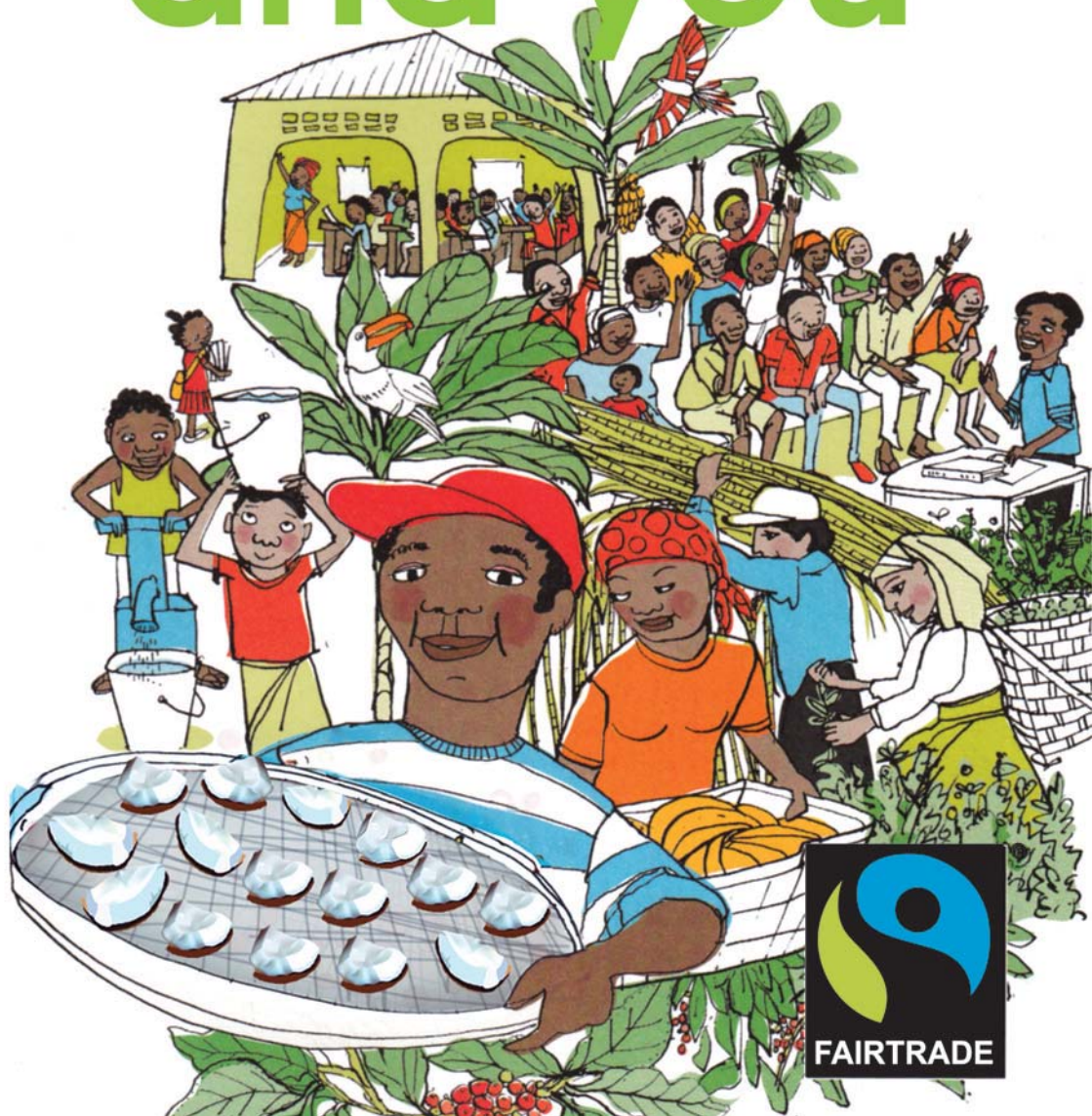






Fairtrade and you



You are the heart of Fairtrade.

Fairtrade is about fairer trading conditions for farmers and workers like you. Fairtrade gives you the opportunity to improve your business and invest in a better future for you and your community.



Your products are labelled with the Fairtrade Mark

People around the world choose to buy these products because they know that you as a producer have been treated and paid fairly.



Benefits to you



Fairtrade Minimum Prices

with fair and stable prices paid for your products.



Fairtrade Premium money

to invest in your community or to improve you business.



Better working and living conditions

for workers.

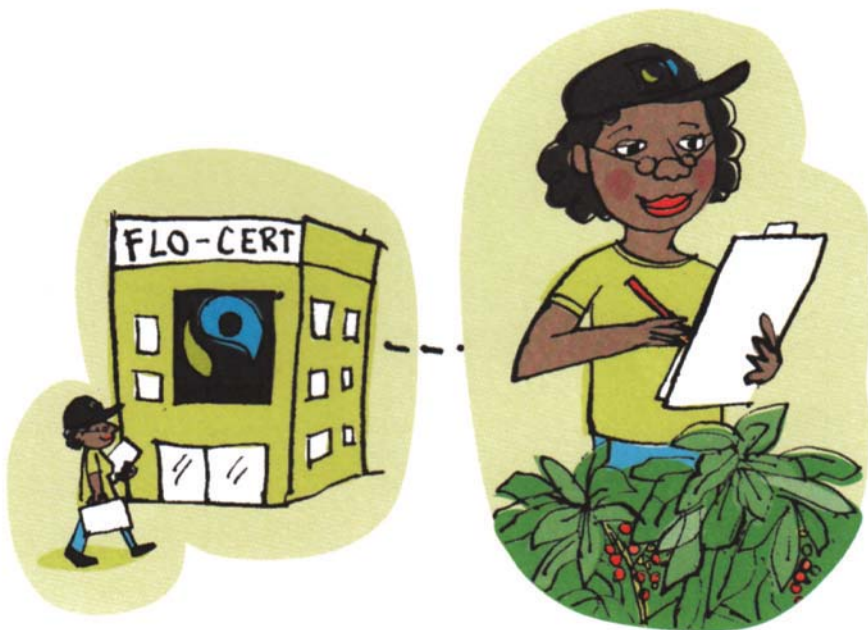
New opportunities

to sell your products to buyers.

Pre-financing

chances for your organization to get payment before the harvest.

How you can join



To join Fairtrade, your organization must meet a set of basic criteria and then improve over time. These are organized into social, environmental and business development standards. The Fairtrade standards are designed to benefit you.

An independent company called FLO-CERT inspects your organization and farms to check that you meet the standards. You and your buyers must pass the certification before you can sell your products through Fairtrade.

For more information: www.flo-cert.net

Fairtrade standards at a glance



- ✓ If you are a small farmer, you must be organized in a cooperative or formal structure.
- ✓ If you work for a plantation, you can sell certain products through Fairtrade if workers are organized and benefit from Fairtrade.
- ✓ you do not allow any form of discrimination.
- ✓ Your farmers or workers have a voice in decision-making, including how to spend the Fairtrade Premium.
- ✓ You are open and honest in the way you run your business.
- ✓ You protect the environment.
- ✓ Your organization pays and treats workers fairly and follows international labour rights.
- ✓ You develop your business for the benefit of members or workers.

Working to support you



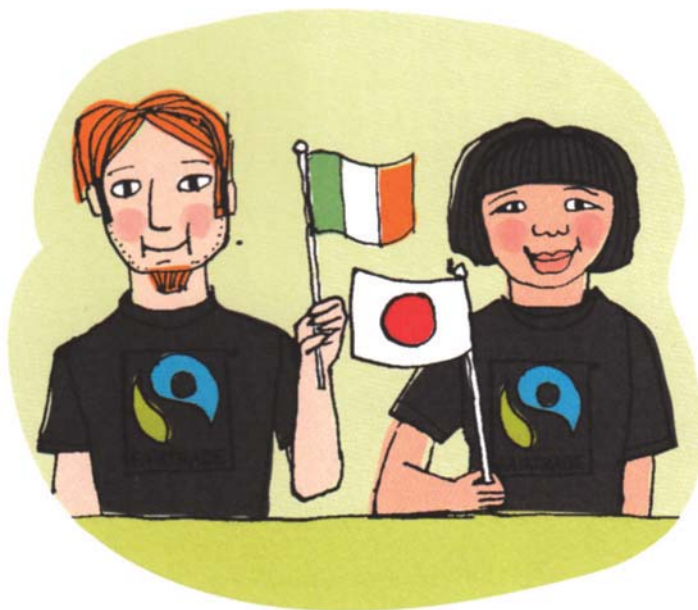
Fairtrade International (FLO) and the PSR team

FLO's Producer Services and Relations (PSR) team works with you to meet the Fairtrade standards and keep you certified. Local FLO Liaison Officers (LOs) visit you for training and support.

FLO consults you to improve Fairtrade standards and the Fairtrade system.

Producer Networks

The regional Producer Networks are your voice in Fairtrade. They represent you in FLO's decision-making



National Fairtrade organizations

National organizations called Labelling Initiatives (LIs) and marketing organizations promote your Fairtrade products to businesses and consumers.

**For more information about
Fairtrade and how you can join us
visit www.fairtrade.net**

**or contact your local
Fairtrade Liaison Officer.**

