowered producers to bring clean water to their communities, educate their children, build more dignified homes, save money to escape predatory lenders, reforest their mountainsides, implement sustainable agriculture, and much more. For so many families and communities around the world, Fair Trade means hope for a better future.

Fair Trade USA standards promote direct and meaningful impact within six SDG areas:

- No poverty
- Gender equality
- Clean water and sanitation
- Decent work and economic growth
- Responsible consumption and production
- Life below water



## Climate Change Resiliency

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From coffee to cocoa to bananas, farmers' yields across the globe are increasingly being impacted by drought and disease because of climate change. Fair Trade USA operates at the nexus of people and the planet. The ability of the land to provide livelihoods for farmers and workers is directly linked to the long-term environmental impacts of farming practices.

Responsible management and good production practices can reduce negative environmental impacts and improve the resiliency of the global production system. Current Fair Trade Standards guide farmers to:

- Protect biodiversity
- Maintain soil productivity
- Improve carbon sequestration
- Reduce greenhouse gas (GHG) emissions
- Conserve water
- Minimize the use of harmful pesticides
- And ensure proper waste management

In addition to Fair Trade Standards, Fair Trade USA supports farmers in adapting to climate change while preserving their land for future generations by using Community Development Funds to invest in:

- Environmental conservation education and climate resilient crop training
- Improving equipment efficiency
- Reforestation projects
- Clean energy and carbon offset projects



Coffee farmers at Cooperativa Anserma in Colombia [installed solar panels with Community Development Funds](#)

## Why Fair Trade?

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63% of shoppers recognize the FTC seal and 1 in 3 feel it is essential to their purchase.

Dollar sales increase 3.3% on average in the 6 months after adding the Fair Trade Certified seal.

Workers earned \$105 million in financial benefit in 2020 through the sale of Fair Trade Certified goods.

## Company Facts

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- Founded in 1998 by Paul Rice
- Headquartered in Oakland, California
- 94 remote employees across the U.S. and field staff across the globe
- 1,500+ responsible business partners of all sizes including Kroger, Albertsons, Whole Foods Market, Keurig Dr. Pepper, General Mills, Madewell/J.Crew, Patagonia, PACT, West Elm, Alter Eco, Wholesome Sweeteners, and more.



## Products

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Fair trade is not just coffee and cocoa anymore! Our standards cover thousands of commodities spanning beverages, clothing, flowers, food (including produce, seafood, grains, snacks, candy, nuts, and dairy), health and beauty, home goods, shoes, sporting goods. Explore them all at [www.fairtradecertified.org/products](http://www.fairtradecertified.org/products).

## Social Media

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Stay up to date with our latest messaging on our channels:

- LinkedIn / Fair Trade USA
- Instagram / @fairtradecertified
- Facebook / @fairtradecert
- Twitter / @fairtradecert
- YouTube / Fair Trade Certified

