

WHAT IS FAIR TRADE?

Fair trade is an approach to business and to development based on dialogue, transparency, and respect that seeks to create greater equity in the international trading system.

Fair trade supports farmers and craftspeople in developing countries who are socially and economically marginalized. These producers often face steep hurdles in finding markets and customers for their goods.



WHAT DOES THIS MEAN?

When an organization displays this logo, it means they are a member of the Fair Trade Federation (FTF). The FTF is a community of businesses committed to 360° fair trade. FTF members work closely with small farmers and artisans to ensure good wages, safe working conditions, environmental responsibility, and economic growth.

FTF members are screened and verified based on all nine Fair Trade Federation principles and uphold the highest standards of fair trade business practice.

For more information, visit www.FairTradeFederation.org.