

## **Fairtrade Month 2025 - Suggested Captions**

### **Advocacy**

*Use these suggested captions as is, adapt them to fit your needs, or use them as inspiration for your Fairtrade Month social media posts!*

1. Fairness shouldn't be optional, it should be the standard. This #FairtradeMonth, we're choosing products that support dignity, equality, and justice from the ground up. Every purchase of a Fairtrade product is a chance to vote for the kind of food system we want. Let's make it fairer, together!
2. It's not just chocolate, coffee, or tea, it's a choice to stand with the people who grow our food. Fairtrade gives farmers and workers the power to invest in their own futures. This #FairtradeMonth, let's use our buying power to make a difference. Justice tastes better!
3. Behind every Fairtrade product is a farming community investing in projects of their choice, like education, clean water, and healthcare, all made possible by the Fairtrade Premium. This #FairtradeMonth, we invite you to commit to switching out at least one of your regular products for a Fairtrade one. Because real change starts with everyday actions.
4. We're all connected through what we buy, eat, and share. This #FairtradeMonth, we're recognizing the global ties that bind us and the people behind our favourite products. By choosing Fairtrade, we choose solidarity. And that's a powerful thing.
6. This #FairtradeMonth, we're honouring the farmers and workers behind the products we love and pushing for systems that put people before profits. Fairtrade is a way to resist inequality and build something better. With every purchase, we cast a vote for justice.