

# TOP 10 REASONS TO BUY FAIR TRADE



## 1 Fair Trade means fair pay and working conditions for vulnerable farmers and producers.

By choosing Fair Trade, consumers support safe and healthy working conditions for farmers and artisans and create just economic opportunities for marginalized producers.



## 2 Fair Trade encourages environmental sustainability.

By using eco-friendly farming practices or raw materials found in nature or recycled, Fair Trade supports sustainable practices that minimize our environmental footprint.

## 3 Fair Trade protects children.



Local managers uphold children's rights to security, education, and play. Businesses respect and support local laws and social norms, and disclose the involvement of children in production.

## 4 Fair Trade empowers marginalized workers.

Farmers & artisans gain access to low-cost, advanced capital, as well as opportunities for building their technical and business skills.



## 5 Fair Trade is safe.

Fair Trade actively promotes integrated farm management systems that improve soil fertility and preserve valuable eco-systems and limit the use of harmful agrochemicals that present dangers to farmers' health. That means food that's safer for you and the farmers who grow it!



## 6 Fair Trade supports communities.

By working through cooperative structures, Fair Trade artisans and small farmers are able to invest Fair Trade earnings in their communities, improving housing, healthcare and schools.

## 7 Fair Trade is trade farmers & artisans can count on.



Fair Trade is committed to strengthening direct, long-term partnerships between buyers and producers. These partnerships provide an avenue for buyers to purchase quality products from people they trust and offer a sustainable and reliable way for farmers, artisans and their families to improve their livelihoods.

## 8 Fair Trade connects you with other cultures.

Fair Trade products are unique to the places they come from and the people who make them. Farmers and artisans are involved in the entire process, and Fair Trade products reflect the people and cultures they come from.



## 9 Fair Trade means sustainable local economies.

Fair Trade gives farmers and artisans control of their own future.

They can build their own businesses, rather than work for a middleman, and the profits stay in their communities and go back into their businesses.



## 10 Fair Trade means what you buy matters.

By choosing Fair Trade products, you are not only accessing high quality products, you are making a difference in the lives of the people who grow and craft the products.

