

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

### **Retailers**

*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 carry products that put fairness first. When you buy a Fairtrade product, you do more than select a great item; you support stronger communities and better futures. Look for the Fairtrade Mark and make a difference this #FairtradeMonth!
2. Buying Fairtrade isn't just a transaction, it's a step toward change. Every Fairtrade product contributes to better incomes, safer working conditions, and local investment in farming communities. This #FairtradeMonth, we invite you to shop with intention. Together, we're growing something good.
3. From farm to shelf, fairness matters. That's why we're proud to offer Fairtrade options like [coffee, chocolate, and bananas]. Choosing these products contributes to fairer wages and better working conditions for the people who grow them. Happy #FairtradeMonth!
4. Fairtrade products on our shelves do more than taste good; they do good. Each one contributes to funding life-changing projects like schools, clean water, and health clinics through the Fairtrade Premium. When you buy Fairtrade products, you support the well-being of entire communities. Look for the Fairtrade Mark in stores! #FairtradeMonth
5. This #FairtradeMonth, we celebrate our commitment to building a fairer world. Let's make equitable the new normal — because fairness should never be optional.