

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

### **Brand Partners**

*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. We're proud to support farmers and workers through our Fairtrade-certified **(PRODUCT CATEGORY)**. When you choose a Fairtrade product, you contribute to better incomes, safer working conditions, and the power for farming communities to invest in their futures through investments in projects of their choice. Happy #FairtradeMonth!
2. The Fairtrade label on our packaging is more than just a logo. It represents dignity, equity, and opportunity for the people behind our **(PRODUCT CATEGORY)**. This #FairtradeMonth, we're proud to stand with farming communities around the world. Thank you for standing with us.
3. Did you know? Through the Fairtrade Premium, the farmers and workers behind our products have been able to fund projects like **(INSERT PREMIUM PROJECT)**. We're so proud to contribute to lasting change. Happy #FairtradeMonth!
4. Fairtrade is more than a certification for us, it's a commitment to doing business differently. From how we source to how we tell our story, we're building fairness into every step. This #FairtradeMonth, we're honouring the communities that make our **(PRODUCT CATEGORY)** possible. Watch this space for more information about our sustainability initiatives!
5. Better business starts with better choices, and we choose Fairtrade. With every **(PRODUCT CATEGORY)** we sell, we're contributing to a more just and sustainable world. Let's make equitable the new normal — because fairness should never be optional. #FairtradeMonth
6. This #FairtradeMonth, we celebrate our commitment to building a fairer world. Let's make equitable the new normal — because fairness should never be optional.