

WHAT IS FAIRTRADE?

FAIRTRADE IS ABOUT CHOOSING PRODUCTS
THAT CHANGE LIVES



**IT'S A SIMPLE,
POWERFUL WAY TO MAKE
A DIFFERENCE TO THE
PEOPLE WHO GROW THE
THINGS WE LOVE**

Fairtrade stands for changing the way trade works, through fair prices and better working conditions, to offer a more stable future for farming communities in developing countries. It's about the people behind every single product with the FAIRTRADE Mark, from bananas and coffee to wedding rings and shampoo. It's already putting 1.66 million farmers and workers in greater control of their lives, but there's a whole lot more to do.

WHY FAIRTRADE?

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
FROM NICARAGUA.**



“OUR STANDARD OF LIVING IMPROVES... IT IS NOT THE SAME, EVERYTHING IS BETTER... THE LIFE OF A PRODUCER IS HARD, BUT FOR ME IN THE EIGHT YEARS THAT I HAVE BEEN A MEMBER, I HAVE FELT THE DIFFERENCE, AND MY LIFE AND THE LIFE OF MY CHILDREN HAS CHANGED. IT IS WITH THE SUPPORT OF FAIRTRADE THAT WE HAVE BEEN IMPROVING.”

Marlene del Carmen Gonzales
Jarquim, SOPPEXCCA member and
coffee farmer

WHAT MAKES FAIRTRADE DIFFERENT?

NOT JUST DIFFERENT, UNIQUE



WHAT MAKES FAIRTRADE DIFFERENT

SO MANY LABELS,
SO LITTLE TIME,
RIGHT?



BUT IT'S ONLY FAIRTRADE THAT'S
50 PERCENT OWNED BY THE
FARMERS AND WORKERS THEMSELVES
THEY'RE PART OF THE MOST
IMPORTANT DECISIONS ABOUT WHAT
WE DO AND HOW WE WORK TOGETHER.

WHEN YOU SEE THE FAIRTRADE MARK:



- ☒ The Fairtrade producer received a decent price for their crop.
- ☒ Plus the Fairtrade Premium, a little extra money to invest in their business, or in community projects of their choice.
- ☒ Workers have rights to decent wages, to join unions and work in safe conditions.
- ☒ Farmers and workers, including women, have the opportunity to have their voice heard.

AS A FAIRTRADE MARKETING ORGANIZATION, **FAIRTRADE POLSKA** PROMOTES THE FAIRTRADE SYSTEM AMONG CONSUMERS AND BUSINESSES. APART FROM AWARENESS-RAISING CAMPAIGNS AND ADVOCACY **WE ENCOURAGE COMPANIES TO CREATE SUSTAINABLE SUPPLY CHAINS** THAT IMPROVE THE LIVES OF FARMERS AND WORKERS IN THE GLOBAL SOUTH.



FAIRTRADE IS HELD TO ACCOUNT BY AN INDEPENDENT THIRD PARTY - FLOCERT. THIS SETS FAIRTRADE APART FROM OWN BRAND CLAIMS TO FAIRNESS.



WE ASSIST COMPANIES IN THE PROCESS OF OBTAINING A FAIRTRADE CERTIFICATE OR A LICENSE. AFTERWARDS, WE PROMOTE THEIR FAIRTRADE PRODUCTS ON HOME AND INTERNATIONAL MARKETS.

WHAT NEXT?



JOIN IN

FOLLOW US FOR ALL THE LATEST FAIRTRADE NEWS, GET INVOLVED IN OUR EXCITING CAMPAIGNS AND JOIN THE CONVERSATION:

Fairtrade Polska in social media



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