

# Who We Are

**Fairtrade Canada is an independent third-party certification that partners with farmers and workers in the Global South to negotiate better prices, decent working conditions, and a fairer deal overall.**

Fairtrade Canada is the Canadian chapter of Fairtrade International, the global leader in Fairtrade certification with more than three decades of experience working for more equitable trading practices in more than 100 countries.

We are the world's largest and most recognized fair trade system—part of a global movement for change.



**Organization  
Fact Sheet**



## What We Stand For

As a leader in the global movement to make trade fair, Fairtrade Canada supports and challenges businesses and governments to do better and connects people with the farmers and workers who produce their goods.

**Products with the FAIRTRADE Mark meet the economic, social, and environmental criteria defined by the Fairtrade Standards. Purchases of those products directly support farmers and workers as they improve their lives and their communities.**

## What We Do

Fairtrade Canada changes the way trade works through better prices, decent working conditions, and a fairer deal for farmers and workers in the Global South. Fairtrade's approach enables farmers and workers to have more control over their lives and decide how to invest in their future.

Fairtrade certification means farmers and workers are paid at least the Fairtrade Minimum Price – a safety net for farmers when prices fall so they can cover the costs of sustainable production. Fairtrade's unique model also includes a Premium fund that farming cooperatives earn on top of the price. Co-op members vote to determine how the money is spent, often on community programs such as access to education or healthcare. Businesses that certify their products as Fairtrade mitigate risks in their supply chain and add credibility to their social and environmental missions.

Fairtrade Canada also works with communities across Canada so they can think globally while acting locally. The Fair Trade Programs provide the opportunity for towns, campuses, schools, workplaces, and more to show solidarity with farmers and workers in the Global South by working towards a designation, achieved by increasing Fairtrade product availability and demonstrating a commitment to trade justice.

## Who We Serve

Fairtrade serves as an advocate for thriving farmer and worker communities that have more control over their futures. We stand in solidarity with producer organizations, without compromise, to our standards, prices, or vision to make trade work for everyone along the supply chain

Fairtrade stands for a fairer world for the almost 2 million farmers and workers who grow our food through improved income stability; the opportunity to join forces with other producers; resources to improve yields; gender equality for all producers; as well as quality of life benefits, such as investment in their communities. We engage in partnerships, not charity, with producers.

Our global system is unique in that farmers and workers are equal partners with the certifying bodies in the Global North. Producers have 50% of the vote at our General Assembly, and they are always consulted during the process of establishing new standards, prices, and policies.

# What Makes Us Different



## 50% Producer-Owned

Fairtrade is 50 percent owned by farmers and workers themselves, giving them an equal say in the system's decision-making.



## Fairtrade Minimum Price

Fairtrade offers price stability through a Minimum Price for most commodities.



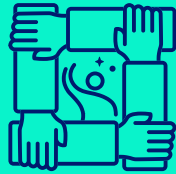
## Fairtrade Premium

Fairtrade offers some of the highest Premiums in the industry for producers to invest in their businesses and communities.



## Cooperatives

Fairtrade producers organize collectively so they have greater bargaining power and control over their businesses.



## Producer Support

Fairtrade licensing fees support direct services to producers, from improving agricultural practices to better business management.



## Advocacy

Fairtrade advocates with governments and partners with businesses to tackle global challenges and increase commitments to sustainable production and consumption.



## Globally Recognized

The FAIRTRADE Mark is the most widely recognized ethical certification label globally.

# Fairtrade Certified Brands

Fairtrade Canada works with many Canadian and international brands, including:



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[www.fairtrade.ca](http://www.fairtrade.ca) | [@fairtradecanada](https://www.instagram.com/fairtradecanada)

