

WHY SHOULD I CHOOSE FAIRTRADE?



WHY DO WE NEED FAIRTRADE?

3/4 OF PEOPLE LIVING IN RURAL AREAS IN DEVELOPING COUNTRIES LIVE ON LESS THAN **\$1 PER DAY**

MOST DEPEND ON **AGRICULTURE** FOR THEIR LIVELIHOODS

PRICE VOLATILITY OF COMMODITIES IS DIRECTLY LINKED TO POVERTY

POVERTY CYCLE BROKEN WHEN FARMERS RECEIVE A SUSTAINABLE INCOME AND SUPPORT FOR THEIR COMMUNITIES

HOW DOES FAIRTRADE WORK?

In exchange for meeting the Fairtrade standards which support farmers to sustainably improve the yield and quality of their products, farmers:

- 1 receive a fair price which reflects the cost of sustainable production; and
- 2 can invest in their communities.

Put simply, Fairtrade provides a better deal for farmers.



1.4 MILLION FARMERS & WORKERS IN **70** COUNTRIES

WHO BENEFITS FROM FAIRTRADE?

BENEFITS FOR FARMERS

\$ A fair day's pay for a fair day's work
Farmers receive a fair price for their products.

Investment in development
Farmers also receive the Fairtrade premium which can be used for social, economic and development projects within their communities.

Sustainable
Fairtrade rewards agricultural practices that are environmentally sustainable and help mitigate the effects of climate change.

Empowerment of women
Fairtrade encourages female membership of producer organisations and land ownership.

Partnership
Fairtrade certified farmers jointly own and manage Fairtrade International, enabling them to have a say in prices, premiums, standards and strategy.

BENEFITS FOR CONSUMERS

Help reduce poverty
Majority of Fairtrade premium is invested in improving yields and farming methods, helping farmers to break the poverty cycle.

Trust
Independent verification of Fairtrade standards relating to 3 areas of sustainable development: social, environmental and economic.

GMO free
Fairtrade's environmental standards and guidelines forbid the use of genetically modified seeds by farmers.

Quality
Fairtrade standards require investment in training and improving farming methods, resulting in better quality products.

It's simple
In your everyday shopping, switch to products carrying the FAIRTRADE Mark.

ON AVERAGE, FAIRTRADE FARMERS EARN UP TO

19%

MORE THAN NON-FAIRTRADE FARMERS*

*based on region and product category

2,100+

FAIRTRADE CERTIFIED PRODUCTS AVAILABLE IN AUSTRALIA & NEW ZEALAND

FIND OUT MORE

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