



The future is fair

# Fairtrade & Tea

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 Tea?

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. Small-scale tea farmers often receive low and fluctuating prices for their product, worker wages on tea plantations are notoriously low, and tea farms are increasingly facing irregular weather patterns, worsening soil conditions, and unpredictable floods and droughts due to climate change.

Fairtrade producer organizations receive the **Fairtrade Minimum Price** which aims to cover the cost of sustainable production and provides protection against market fluctuations. This is implemented at an origin-specific level. An additional **Fairtrade Premium** is paid so that farmers and workers can invest in a way that most benefits them, whether that be in community projects, productivity or quality initiatives, or cash as extra income.

## Addressing Low Worker Wages

Fairtrade has long been championing and advocating for industry-wide change in the tea sector to address low wages and to strengthen workers' voices. Our Standards require plantations implement annual wage increases until a living wage is achieved.

## Climate Change Mitigation

Fairtrade promotes environmentally responsible production and supports producers with climate change mitigation and adaptation workshops to improve soil and water quality, avoid using harmful chemicals, manage waste, reduce greenhouse gas emissions, and protect biodiversity.

## Fairtrade by the Numbers

**400,402**

farmers and workers in 104 tea producer organizations

**32%**

of farmers and workers are women

**33 million**

USD in Fairtrade Premium generated from global sales since 2015

**45%**

of Fairtrade Premium funds are invested in social projects for tea-growing communities

**75%**

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

## 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://fairtrade.ca) or contact: [license@fairtrade.ca](mailto:license@fairtrade.ca).

