# WhAT IS FAIRTRADE?

FAIRTRADE IS ABOUT CHOOSING PRODUCTS
THAT CHANGE LIVES





# MAY BADE?

BECAUSE IT MAKES A DIFFERENCE...

...NOT JUST FOR THE PEOPLE GETTING THE FAIR PRICE, BUT THE EFFECTS OF BEING PART OF AN ORGANISED GROUP OF FARMERS RIPPLE OUT INTO THEIR FAMILIES AND COMMUNITIES.

THIS IS MARLENE, A COFFEE FARMER

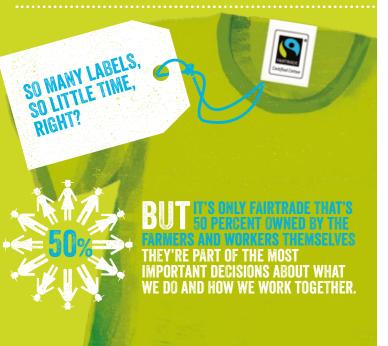


# MAAT MAKES FAIRTRADE DIFFERENT?

NOT JUST DIFFERENT, UNIQUE



# WHAT MAKES FAIRTRADE DIFFERENT





The Fairtrade producer received a decent price



Plus the Fairtrade Premium, a little extra money to invest in



Workers have rights to decent wages, to join unions and

Farmers and workers, including women, have the

AWARENESS-RAISING CAMPAIGNS AND ADVOCACY LIVES OF FARMERS AND WORKERS IN THE GLOBAL SOUTH.







# WHAT NEXT?





## U CAN BE PART OF THE DIFFERENCE



**SELLING MORE** 

**GETTING A FAIR** 



USING PREMIUM TO INVEST IN SCHOOLS (OR CLINICS, OR BETTER BUSINESSES)



**CAMPÁIGNS AND JOIN THE CONVERSATION:** 

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Fairtrade Polska in social media















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