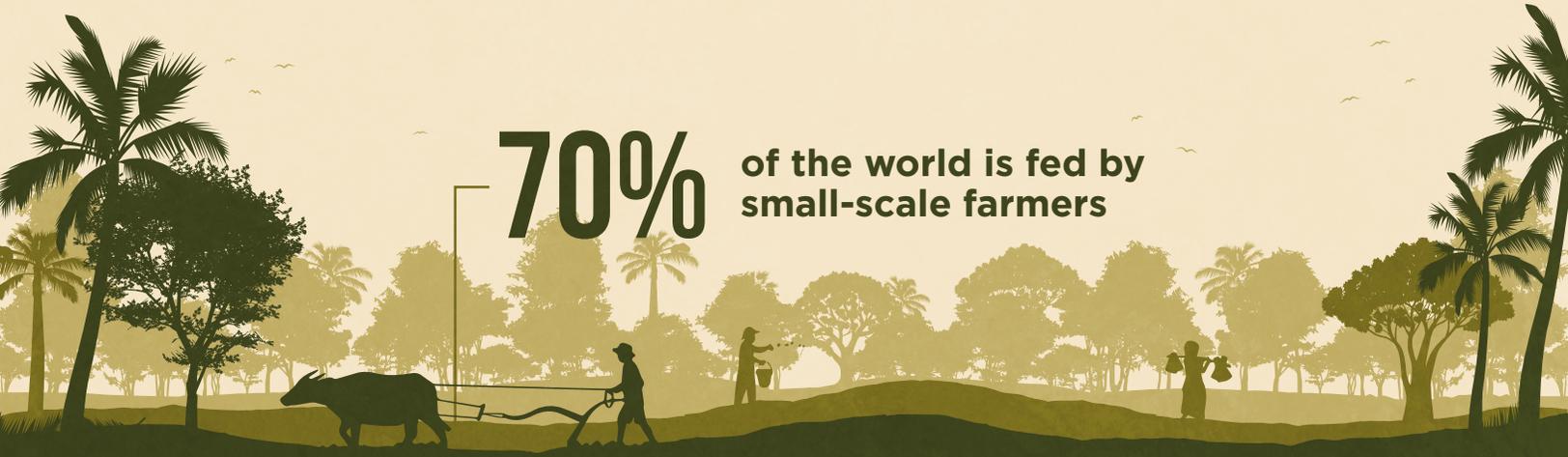


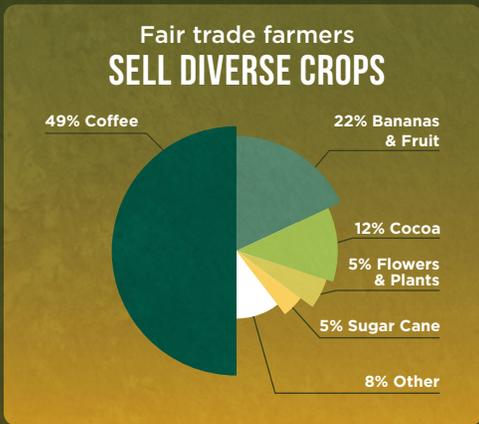


SMALL-SCALE FARMERS FEED THE WORLD



70% of the world is fed by small-scale farmers

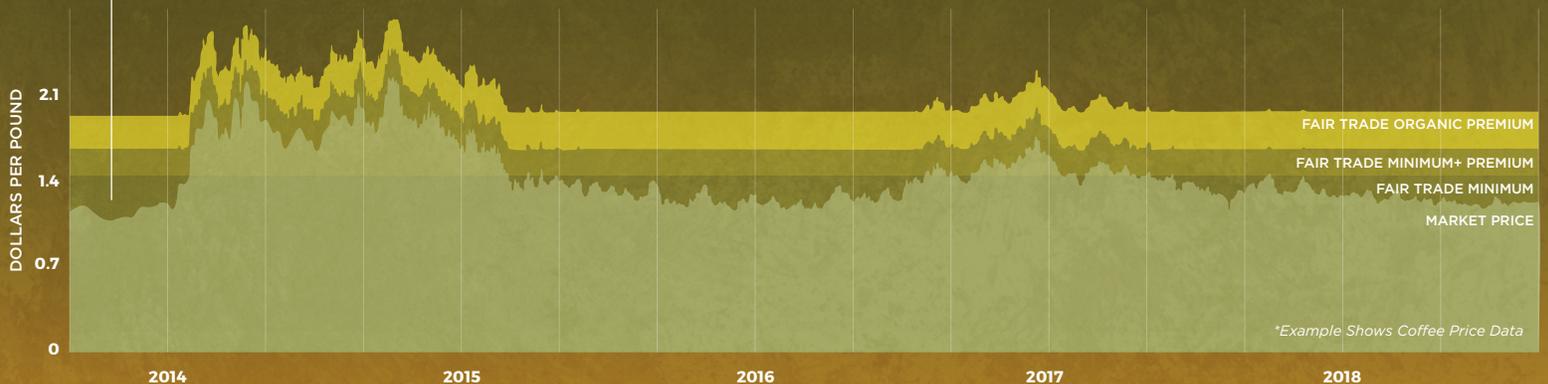
FAIR TRADE SUPPORTS
SMALL-SCALE FARMERS



Fair trade co-ops vote on how to INVEST THEIR PREMIUM FUNDS

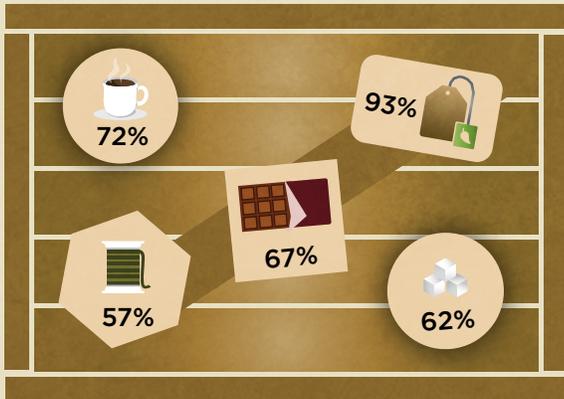
THE FAIR TRADE MINIMUM PRICE

supports farmers with a price that they can count on + premiums for organic farming and social development.



Large amounts of fair trade crops go

UNSOLD



Companies and consumers can all buy more fair trade.

Fair trade is more than A FAIR PRICE + A PREMIUM



Democratic organizations, opportunities for women and long-term trading relationships

HERE'S HOW TO

SUPPORT SMALL-SCALE FARMERS

- ✓ **CHOOSE PRODUCTS WITH STRONG CERTIFICATION LABELS**
See recommendations for labels to trust.
- ✓ **READ LABELS CAREFULLY**
A label on the front doesn't mean that all contents are fairly traded.
- ✓ **LOOK BEYOND THE LABEL TO LEARN WHO OWNS THE BRAND**
Avoid those with poor track records for human rights and the environment, even if they have a certified product.
- ✓ **SUPPORT CAMPAIGNS FOR FAIR PROCUREMENT POLICIES**
Cities, states, universities, and hospitals all have sizeable spending power and can make a big impact with their dollars.
- ✓ **SUPPORT SMALL-FARMER FRIENDLY POLICY**
Get involved both domestically and around the globe at FairWorldProject.org.

These recommendations are based on our report *Fairness for Farmers: A Report Assessing the Fair Trade Movement and the Role of Certification*

LABELS RECOMMENDED:



LABEL TO APPROACH WITH CAUTION:



FOR SOURCES & TO SEE THE FULL REPORT:

WWW.FAIRWORLDPROJECT.ORG