

FAIR TRADE USA
2020
ANNUAL REPORT

RESILIENCE & INNOVATION



Dear Friends,

Undoubtedly, 2020 and 2021 have been extremely challenging for us all. We all have friends or family who were hurt by Coronavirus and its economic fallout. Around the world, the crisis continues, reminding us of how fortunate we are and calling us to do more.

Through all the past year's turmoil and heartbreak, we fought for the better world we all envision. I am proud to share that **Fair Trade USA® delivered an estimated \$121 million in financial impact to farmers and workers around the world in 2020**, one of the most impactful times in our 22-year history. Moreover, for every dollar we invested in building our programs, we generated \$5 in additional income for hardworking producers and their families. This 5x1 social return on investment was unmatched in the international development community.

More money meant producers were better able to take care of themselves during the COVID-19 crisis. Last year we saw producers bring clean water to their communities, create scholarship programs for their children, build more dignified homes, reforest their mountainsides, implement sustainable agriculture, and much more. We also saw producer groups distribute Community Development Funds directly to their membership to help folks cover household needs that arose during the pandemic. Last year, for so many families around the world, Fair Trade USA helped bring hope for a better future.

You, our loyal supporters, made this possible by standing firm in your commitment to fairness, opportunity, and progress for the hardworking families who grow our food and make the products

we enjoy. For this, I am inspired and forever grateful.

I'm also filled with pride and admiration for our team at Fair Trade USA. From the outset of the pandemic, our team found opportunities to innovate in order to protect and expand our vital services. Strategically, we incubated a groundbreaking new digital platform that will enable farmer groups and U.S. buyers to share information, expand sales and tell a richer impact story to the consumer. These initial innovations in technology, data, and remotely-delivered services yielded valuable lessons that will inform how we evolve our model for scale and impact in the future.

In all my years as a Fair Trader, I have never felt more fired up than I do today. With our 22-year track record, 1,400 industry partners, 63% consumer awareness, and innovative DNA, Fair Trade USA has a historic opportunity to help accelerate the growing demand for ethical sourcing. Please join us in expanding our positive social and environmental impact to millions of farmers, workers, companies, and consumers around the world.

With gratitude and hope,



Paul Rice
Founder & CEO



Roberto Ramirez Tena, 80, is a former iron worker who experienced hearing loss due to his job. He was hired as groundskeeper at the community playground that Wholesum Farms built with Community Development Funds in 2012. He has been employed by the committee ever since and loves caring for a space enjoyed by children and families.

When the pandemic hit, it was clear that staying home was the safest option for him and his family. Nevertheless, the committee continued paying him, and did so for over 14 months. Now back at the playground, he likes to say that he gives it his all, even more than someone half his age!



Neymar Gonzalez, 4, holds a few coffee berries collected from his grandmother's plot. His grandmother, Reynalda Vasquez Gomez, is a coffee producer and member of CESMACH, a Fair Trade Certified™ association of 580 small producers of organic coffee in Chiapas, Mexico.

Table of Contents

- About Fair Trade USA 6
- How We Work..... 8
- Where We Work..... 12
- Our Impact 14
- Social Return on Investment..... 15
- Impact Feature Story 17
- Industry Partners & Market Building..... 18
- Growing the Movement 21
- Crisis Response 22
- Launching Fair Trade Dairy25
- Strategic Philanthropy..... 26
- Unlocking Digital Access..... 29
- What's to Come 30
- In Memoriam: Ron Rankin 33
- Fair Trade Donors 34
- Leadership 36
- Letter from the Chairman..... 37
- 2020 Financials..... 38

About Fair Trade USA

Mission

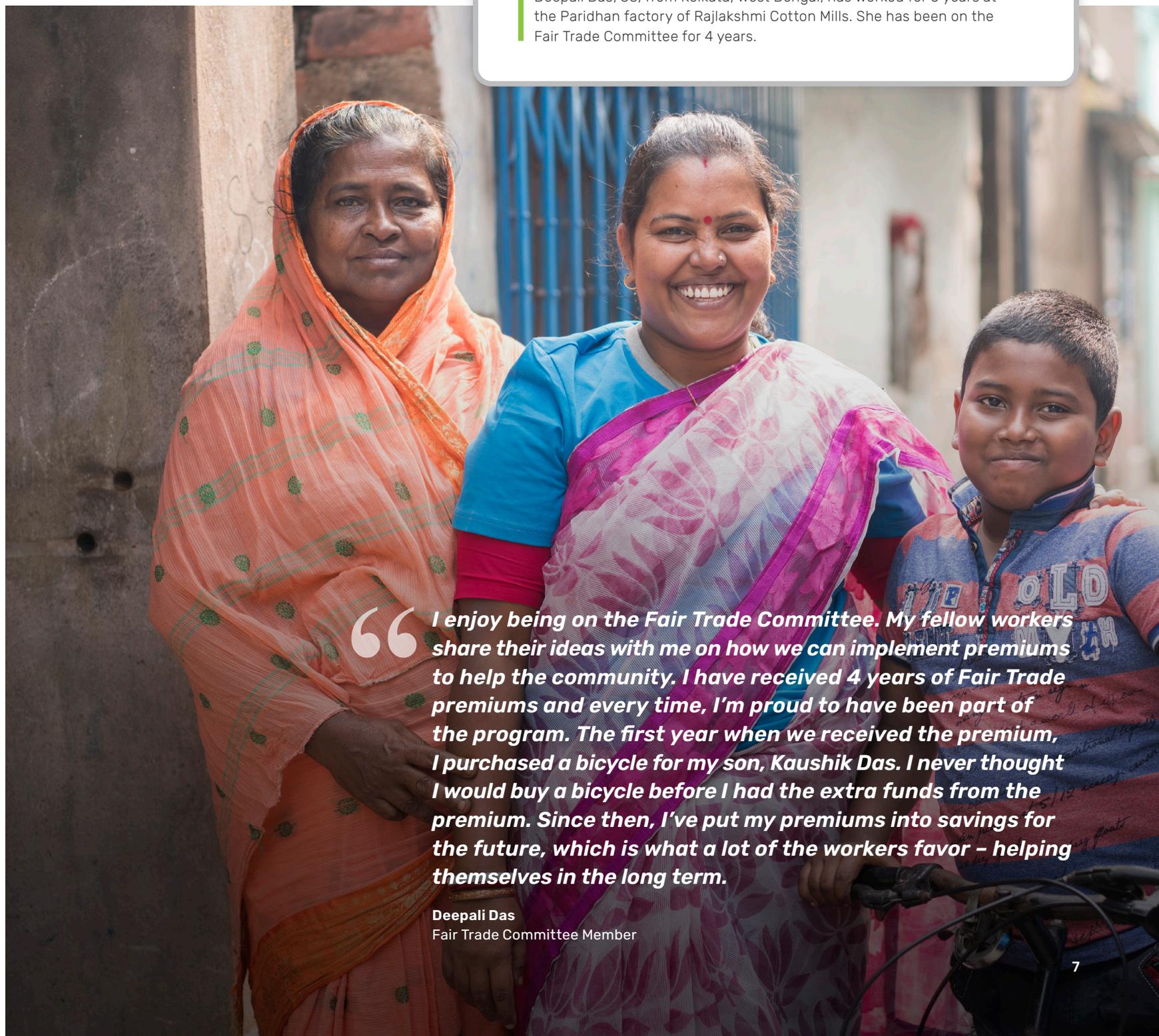
Fair Trade USA is building an innovative model of responsible business, conscious consumerism, and shared value to eliminate poverty and enable sustainable development for farmers, workers, their families, and communities around the world.

Vision

We believe that all farmers deserve a fair price for their harvest so that they can stay on the land, keep their kids in school, and farm sustainably. We envision a day when all workers enjoy safe working conditions and a living wage. We believe that business with purpose – companies that combine people, planet, and profit – will become the norm. We envision a time when it is easy and affordable for all consumers to choose Fair Trade Certified products and vote with their dollars for a better world.

Model

Fair Trade USA, a nonprofit organization, is the leading certifier of fair trade products in North America. We audit and certify transactions between companies and their global suppliers; educate consumers; enroll new brands and retailers; and deliver the tools, training, and resources that producers need to succeed in the global market.

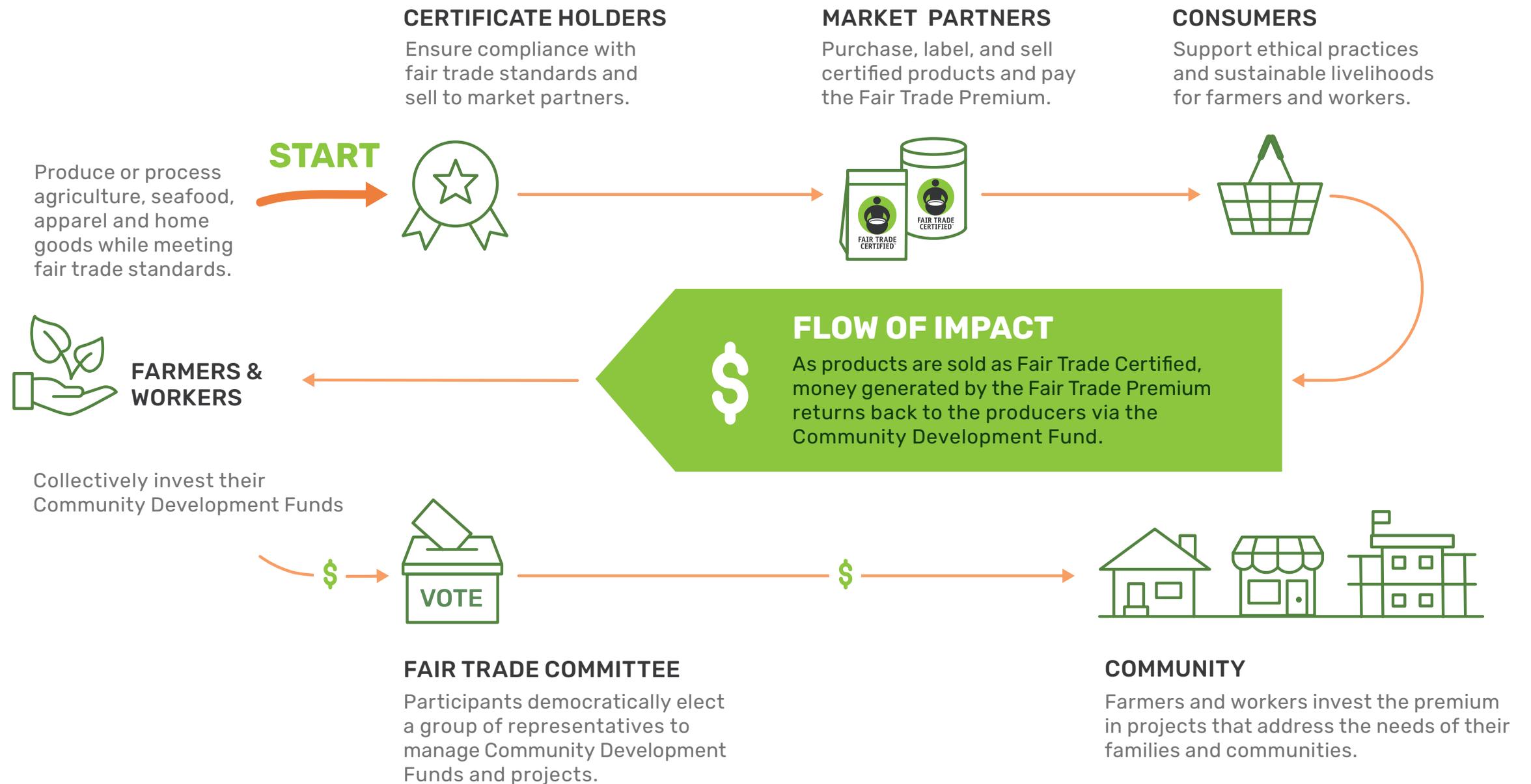


Deepali Das (center), with her mother (left) and son, Kaushik Das (right). Deepali Das, 33, from Kolkata, West Bengal, has worked for 6 years at the Paridhan factory of Rajlakhmi Cotton Mills. She has been on the Fair Trade Committee for 4 years.

“*I enjoy being on the Fair Trade Committee. My fellow workers share their ideas with me on how we can implement premiums to help the community. I have received 4 years of Fair Trade premiums and every time, I’m proud to have been part of the program. The first year when we received the premium, I purchased a bicycle for my son, Kaushik Das. I never thought I would buy a bicycle before I had the extra funds from the premium. Since then, I’ve put my premiums into savings for the future, which is what a lot of the workers favor – helping themselves in the long term.*”

Deepali Das
Fair Trade Committee Member

How We Work



Impact Outcomes:

1

INDIVIDUAL AND COMMUNITY WELL-BEING

Fair trade standards help improve wages, benefits, and workplace health and safety. Our worker engagement and training programs build skills and self-confidence. Companies pay a Fair Trade Premium, which in turn is invested by farmers and workers in their communities' greatest needs, such as water, education, housing, and healthcare.

2

INCOME SUSTAINABILITY

Fair trade helps small farmers organize and empower themselves, form direct trading relationships with U.S. buyers, and earn a better price for their harvests. Frequently, they reinvest in productivity, product quality, crop diversification, and sustainable agricultural practices. These outcomes all support financial stability and ultimately sustainable livelihoods for farmers and their families.

3

EMPOWERMENT

Through worker engagement and training, farmers, workers and fishers are aware of their rights in the work place and the value of their products in the marketplace. When Community Development Funds return back to the community, the democratically elected Fair Trade Committee votes on behalf of all farmers and workers to invest these funds in the most meaningful project for their community. This participation leads to empowerment for the individual as well as the community.

4

ENVIRONMENTAL STEWARDSHIP

Sound environmental stewardship is essential for improving livelihoods for families. Our standards prohibit use of the most harmful agrochemicals and offer incentives for farmers to grow organically. We require producers to implement sustainable production practices and protect natural resources.

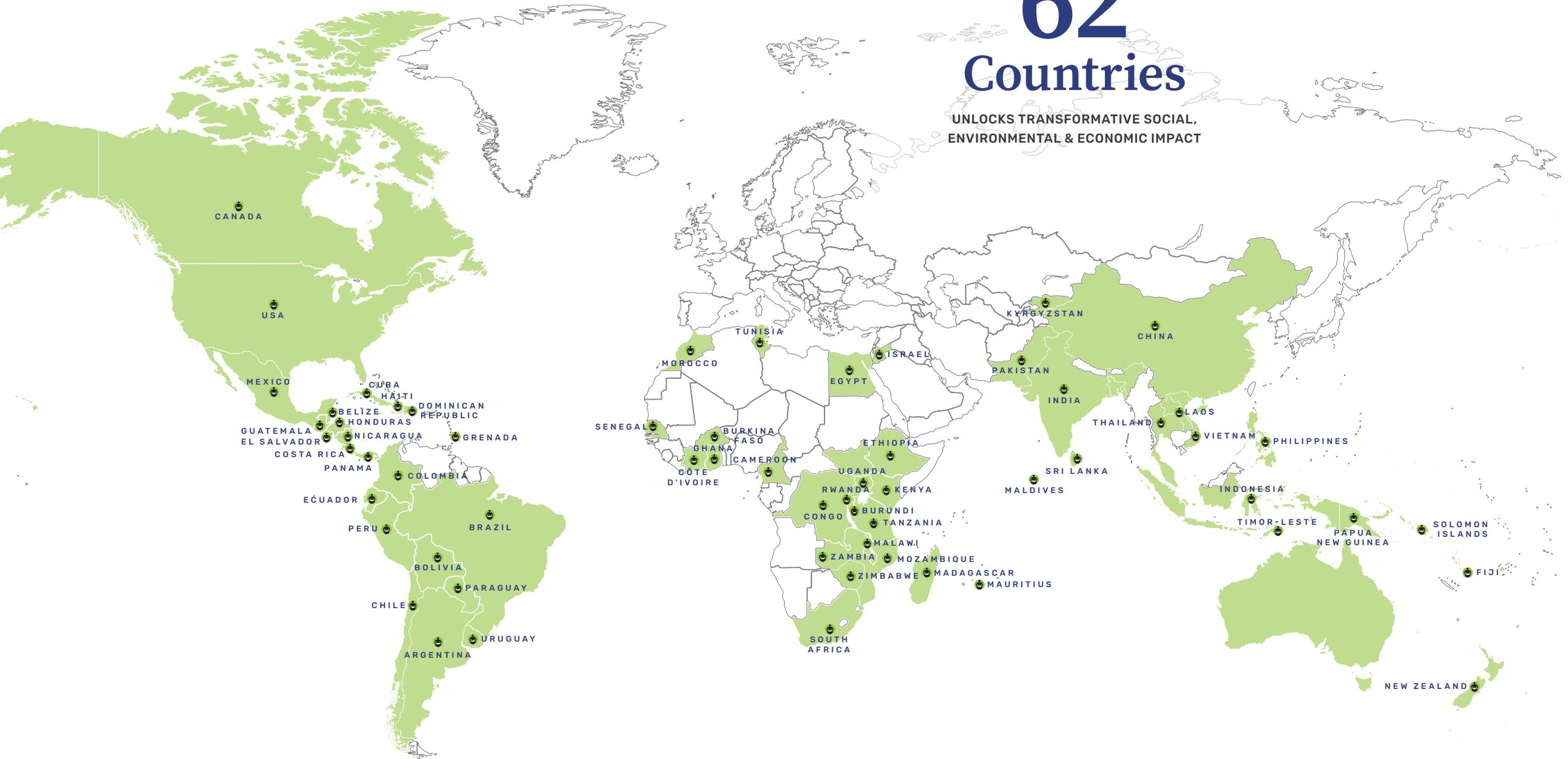
Theory of Change



Where We Work

OUR WORK IN
62
Countries

UNLOCKS TRANSFORMATIVE SOCIAL,
ENVIRONMENTAL & ECONOMIC IMPACT



Our Impact



FINANCIAL BENEFIT TO FARMERS AND WORKERS IN 2020

\$121 million



CUMULATIVE FINANCIAL BENEFIT TO FARMERS AND WORKERS BETWEEN 1999-2020

\$846 million



CONSUMER AWARENESS IN 2020

63%



NUMBER OF COUNTRIES WHERE WE WORK

62 countries



NUMBER OF FAIR TRADE CERTIFIED PRODUCERS WORLDWIDE

1.6 million



NUMBER OF NEW BUSINESS PARTNERS IN 2020

199



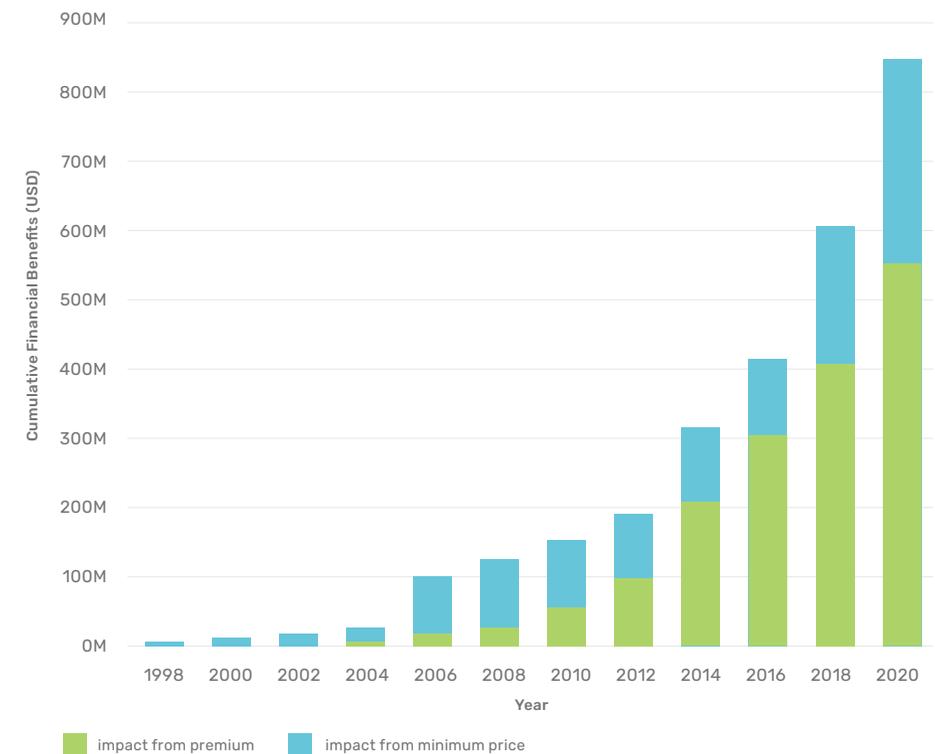
TOTAL NUMBER OF BUSINESS PARTNERS IN 2020

1,400+ companies

Social Return on Investment

In 2020, for every dollar we invested in growing the Fair Trade market and movement, we generated five dollars in impact.

Cumulatively, Fair Trade USA has generated over \$846 Million in financial benefit to producers since 1998



Fair Trade Certification guarantees coffee farmers a minimum export price of \$1.60/pound. When the market bottomed out at \$0.93/pound in 2020, this "floor price" kept families whole and on their land.



Tania Itzel Ruiz Álvarez, 17, is in her last year of high school. The laptop provided to her from Edulag ensured her ability to graduate.



Impact Feature Story

Last year, members of Edulag – agave syrup producers in Jalisco, Mexico – recognized that the COVID-19 pandemic was negatively impacting students in the Villa Corona community where they live. Schools had mandated that kids participate in classes online, but many students lacked the technology to attend remotely. The Edulag members voted to use their Community Development Funds to help cover unexpected education expenses, and 40 families received laptops and tablets to keep their kids’ education on track.

Access to education is a pillar of global sustainability and human rights. At the 2015 World Economic Forum (WEF), 164 countries committed to providing all children access to education by the year 2030. In the five years prior to the pandemic, progress on this goal had closed the access gap by half. Yet the spread of COVID-19 has now affected 91% of children worldwide, putting the WEF goal at risk. At Fair Trade USA, we are proud that our model empowers local communities like Villa Corona to act swiftly to ensure that their young people are able to continue learning despite the impact of the pandemic.

Many other fair trade communities around the world are using their Community Development Funds on education projects – the ASOANEI coffee cooperative in northern Colombia rebuilt their community school; fishers on the island of Komandoo in the Maldives invested in high school enrichment classes for students across the island to name just a few. The future we envision depends on all kids attending school and learning. The Community Development Funds – central to the Fair Trade USA model – are just one way that fair trade provides meaningful, measurable impact in solving some of the world’s greatest challenges.

Industry Partners & Market Building

Our mission at Fair Trade USA of delivering more opportunity for empowerment and sustainable development relies on unlocking opportunity in the market. By enrolling brands, manufacturers, traders, and retailers, we are able to both connect producers to business, as well as to consumers. When markets are challenged, our efforts in this area become even more critical, and the global shutdown in 2020 insisted on a strong response. Our focus of ensuring connection between producers, consumers, and the market took on new levels of urgency, with remarkable results.

The near-total shutdown of the food service sector represented serious challenges for producers and companies who rely on that channel. Despite this, we were able to see growth in both brand and private label sourcing. In coffee, our efforts limited the impact of this contraction where, despite a price crisis that predated the pandemic, we saw a drop of only 5% overall.

Our packaged goods program remained strong, where we launched 1,000 new products with our partners in 2020 including baking products, chocolate, candy, and breakfast items.

Produce presented an opportunity for market development as people needed more fresh options as they weathered stay-at-home and other shut down

mandates. We took the opportunity to press the business case for Fair Trade Certified produce as companies saw not just the need from consumers, but their growing understanding of how interconnected we all are to the communities harvesting our food. Including launching with several new brands, fair trade produce saw a 36% increase in 2020.

These are just a few of our 1,400 business partners that help make the fair trade market and our mission possible.

These are a few of the over 1,400 brands we partner with to bring Fair Trade Certified products to market



199

NEW BUSINESS PARTNERS IN 2020

1,000

NEW PRODUCTS LAUNCHED

36%

INCREASE IN PRODUCE IN 2020



Growing the Movement

The vision of fair trade is only ensured when we successfully unlock the conscious consumer movement. For over a decade we have been providing tools, resources, and leadership support for consumers to go beyond the purchase. Through Fair Trade Campaigns, passionate advocates raise awareness, drive more consumers to choose fair trade, and convert the food and beverages sourced by their institutions to fair trade products.

300

GRASSROOTS CAMPAIGNS
AROUND THE COUNTRY
STAYED CONNECTED
& ACTIVE

Los Angeles

BECAME THE LARGEST
FAIR TRADE CITY IN NORTH
AMERICA, & THE 4TH
LARGEST IN THE WORLD

2020 challenged our largely in-person, grassroots model like never before, but we pivoted quickly to ensure that the nearly 300 grassroots campaigns around the country stayed connected and active. Our planned national conference shifted to digital, expanding access to the event and driving engagement for months after.

We adapted our model to empower campaigns to support local businesses, nonprofits, and local organizations that had supported their efforts. We provided tools and resources for digital advocacy and online events. And against that backdrop, we saw incredible success. Impressively, after years of careful planning and painstaking advocacy from Fair Trade Los Angeles, the 2nd largest city in the U.S.A. became the largest Fair Trade City in North America, and the 4th largest in the world.

PROGRAM SPOTLIGHT

Crisis Response

Responding to the COVID-19 crisis.

The pandemic hit us all hard – none more so than those living without a social safety net. As such, our hearts and minds were immediately at work to determine how we could best respond to support those partners on the ground.

Workers prepare materials for clothing at Connoisseur Fashions, a Fair Trade Certified apparel factory, in Chennai, Tamil Nadu, India.

We made rapid innovations to our operations, enabling us to provide direct support and respond to new challenges presented by the pandemic. Community Development Funds that are normally invested in community projects over time, were allowed to be paid directly to farmers, workers, and families to address needs like medical care, PPE, food, and even funeral expenses. Given travel restrictions, we implemented remote training and support as well as remote audits. Additionally, we recognized other certification programs, making it easier to certify producers without an on-site audit. We also produced a COVID-19 safety and prevention video in 7 languages for farmworkers around the world.

Rapid

INNOVATIONS TO OUR OPERATIONS

\$2.5M

IN DIRECT PAYMENTS TO FACTORY WORKERS ALONE

OVER

9,000

FARMWORKERS TRAINED ON COVID SAFETY & PREVENTION





PROGRAM SPOTLIGHT

Launching Fair Trade Dairy

In 2020 we developed the first Fair Trade Dairy Standard in the world.

Chobani Case Study

Building upon a foundation of impact and market expansion, we initiated a Fair Trade Certification pilot program in 2020 to bring fair trade to a new sector – dairy. We partnered with dairy farms and cooperatives affiliated with Chobani in New York and Idaho. The goal of this effort was to test our certification process in a real-world scenario. Incorporating feedback from pilot program participants, we created a rigorous 200-point checklist of social and labor criteria necessary for a dairy farm or cooperative to achieve Fair Trade Certification.

In early 2021, Chobani launched as the first Fair Trade Certified Greek yogurt, applying to all Chobani 32 oz tubs. By ensuring more sustainable incomes, we see Fair Trade Certified dairy as an important tool in mitigating years of market volatility, while also delivering on needed improvements in worker safety and community well-being.

8

DAIRY FARMS IN 2 COOPS
INVOLVED IN THE PILOT

400

FARMWORKERS ACROSS
8 FARMS

PROGRAM SPOTLIGHT

Strategic Philanthropy

Unlocking Impact

The Walmart Foundation invested \$1.4 million in our journey of continuous improvement recognizing that our role in global supply chains enables us to provide increased value for farmers and workers. This work, which began in January of 2020, seeks to strengthen the impact of premium investments in producer communities through improved processes, tools, data capture, and reporting.

That impact can be even better realized when community projects are implemented efficiently and effectively. We have found that as the farmers, workers, and fishers in the fair trade system consider how to best utilize the additional funds that they receive via the Community Development Fund, they need access to assessment resources and best practices. Creating scholarship funds; investing in roads, clean water, and other infrastructure needs; and creating local access to medical care, are all investments that provide immense value to the community and beyond. However, these are efforts that can be challenging to design and execute.

This investment from the Walmart Foundation aims to dramatically improve the way that producers assess their needs, design these programs, and monitor their impact. Through the development of tools and resources to support the selection and implementation of projects, our partnership will enable long-lasting change. We made significant progress on this project in 2020: completing research with producers across multiple commodities and regions (using Human Centered Design methodology), developing prototypes for tools and materials, and launching a pilot to gauge their effectiveness.

As this work moves forward in 2021, the grant will also fund the development of an online hub which will provide broad accessibility to the resources and best practices, as well as make public the impact these projects have on communities and supply chains.

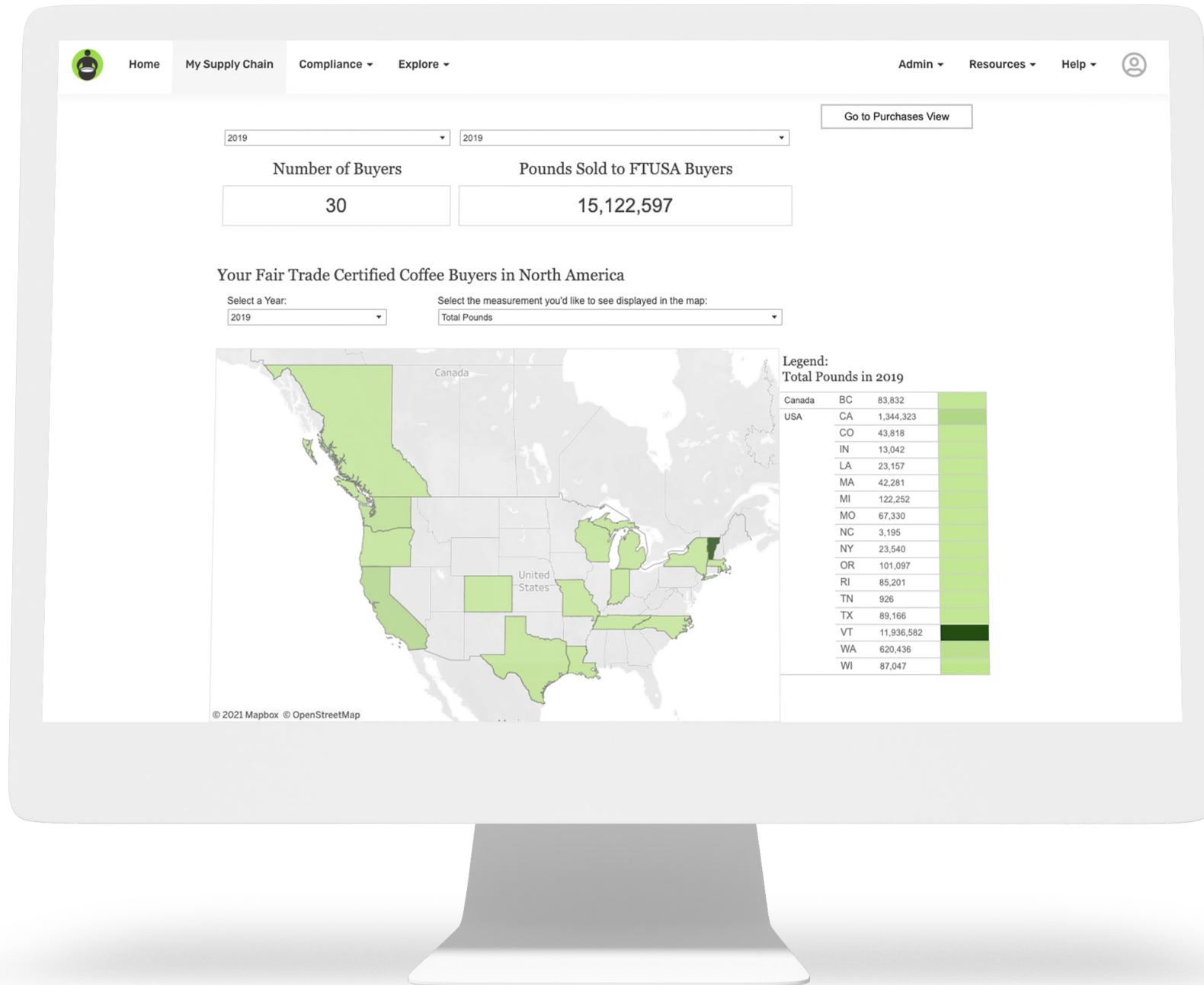


“ We never need anything here and there is always work, so really, I can't complain.

Felipe Reyes

Felipe Reyes, 50, from Oaxaca, harvests organic cherry tomatoes. Felipe has been working at Wholesum since 2013 and lives in the Wholesum living quarters. Wholesum's farms produce Fair Trade Certified tomatoes, eggplants, squashes, and cucumbers in Mexico and the U.S.





PROGRAM SPOTLIGHT

Unlocking Digital Access

We are committed to connecting producers to the market, and to introducing companies to sustainable supply chain partners. To that end, we pivoted our technology in 2020 to adapt our audits and programs due to COVID-19.

We increased our levels of direct producer support through the launch of our new digital platform, which strengthened supply chain transparency and traceability. This delivered higher-quality compliance and impact information to our partners and opened new, faster business development opportunities.

This platform allows producers to create online profiles, display their impact data, and offer products for sale. We signed up over 450 cooperatives around the world, representing almost 1M farmers and workers. We also piloted the My Supply Chain dashboard with key business partners, bringing greater transparency than ever before. The launch of this platform was significant in light of the pandemic and economic struggles of our producer partners and is providing a great foundation for ongoing optimization and expansion.

450+

COOPERATIVES SIGNED UP
AROUND THE WORLD

1M

FARMERS & WORKERS
REPRESENTED

What's to Come

Imagine as a consumer, being able to tap on your phone screen and instantly meet the farmers responsible for the bag of coffee in your hand. Imagine as a professional in sourcing, being able to open an app that provides real-time data about your supply chain, allowing you to adapt and respond in times of uncertainty. Imagine as a sustainability officer, being able to see what kinds of improvements are being made in the lives of the people behind your products, enabling you to articulate how your company is making a tangible difference in lives half a world away.

We know that the strategies that got us through our first 22 years will not suffice to achieve the impact we want to see 22 years from now. With determination, 2020 began the digital transformation that will lead to exponential expansion of our impact over our next two decades.

Our vision: to create a tech-enabled, data-rich, scalable model for equitable trade that delivers greater financial benefit and supply chain transparency to key stakeholders – from producers to industry to the end consumer. When thinking about how to unleash long-term growth and impact, we believe that this evolution is the organization's top strategic priority for the next three years.

As we move through the year, we will be undertaking a full assessment of our tech and data platforms. We will also be creating a strategic plan for business and technology transformation that will guide our future investments to further unlock the potential of the fair trade model. The transformation we envision is not simply about introducing technology into the business to enhance efficiency. Instead, our aim is to modernize every aspect of our business processes and services to deliver best-in-class value to all stakeholders.

Our vision is a tech-enabled, data-rich model empowering consumers, producers, and businesses to connect through the power of transparency.



In Memoriam: Ron Rankin

LOYAL FRIEND AND LONGTIME SUPPORTER

Individuals and organizations invest in Fair Trade USA as business partners, donors, board members, advisory members, and advocates. Since 2010, we have been fortunate enough to call Ron Rankin by a number of those titles. The most important among them was “friend”.

Ron was passionate about alleviating poverty around the world. Like many philanthropists who want to know the impact of their donations, Ron wanted more than just a written report. He wanted to understand how his charitable contributions were being leveraged – and to see the results firsthand. During the early years of his philanthropy with Fair Trade USA, Ron traveled to the remote mountains of Nicaragua with our CEO, Paul. Together, they met coffee farmers supported by our programs. Ron witnessed the value of our approach, experienced the impact we were creating, and could envision the powerful effect a deeper investment in fair trade might have.

That trip inspired Ron to help us scale our program. Over the next decade he became one of the most generous individual donors in Fair Trade USA’s history, dedicating

funds to drive the innovation of our model. Ron’s “innovation funding” helped launch the apparel and home goods factory programs as well as the inclusion of farmworkers in our agriculture program.

Ron’s generosity extended beyond his financial support. He contributed his time and expertise, serving on Fair Trade USA’s President’s Council since its founding in 2017. Always humble, always approachable, and always dedicated to our mission, we honored Ron with our Fair Trade Hero Award in recognition of over a decade of service and commitment to ending poverty through the fair trade model. He will always be a part of the Fair Trade USA family. We are eternally grateful for his friendship, his guidance, and his commitment to making a difference.

“*What inspired me most from many visits to the field was the sense of empowerment and confidence that farmers and workers felt. The measurable components of Fair Trade Certification – additional income, investments in community programs, etc – only tell a part of the story. The sense of self-determination is immeasurably impactful. What I love about Fair Trade USA is the courage and creativity that they leverage to take the historic fair trade model and evolve and scale it to reach so many more.*

Ron Rankin
Friend and Longtime Supporter

Fair Trade Donors

President's Council

Tarang and Hirni Amin

Blue Haven Initiative

Cordes Foundation

Jon Freeman

Perry and Adriana Odak

Betty and Jack Schafer

Allan Spivack

Bob and Christine Stiller

Individual Gifts

Aaron Carpenter
 Abigail Morgan
 Aditya Adarkar
 Adrienne Lewis
 Alma Aguilar
 Amanda Duggan
 Amherst MA
 Ana Catalina Rojas de Merkel
 Andrew & Gina Gross
 Andrew Ferren
 Anna Bernard-Hoverstad
 Anthony Fuller
 Anthony Marx
 April Marquet
 Ariel Raymon
 Barbara Noparstak
 Barby Ulmer
 Brittany Coghlan
 Brittney Matlock
 Cadyn Waxingmoon

Cara Chacon
 Carla Aguilar
 Carlos Vargas Leiton
 Carol Mosses
 Catharine Krupp
 Charline Watts
 Cheryl Schairer
 Chris & Kathy Duda
 Cristina Coneff
 Daniel Torpey
 David Sherman
 Debra Garrett
 Denisse Andrea Guzman
 Diane Jenean Wanex
 Eileen Gormly
 Ellen Smith
 Emily Bukoski
 Fond Du Lac WI
 Frank Tsai
 Gabriella Heekin
 Genny Genny
 George Scharffenberger
 Giovanna Benazzo
 Heidi Babin
 Irene F Barrow
 James White
 Janaye Perry
 Janet Nezhad Band
 Jeanette Coleman
 Jenifer Botch
 Jennifer Holst
 Jerry Dodson
 Jess Galeria
 Jessica DeMay
 Jessica Renfro
 Jillian Rodgers
 Jordan Trinh

Josh Cochran
 June Cole
 Karen Lunde
 Cassidy Noto
 Katherine E
 Katherine Harle
 Kathleen Michon
 Kenya Crisantes
 Kim Spiller
 Konnie Twiddy
 Kristina Loukusa
 Larissa Rudeen
 Larry Ruff
 Laura Tyson
 Lauren Mulder
 Luis Garza de Haro
 Lydia Henry
 Margaret Cuccinello
 Mark Schenkman
 Michael Perman
 Michelle Peluso
 Mike Congingham
 Naina Sharma
 Nancy Hoffman
 Nani Ratnawati
 Natalya Chuguevskaia
 Oksana Ostrovsky
 Olivia Herbert
 Patricia Lacey
 Paul Rice
 Phillip Prado
 Rachel Thompson
 Ricardo Crisantes
 Robert Jackson
 Robert Thompson
 Robert Wendelgass
 Robin Evitts

Rogério Saldanha
 Ronnie Robinson
 Rudy J Jasko
 Samuel A Welch
 Sandra Stumbaugh
 Sarah Munford
 Sean Foote
 Shelly Gordon
 Siddharth Sanghvi
 Sonora Sanford
 Stephen Sellers
 Steve Bodner
 Susan Baker
 Susan Ellison
 Susanna Johnson
 Tara Boyd
 Thomas & Christine McGrath
 Thomas Bullock
 Valerie Viterbi
 Wendy Frieder
 William G Wegener
 Yehudit Lieberman

Corporate & Foundation Support

Amazon Smile Foundation
 Aramark
 Bank of the West
 Chobani
 Cotopaxi
 David & Lucile Packard Foundation
 Fast Protein LLC
 IDH The Sustainable Trade Initiative
 ISEAL Alliance
 Kroger Company
 Kroger Foundation
 Laughing Man Foundation
 Mitsubishi Corporation
 Foundation for the Americas
 Network for Good
 New Venture Fund
 One Percent for the Planet
Pilot House Philanthropy (formerly Highwater GlobalFund LLC)

Pledgeling Foundation
 Rippleworks
 Roux Family Foundation
 Skoll Foundation
 The Walton Family Foundation
 Umpqua Bank
 University of Nevada Reno
 US Bank
 Walmart Foundation
 Wholesome Sweeteners
 Wholesum Family Farms Inc
 YourCause LLC
 Mindful Mixtures

In-kind Services

Google
 Goulston & Storrs
 Salesforce.org
 Taleo



Sandra Milena Mora, 29, has been a member of COOCENTRAL coffee cooperative in Garzón, Colombia for nine years.

Leadership

Board of Directors

Nishant Bagadia

Janet Nezhad Band

Ricardo Crisantes
BOARD CHAIR

Robin Evitts

Paul Rice
FOUNDER & CEO

Ronnie Robinson

Liesel Pritzker Simmons

Robert Stiller

Carlos Vargas Leiton

Advisory Council

Lindsey Bolger

Pei-Ying Chen

Ron Cordes

Aishetu Fatima Dozie

Andrew J. Ferren, Esq.

Sean Foote

Olivia Herbert

Angela Pelaez

Michael Perman

Siddharth Sanghvi

George Scharffenberger

David Sherman

Johann Zueblin

Senior Management

Paul Rice
FOUNDER & CEO

Larry Ruff
PRESIDENT & CHIEF OPERATING OFFICER

Clay Brown
CHIEF IMPACT OFFICER

Leilani Latimer
CHIEF COMMERCIAL & MARKETING OFFICER

Carlos Ruiz
VICE PRESIDENT, FINANCE

Tammy Hermann
CHIEF INFORMATION OFFICER

Nathalie Marin-Gest
HEAD OF PRODUCER SERVICES

Ryan Owen
SENIOR DIRECTOR,
PHILANTHROPY & PARTNERSHIPS

Jeanne-Marie Ryan
HEAD OF PEOPLE & CULTURE

Letter from the Chairman

When I joined the Fair Trade USA Board three years ago, I never imagined that I would be elected Chairman in the middle of a pandemic! It has been a tremendous honor to get closer to the FTUSA team while navigating successfully through the crisis. I am proud of our leadership and staff for coming together to maintain our vital services to communities around the world during their time of need.

Fair trade's mission is close to my heart. As a third-generation organic farming operation in Mexico and the U.S., my family has always been deeply committed to people and the planet. Now, after years of partnering with the organization to drive impact on our own farms, I am honored to contribute to the future of the fair trade movement.

My family and I witnessed firsthand the relevance of fair trade during the COVID-19 pandemic. We saw how the label of "essential" was given to people who at other times are so out of sight in global supply chains. The fair trade framework amplifies the voice and addresses the needs of farmers and workers who have always been essential and even more so through the pandemic.

On our farms, workers were able to count on emergency funds for unforeseen needs resulting from the pandemic such as medical care, additional transportation, and covering expenses like funeral costs. The infrastructure projects built with Community Development Funds also helped create a safe space as farmworkers sheltered in place during the early months of the pandemic.

Moving forward into 2021 and beyond, we see a bright future for the fair trade movement and for all who are part of it. As we adapt to a more digital world, we can bring more visibility to the "who" behind the products, connecting businesses and consumers even more closely to the people growing, crafting, and catching what they purchase. We are excited for you to join us on that journey.

Ever onward,

Ricardo Crisantes
Chairman of the Board



**As of July 2021*

2020 Financials

Assets

CURRENT ASSETS

Cash & Cash Equivalent	\$9,315,835
Other Current Assets	\$7,938
Service Fees & Other Receivables	\$4,957,529
Grants Receivable, short term	\$262,000
Prepaid Expenses	\$324,250
TOTAL CURRENT ASSETS	\$14,867,551

OTHER ASSETS

Property & Equipment, net	\$133,961
Deposits	\$255,563
Grant Receivables, long term	\$102,000
TOTAL OTHER ASSETS	\$491,524

TOTAL ASSETS	\$15,359,075
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Liabilities & Net Assets

CURRENT LIABILITIES

Accounts Payable	\$436,426
Accrued Liabilities	\$1,177,185
Deferred Revenue	\$723,778
Notes Payable, current portion	\$1,268,621
TOTAL CURRENT LIABILITIES	\$3,606,010

LONG TERM LIABILITIES

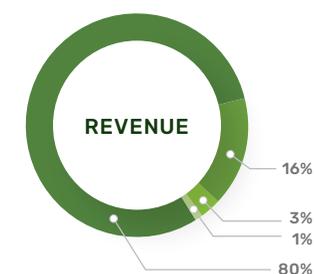
Notes Payable	\$3,094,616
Accrued Lease Incentive	\$337,064
TOTAL LIABILITIES	\$7,037,690

Net Assets

Unrestricted	\$4,692,282
Temporary Restricted	\$3,629,101
TOTAL NET ASSETS	\$8,321,383
TOTAL LIABILITY AND NET ASSETS	\$15,359,075

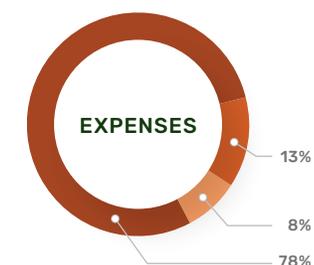
Revenue

Services Fees, net	\$17,046,615
Grants & Contributions	\$3,396,728
In-Kind Donations	\$684,126
Other	\$21,046
TOTAL REVENUE & SUPPORT	\$21,148,515



Support (Expenses)

Program	\$16,146,501
General & Administrative	\$2,728,799
Fundraising	\$1,803,587
TOTAL EXPENSES	\$20,678,887





FAIRTRADECERTIFIED.ORG