

WHY CHOOSE FAIRTRADE SUGAR?

INDUSTRY CHALLENGES

PRICE VOLATILITY
WHICH AFFECTS
FARMERS' LIVELIHOODS

HAZARDOUS WORK
CONDITIONS, LOW
WAGES



62,340
SMALL FARMERS
IN **19** COUNTRIES

FAIRTRADE MEANS:

BETTER TRADING
CONDITIONS AND ACCESS
TO NEW MARKETS

FAIR SOCIAL AND LABOUR
CONDITIONS FOR FARMERS

IMPROVED CROP
PRODUCTIVITY AND
QUALITY

ENVIRONMENTALLY
SUSTAINABLE PRACTICES
ARE APPLIED

ON THE GROUND
FARMER SUPPORT

PROTECTION OF
CHILDREN'S RIGHTS



IN 2015, FAIRTRADE SUGAR
PRODUCERS RECEIVED
MORE THAN

\$11 MILLION
IN FAIRTRADE
PREMIUM

SUGAR FARMERS
INVESTED

21%

OF FAIRTRADE
PREMIUM
IN IMPROVING THEIR
ORGANIZATIONS

70%

IN SERVICES FOR FARMERS
direct payments, training
and implementation of good
agricultural practices

5%

IN COMMUNITY SERVICES
infrastructure
(water facility, electricity)
health related programs

The Fairtrade Premium is the main economic benefit that the farmer organizations receive. It acts as a buffer against market price volatility and allows farmers to plan their future.



**MAKE
SURE
IT'S**



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