



**1,400**  
PRODUCER  
ORGANISATIONS  
WORLDWIDE

**1.6 MILLION**  
FARMERS AND WORKERS IN  
**74** COUNTRIES



**3,000+**  
FAIRTRADE PRODUCTS  
AVAILABLE IN AUSTRALIA  
& NEW ZEALAND



FAIRTRADE STANDARDS  
EXIST FOR MORE THAN  
**300**  
TYPES OF COMMODITIES



“

**FOR 30 YEARS FAIRTRADE HAS BEEN  
WORKING TO TACKLE GLOBAL TRADE  
INJUSTICE AND TRANSFORM THE  
LIVES AND COMMUNITIES OF MILLIONS  
OF DISADVANTAGED PEOPLE.**

**BUT THE CHALLENGES REMAIN FOR  
MARGINALISED FARMERS AND WORKERS -  
WHO PRODUCE 70% OF THE WORLD'S FOOD  
AND REPRESENT HALF OF THE WORLD'S HUNGRY  
PEOPLE. ISSUES SUCH AS CLIMATE CHANGE,  
POLITICAL UNREST, AND UNSUSTAINABLE COSTS  
OF PRODUCTION CONTINUE; BUT FAIRTRADE IS  
HELPING CHANGE HAPPEN.**

**JOIN US AND MAKE A DIFFERENCE!** ”

Molly Harriss Olson  
CEO, Fairtrade Australia & New Zealand



FAIRTRADE

**FIND OUT MORE**

**If you have any queries or would like  
more information please go to:**

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[www.fairtrade.com.au](http://www.fairtrade.com.au)

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FAIRTRADE  
AUSTRALIA  
NEW ZEALAND

**WHAT IS  
FAIRTRADE?**



## WHAT IS FAIRTRADE?

Fairtrade is about better prices, decent working conditions and fair terms of trade for farmers and workers.

With Fairtrade you have the power to change the world every day.

With one simple choice you can empower farmers to make their own decisions, control their futures and lead the dignified life everyone deserves.

**FAIRTRADE'S VISION IS A WORLD IN WHICH ALL PRODUCERS CAN ENJOY SECURE AND SUSTAINABLE LIVELIHOODS, FULFIL THEIR POTENTIAL AND DECIDE ON THEIR FUTURE.**

## THE FAIRTRADE MARK



® When a product carries the Fairtrade Mark it means that producers and traders have met Fairtrade Standards. The standards are designed to address the imbalance of power in trading relationships, unstable markets and the injustices of conventional trade.

## FAIRTRADE IS UNIQUE

**FAIRTRADE IS AN ALTERNATIVE APPROACH THAT IS BASED ON PARTNERSHIP; ONE BETWEEN THOSE WHO GROW OUR FOOD AND THOSE THAT CONSUME IT.**

## FAIRTRADE OFFERS IMPORTANT BENEFITS FOR FARMERS & WORKERS IN DEVELOPING COUNTRIES INCLUDING:

# 1

### STABLE PRICES

Farmers and workers receive a fair price (the Fairtrade Price) for their products. This protects them from damaging fluctuations in world market prices so they have a stable income and can plan for their future.

Fairtrade is the only certification scheme that offers such a unique minimum price protection for farmers.

# 2

### A FAIRTRADE PREMIUM

Farmers and workers also receive an additional sum of money (the Fairtrade Premium) for investment – as they see fit – in social, economic and environmental development in their community, such as educational and medical facilities.

# 3

### 50% PRODUCER OWNERSHIP

Fairtrade certified producers are involved in decisions that affect their future through Fairtrade International's Board, its committees and consultation processes. Producers can influence prices, premiums, standards and overall strategy.

# 4

### EMPOWERMENT OF FARMERS AND WORKERS

Small farmer groups must have a democratic structure and transparent administration in order to be certified. Workers must be allowed to have representatives on a committee that decides on the use of the Fairtrade Premium.

