

# Fairtrade 101



# Who is Fairtrade?

Fairtrade 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.

As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments, and connects farmers and workers with the people who buy their products.

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



“ ”

**For the farmers of today and tomorrow one thing is blatantly clear: A stable, high-enough price is a precondition for improving their livelihoods in a sustainable manner.**

- Carla Veldhuyzen van Zanten  
Senior Advisor Sustainable Livelihoods at Fairtrade International

# The Fairtrade Mark in Canada

## In the early days, organizations within the international Fairtrade system used different logos.

In Canada, TransFair — now Fairtrade Canada — used the "Bucket Boy" logo, featuring a silhouette carrying buckets in front of a globe. As the Fairtrade movement grew, the need for a unified global identity became clear. This led to the creation of the universal Fairtrade Mark we use today, representing a cohesive commitment to Fairtrade principles around the world. While the Fairtrade Mark is prevalent, the Bucket Boy logo can still be seen on certain products in Canada.



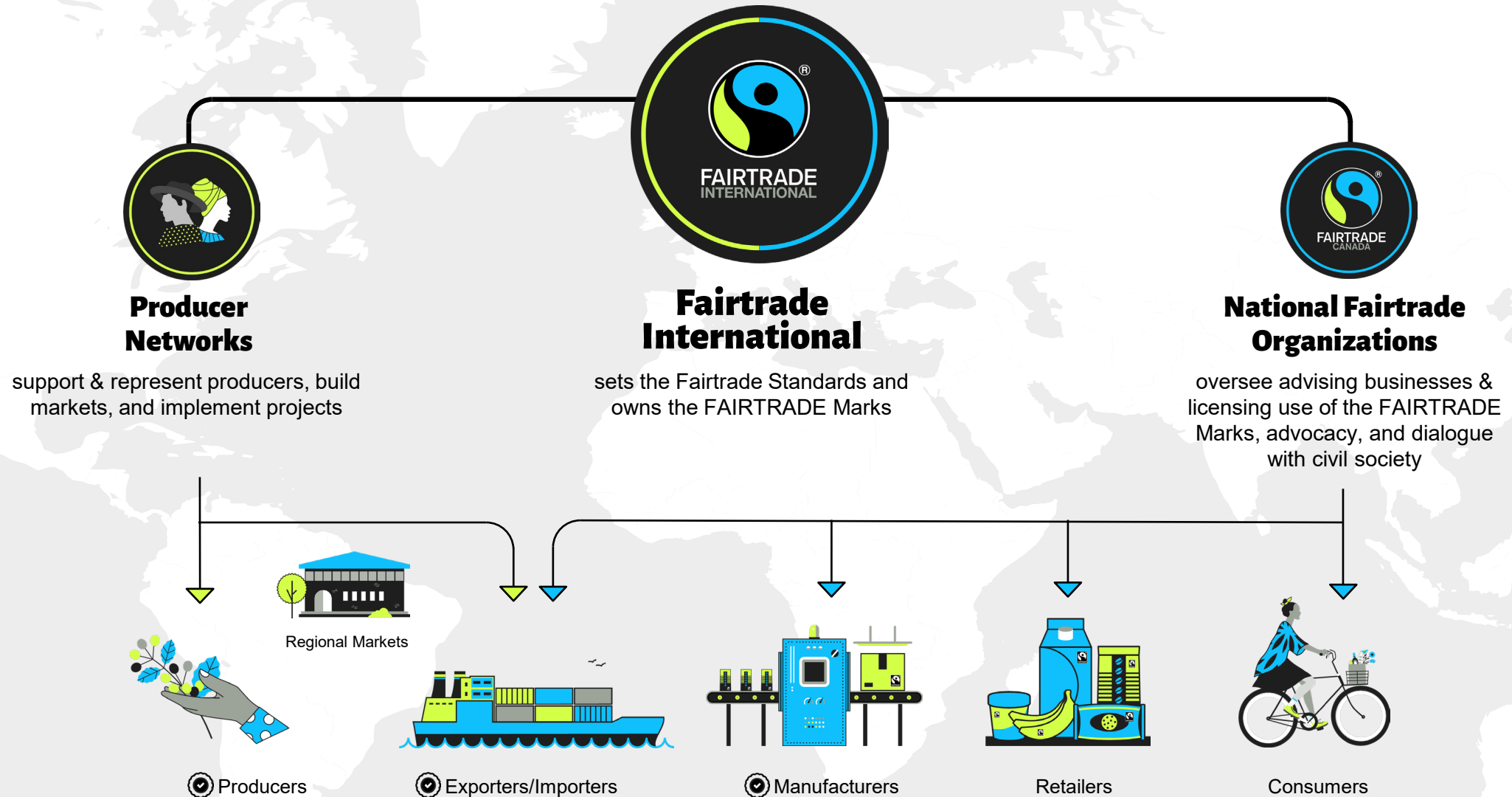
Old Fairtrade logos



Bucket Boy logo

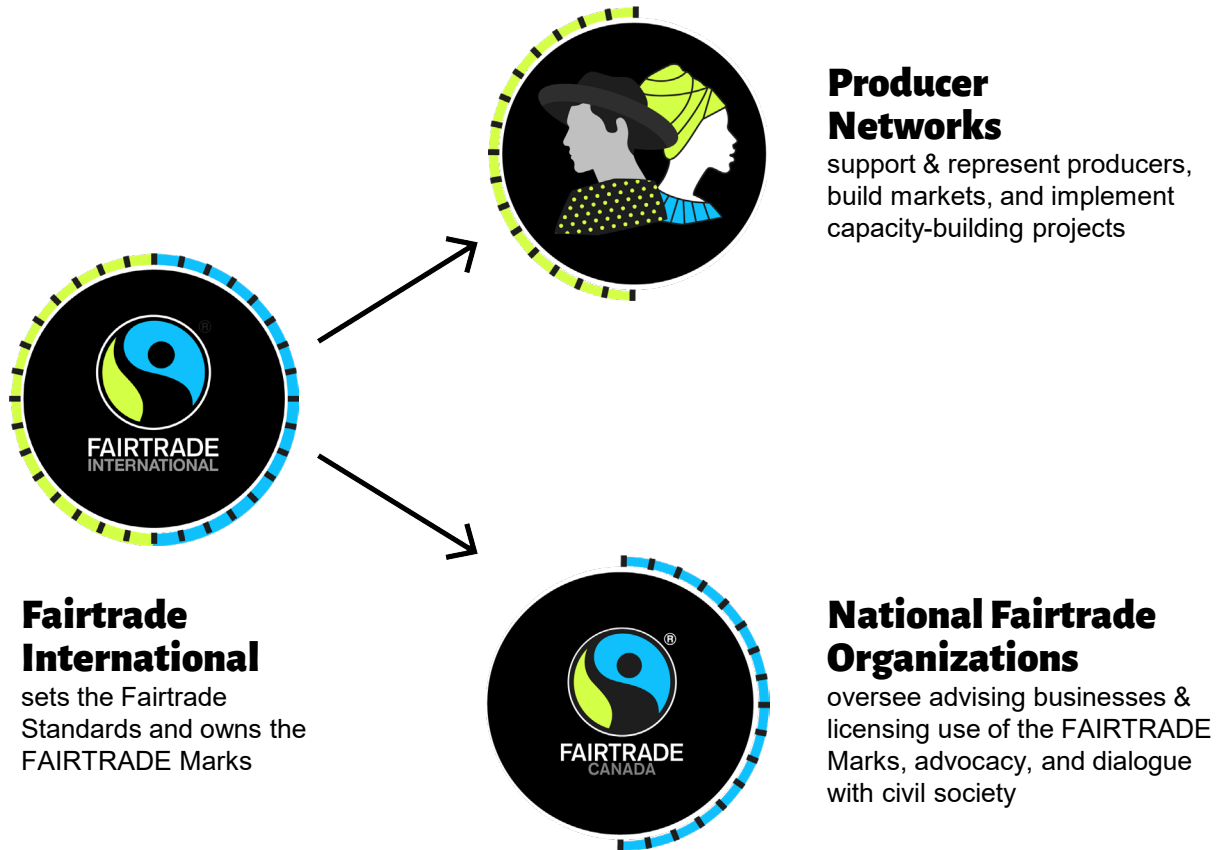


# The Fairtrade System





# Who is Fairtrade International?



# Understanding FLOCERT



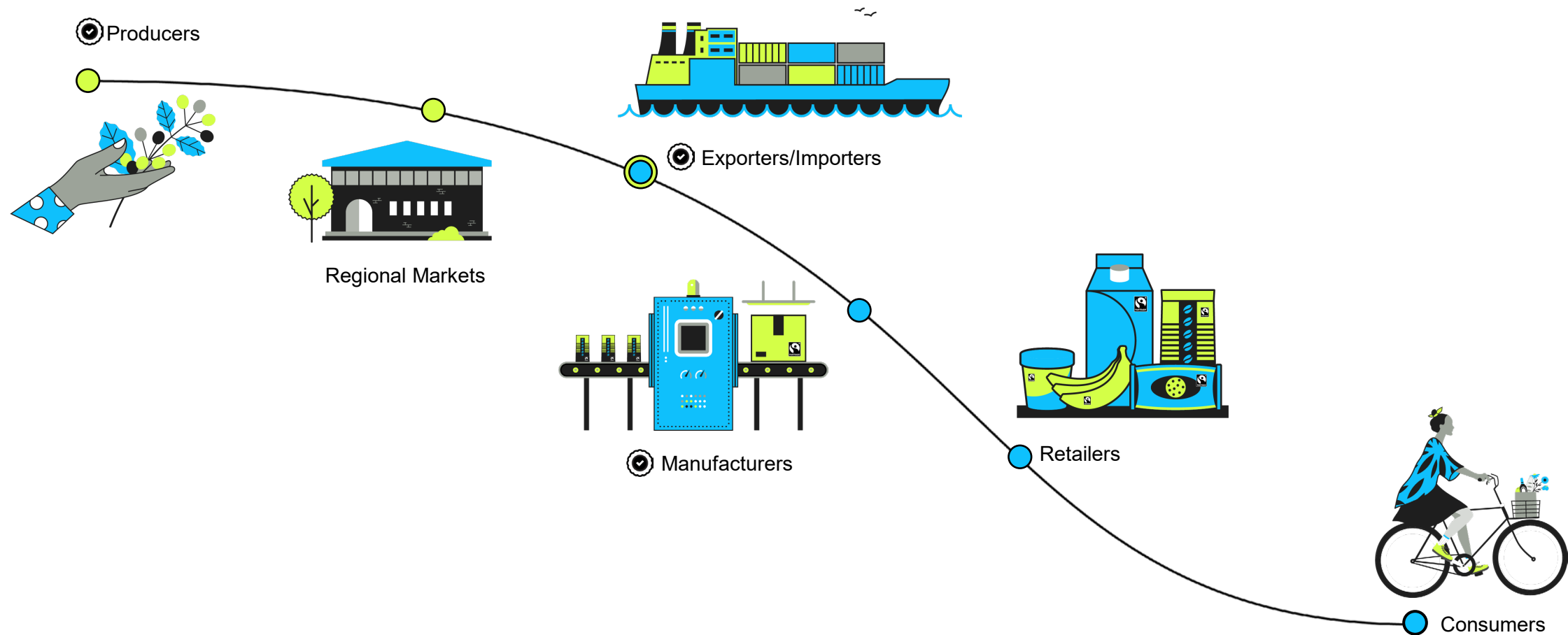
## Independent certification you can trust

The Fairtrade system has a single independent assurance provider, FLOCERT.

FLOCERT certifies and audits the whole supply chain against the Fairtrade Standards. From farming and production of raw materials, all the way to the products packaged by businesses, FLOCERT ensures that the integrity of Fairtrade is never compromised. Their certification and audit processes are fully independent. This gives shoppers the confidence that the people behind the products they buy get a fair deal for their hard work and has helped maintain Fairtrade as the most trusted ethical certification globally.

Watch [this video](#) to see how a typical trader audit is carried out.

# FLOCERT & supply chain certification





# Fairtrade Standards

The Fairtrade Standards fall under three pillars of sustainability



**Economic**  
Criteria



**Social**  
Criteria



**Environmental**  
Criteria

# Fairtrade Standards



## Economic Criteria

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Economic criteria include the Fairtrade Minimum Price, which aims to provide producers with a safety net against falling prices, along with the Fairtrade Premium that provides producers with additional money to invest as they choose.

Fairtrade also emphasizes long-term partnerships that help yield sustainable and decent livelihoods.



# Fairtrade Standards



## Social Criteria

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Social criteria for small-scale producers include requirements on democratic self-organization, participatory decision-making, transparency, and non-discrimination.

For hired labour, our Standards require non-discriminatory employment practices, fair pay, freedom of association, and safeguards for worker health and safety.

Forced labour and child labour are prohibited under the Fairtrade Standards.

# Fairtrade Standards



## Environmental Criteria

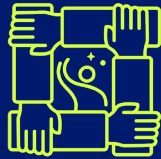
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Environmental criteria emphasize ecologically and agriculturally sound practices, no deforestation including responsible water and waste management, preserving biodiversity and soil fertility, minimal use of pesticides, and the prohibition of the use of GMOs.



# Fairtrade principles

These guiding principles are what set Fairtrade apart



## CO-OWNERSHIP

**50%**

Farmers & workers

**50%**

Distributing markets



## STANDARDS

Products and actors follow strict Standards: for the planet, people & prosperity



## MINIMUM PRICE

A safety net when market prices crash



## COOPERATIVES

Small-scale farmers unite to gain market advantages



## DEMOCRACY

Democratically elected representatives & the cooperative's investments are decided collectively



## EMPOWERMENT

Farmers decide how to best invest the Premium & contribute to shaping the Fairtrade system of tomorrow



## FIXED PREMIUM

The highest & non-negotiable development Premium. Used by cooperatives to invest in sustainable practices and their community

Read more about the key benefits of Fairtrade [here](#)

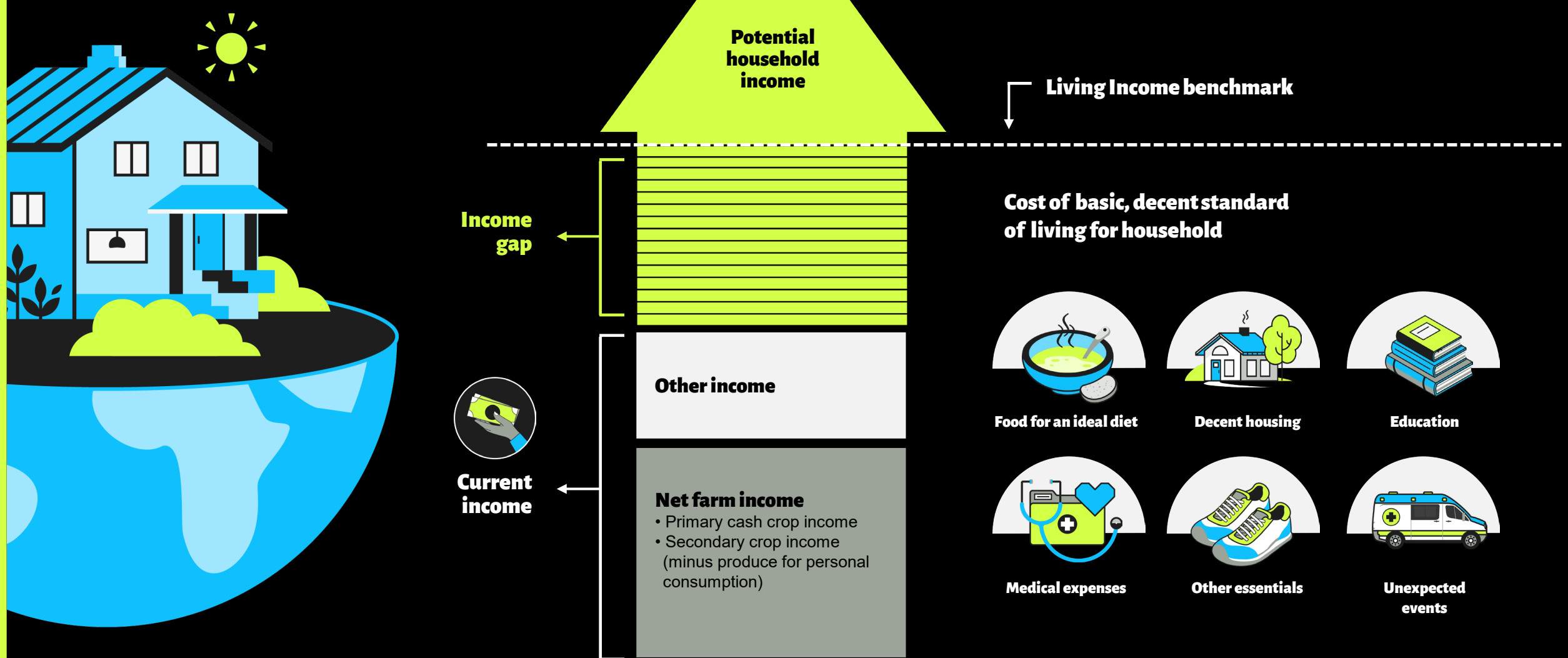
# Key issues we're tackling



Read more about the issues we're tackling [here](#)



# Fairtrade strives for decent livelihoods



Read more about our living income and living wage strategy [here](#)

# Key figures at a glance



**~2M**

farmers & workers  
in Fairtrade certified  
producer organizations



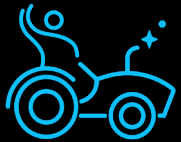
**+37,000**

products sold with the FAIRTRADE  
Mark in more than 140 countries



**56**

externally funded projects



**1,896**

Fairtrade certified producer  
organizations in 67 countries



**23%**

of farmers and 45% of workers in  
Fairtrade are women



**\$2B+**

Fairtrade Premium earned in the  
past decade

Read more about Fairtrade's impact [here](#)

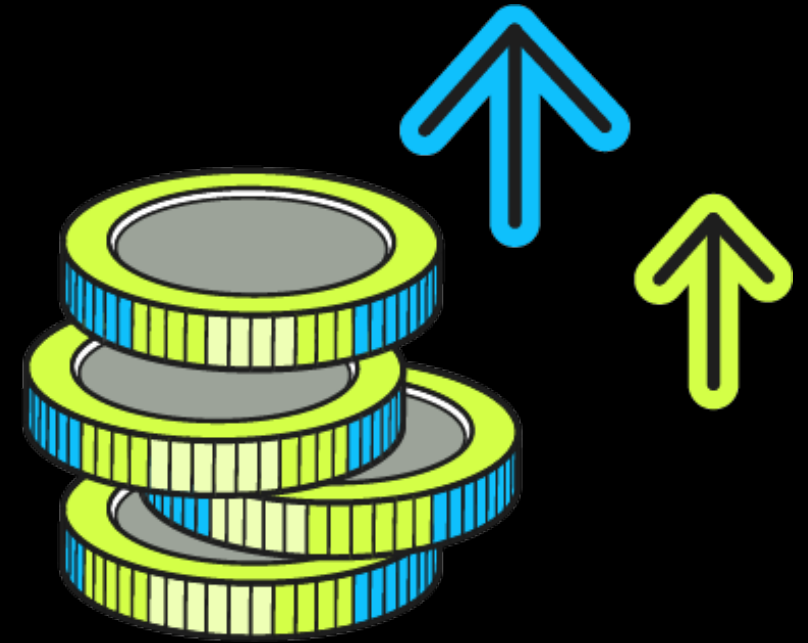
# Understand the Fairtrade Premium

## DID YOU KNOW?

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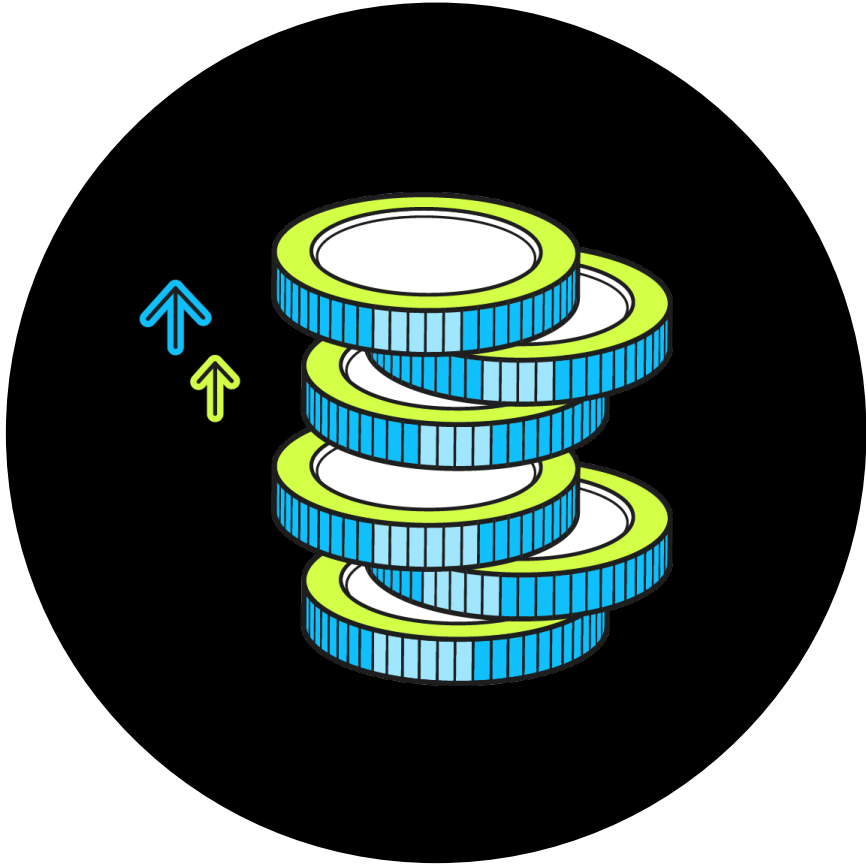
The Fairtrade Premium is an extra non-negotiable sum of money (paid on top of the selling price) that farmers or workers invest in projects of their choice.

They decide together how to spend the Fairtrade Premium to reach their goals, such as improving their farming, businesses, or health and education in their community.





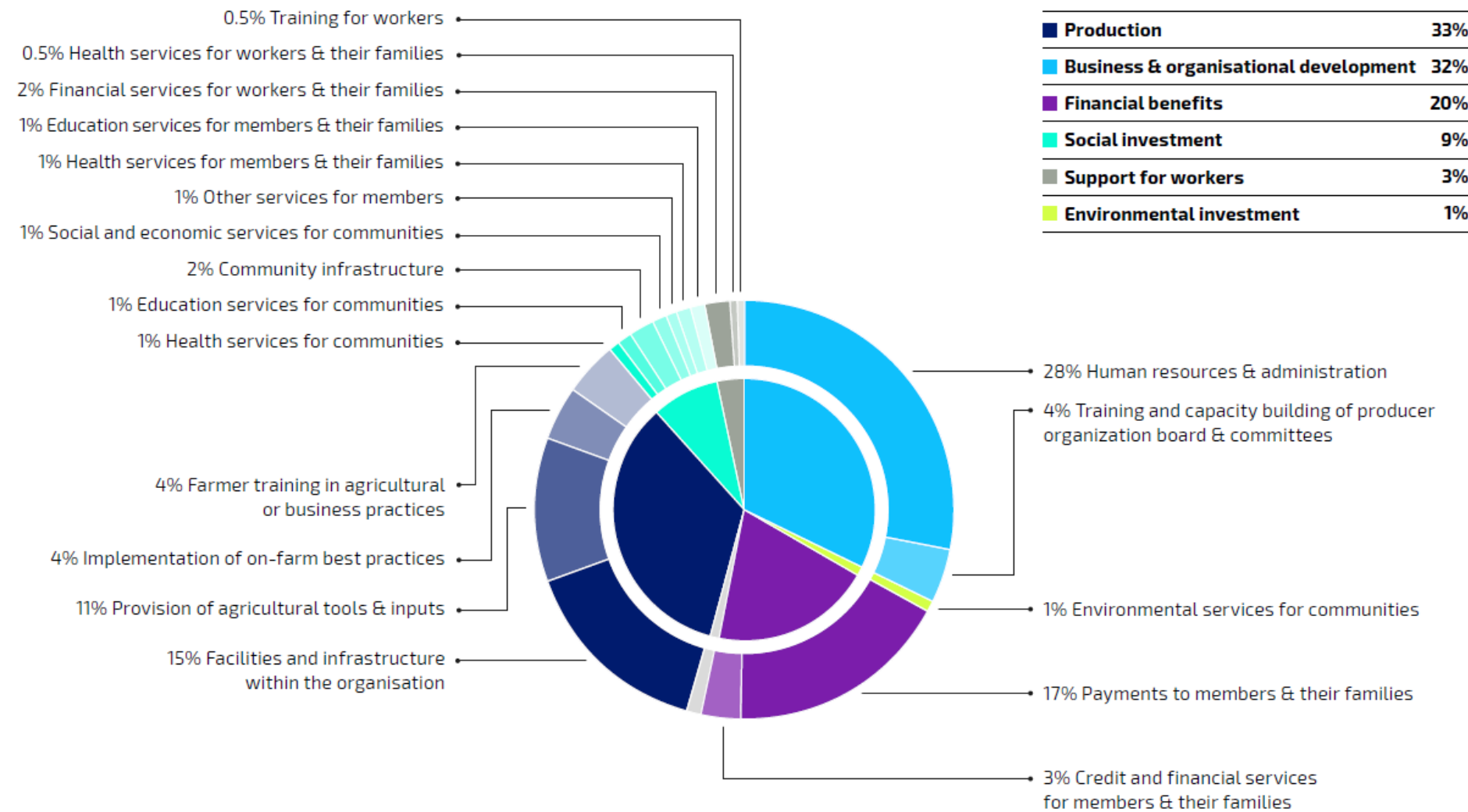
# Over US\$77 million in Fairtrade Premium



Over the last 12 years, sales of Fairtrade certified products in Canada have generated over US\$77 million in Fairtrade Premium - an extra sum of money that farmers and workers invest in community or business projects of their choice.

Read more about sales in Canada [here](#)

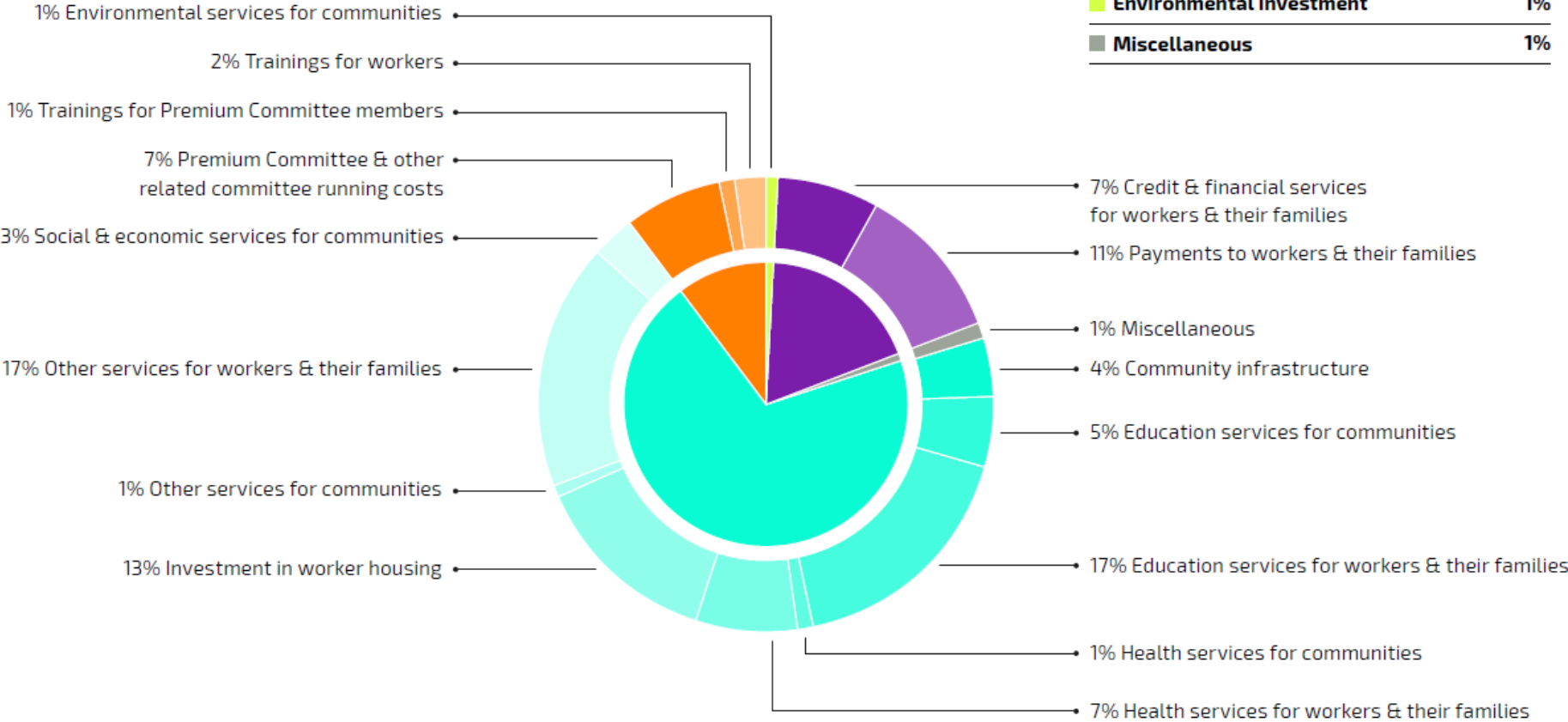
# How farmers choose to invest the Fairtrade Premium



Values may not add up to 100 percent due to rounding. Categories with values less than 0.5%, such as Inclusion, are not shown in the graph.

# How Workers choose to invest the Fairtrade Premium

<div></div> Social investment	69%
<div></div> Financial benefits	19%
<div></div> Training & empowerment of workers	10%
<div></div> Environmental investment	1%
<div></div> Miscellaneous	1%



Values may not add up to 100 percent due to rounding. Categories with values less than 0.5%, such as Inclusion, are not shown in the graph.



# How licensee fees are distributed

Licensee fees contribute nearly 40% to the International Fairtrade system

**20%**

funds the Producer Networks' projects such as the Women's School of Leadership, the Climate Academy, or other training programs, as well as field support

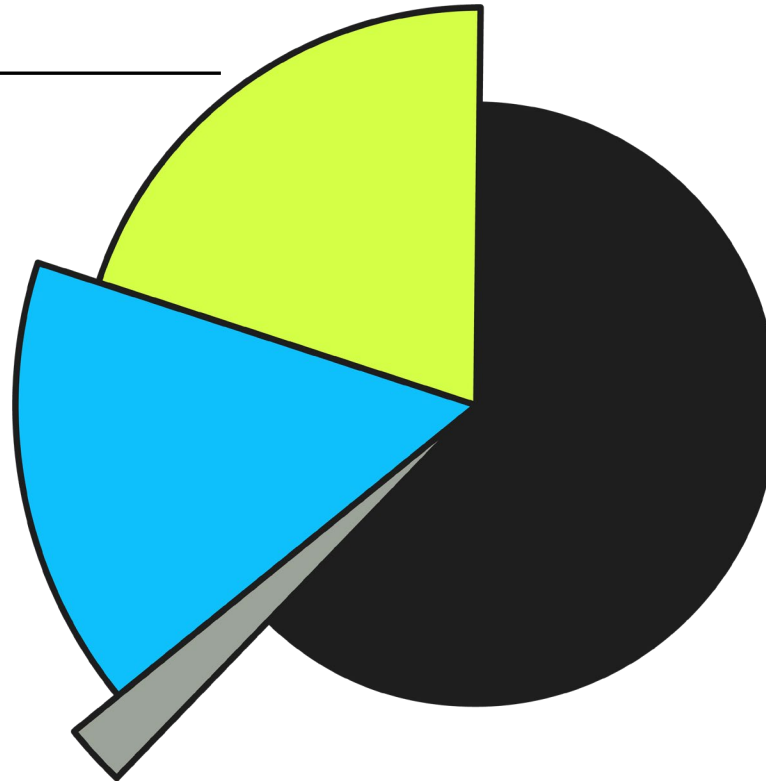
**16%**

goes to Fairtrade International to:

- Administer the Fairtrade Standards
- Develop programming to tackle issues like gender equality, child protection, and food sovereignty
- Develop training programs for producers on climate resiliency

**+/- 2%**

is used to fund key central pieces that build common values in the system (for example, Connect, Fairlens, etc.)



**63%**

is invested in Canada to:

- Cover FLOCERT certification fees
- Raise awareness of Canadian consumers about the importance of Fairtrade
- Develop and implement campaigns
- Engage with grassroots movements
- Develop the current market
- Engage with retail and food service providers

# Awareness of Fairtrade in Canada

**50%**

awareness of the  
FAIRTRADE Mark

**76%**

say the Mark makes it easy to  
decide if a product is ethically  
and responsibly produced.



**8 in 10**

Canadians who have seen the  
Mark say it has a positive impact  
on their perception of a brand.

**81%**

trust in the FAIRTRADE  
Mark



**Have more questions?**  
**Check our FAQs**