

# Five Areas of Impact

Fairtrade stands for a fairer world for the almost 2 million Fairtrade certified farmers and workers who grow our food and make our goods. The FAIRTRADE Mark means farmers were fairly compensated for their work, and that rigorous environmental, economic, and social standards were met. Learn more about Fairtrade's impact: [fairtrade.ca/impact](https://www.fairtrade.ca/impact)



## Decent Livelihoods

Many farmers and workers around the world live on less than \$2 per day. Fairtrade aims to break down the systems that trap farmers in cycles of poverty. The Fairtrade Minimum Price acts as a safety net for farmers when prices fall below a sustainable level. Evaluated every five years, the Minimum Price covers the costs of sustainable production and is established in partnership with producers, businesses, and other stakeholders. This protection ensures they can have a stable income and plan for their future. Fairtrade's unique model also includes a Premium fund that farming cooperatives receive on top of the price. Co-op members vote to determine how the money is spent, whether that is on education or health care for their children, improving their business, or building vital infrastructure such as roads and bridges for their community.

In addition to the benefits of the Fairtrade Minimum Price and Premium, Fairtrade has developed a holistic Fairtrade Living Income Strategy to close the income gap, which focuses on several different areas, including sustainable pricing, producer organization efficiency, and sustainable farm yields.



## Support Workers

Workers on farms and in factories are among the most vulnerable people in global trade. In many producer countries, the national legal minimum wage paid to workers is still below a living wage and many workers are vulnerable to abuses such as human trafficking or debt bondage.

Fairtrade works for workers on large farms by following the conventions of the International Labour Organization for requirements on income, health and safety, contracts, and social security. This ensures that workers are able to secure living wages so that they can feed their families, enjoy safe housing, send their children to school, afford adequate healthcare, and put money aside for emergencies. Fairtrade also fights for freedom of association – such as union rights and collective bargaining – a critical component for lasting equality.



Learn more about how Fairtrade Canada makes a difference at [fairtrade.ca/impact](https://www.fairtrade.ca/impact)



## Environmental Impact

Small-scale farmers face decreasing harvests due to extreme weather and challenging conditions brought about by climate change. This results in income loss, making it very difficult for farmers to adapt their farming practices or invest in new technologies.

The Fairtrade Standards encourage efficient management of natural resources like soil and water and restrict the use of harmful chemicals. Fairtrade favours organic farming, which gives farmers financial benefits, and access to new markets. With climate change increasingly impacting farmers, Fairtrade provides access to financing, support, and expertise to help them adapt. Fairtrade also has a Carbon Credits program, which enables producers to make their contribution to climate change mitigation while adapting to new realities.

With a quarter of its rigorous standards focused on the environment, Fairtrade collaborates with farmers to minimize environmental impact by restricting use of harmful chemicals, banning GMO seeds, preserving protected forests, and encouraging organic farming when possible - among other interventions.

## Child and Forced Labour

Around 112 million children still work on farms and 40.3 million people are estimated to be forced to work against their will. Fairtrade asks producer organizations to implement specific procedures prohibiting modern slavery and child labour.

Many of the children who work on farms do not attend school, have little time to play, and do not receive proper nutrition or care. Fairtrade's youth-inclusive approach fights the root causes of child labour by setting strict standards, conducting unannounced audits, developing tools with communities, and engaging with governments at national and district levels. The Youth-Inclusive Community-Based Monitoring and Remediation model Fairtrade developed helps youth and adults identify and respond to child protection issues within farming communities.

Poverty is the main underlying cause of forced and child labour, and Fairtrade works to combat it head-on by enabling farmers to earn more from their crops.



## Gender

Around 60-80 percent of the world's food is grown by women, yet they often don't own the land and see little of the profit made from it.

There is a significant gender gap in agriculture where women farmers have less access to resources like land, information, credit, training, and supplies. To help women succeed, Fairtrade implements educational programs to raise women's participation in their farming cooperatives and communities.

The Fairtrade Standards are designed to prevent gender inequality, increase female participation, and empower more women and girls to access the benefits of Fairtrade. The requirements these Standards put in place for producer organizations support disadvantaged and minority groups, like women, prohibits discrimination and exploitative behaviour, and helps women achieve positions of leadership.

Learn more about how Fairtrade Canada makes a difference at

[fairtrade.ca/impact](https://www.fairtrade.ca/impact)



**the  
future  
is fair**