

What is Fairtrade?

Fairtrade means fairer trade terms for farmers from the global South



Choosing Fairtrade products is a simple and efficient way to improve the life of farmers producing coffee, cocoa, bananas and cotton.

More favorable purchase prices and improved living conditions are a chance for a better life and more stable future for 1.9 million farmers and workers from Latin America, the Caribbean, Africa, Asia and Oceania.

Fairtrade is supervised by the independent organization FLOCERT, which monitors the performance of the Fairtrade system's premises.



Why choose Fairtrade?

Because Fairtrade means a change for the better which doesn't stop at fair payment for the crops.

Not only the immediate families of farmers, but entire communities experience the positive effects of the operation of cooperatives.

Meet Marlene, a coffee farmer from Nicaragua.



Marlene del Carmen Gonzales Jarquín, a coffee farmer and member of the SOPPEXCCA cooperative, photo by Eduardo Martino



'Our standard of living has greatly improved. Everything is different, better.

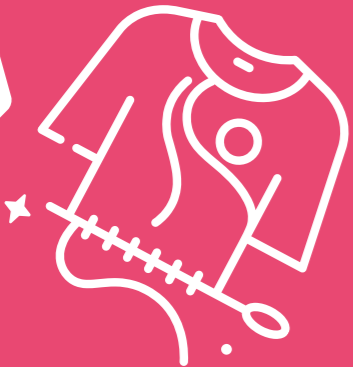
The life of farmers is hard, but my life and the life of my children has changed a lot since I joined the Fairtrade cooperative. Thanks to the support of Fairtrade, our life continues to change for the better.'

What makes Fairtrade different?

Fair pay, a decent living wage, actions for the sake of climate, and respect for human rights are the hallmarks of Fairtrade.



You can find many different certification marks on products..



50%

However only Fairtrade is 50% owned by farmers and persons employed who have an actual impact on the decisions on what we want to accomplish and how.



FAIRTRADE mark on a product means that:

- ◆ Farmers received better prices for their crops.
- ◆ Additionally, farming cooperatives receive a Fairtrade bonus which they can assign to develop their business or to perform social projects of their choice.
- ◆ Employees have a right to fair pay, to be members of trade unions, and to work in safe conditions.
- ◆ Farmers and workers, regardless of sex, have the possibility of freely expressing their opinions.

What's next?



Future is fair



Fairtrade aims to Guarantee a better future for small farmers and their families

Farmers
Fair purchase prices and means for modernization from the Fairtrade bonus

Communities
Medical care and investments from the Fairtrade bonus

Support Fairtrade:

Choose FAIRTRADE labeled products

Tell your family and friends about Fairtrade

Get involved in our campaigns



FAIRTRADE
POLSKA

Fairtrade Polska is a non-governmental and non-profit organization.

We are involved in promoting the Fairtrade system.

We perform information, promotion, education, and advocacy activities, as well as support sustainable business.



Fot. Maciej Zygmunt

We assist companies interested in including FAIRTRADE labeled products in their offer. We support them in the process of certification and licensing of Fairtrade and we promote FAIRTRADE labeled products in the country and abroad.

Join us

Keep up to the date with all the information about Fairtrade Polska actions:

- Subscribe to our electronic newsletter
- Follow us in the social media

www.fairtrade.org.pl/zaangazuj-sie

Fairtrade Polska in social media:



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The Foundation has the status of a public benefit organisation (entry No. in the National Court Register (KRS): 0000473582)



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