

The future is fair

# Fairtrade & Cocoa

For 30+ years, Fairtrade has driven social justice through trade. Fairtrade is the most recognized and trusted ethical certification mark globally, with consumers overwhelmingly indicating that they have a positive impression of a brand that carries the FAIRTRADE Mark.

The Fairtrade Standards are a set of robust requirements that cover the 3 key areas of sustainability, meeting social, economic, and environmental goals. The Standards are independently audited throughout the entire supply chain.

Fairtrade is the only global sustainability system that is 50% owned by producers.

## Why Fairtrade Cocoa?

Fairtrade is better for everyone: quality products that build quality of life for all. It builds mutually beneficial relationships that lead to sustainable practices in stronger supply chains. Farmer cooperatives earn the **Fairtrade Minimum Price** to cover the cost of sustainable production when market prices fall too low, and an additional **Fairtrade Premium**, an extra amount on top of the selling price that cooperatives decide how to invest in their businesses and communities.

Going beyond sourcing, our targeted programs address key interrelated sustainability issues:



**Living incomes**



**Gender equality**



**Climate change resilience**



**Tackling child labour**

## Fairtrade by the Numbers

**75%**

of Canadians believe that buying Fairtrade means they are supporting fairness for farmers and workers

**16%**

of Fairtrade cocoa farmers are women

**457,347**

farmers and workers in 417 producer organizations

**\$295 million**

USD in Fairtrade Premium generated from global sales since 2015

**66%**

of Fairtrade Premium funds are invested in improving farm production and organizational development

## Fair is working together

Fairtrade offers multiple ways that companies and brands can put their values into action. Work with us to transform your supply chain and discover what is fair. To learn more about Fairtrade visit: [fairtrade.ca](https://www.fairtrade.ca) or email: [license@fairtrade.ca](mailto:license@fairtrade.ca).

