

The future is fair

Fairtrade & Coffee

For over 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 Coffee?

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. Smallholder coffee farmers struggle with low incomes due to perpetual price volatility, extreme weather events that threaten coffee production, and young people moving away from farming, putting the future of coffee at stake.

Fairtrade ensures farmers have stability through the **Fairtrade Minimum Price**, which is a crucial safety net against sudden price drops. Fairtrade coffee farmers also benefit from the **Fairtrade Premium**, paid on top of the selling price, that they invest in projects of their choice to improve their businesses, communities and livelihoods.

When you choose to source and sell Fairtrade coffee, farmers can build a better quality of life for their families and communities. You are supporting them to invest in growing better quality beans and confronting challenges like the effects of climate change. It's win-win.

Fairtrade by the Numbers

872,916

small-scale coffee farmers in
663 producer organizations

\$646 million

USD in Fairtrade Premium
generated from global sales
since 2015

18%

of Fairtrade coffee farmers
are women

59%

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 or contact: cafe@fairtrade.ca.

