



FAIRTRADE FACT SHEET

What is Fairtrade?

Fairtrade is a unique global movement tackling poverty and empowering farmers and producers through trade. Fairtrade Certification & Labelling consists of a worldwide network of non-government organisations pursuing Fairtrade through the certification and labelling of products such as coffee, tea and chocolate. A product is Fairtrade Certified if it carries the Fairtrade Label, providing an easy way for consumers to recognise and choose products that meet international Fairtrade standards. By choosing products carrying the Fairtrade Label consumers can support these farmers, their families and communities in receiving more stable and secure incomes, better working conditions, and enhanced investment in quality and local environmental sustainability.

Why is Fairtrade important?

Poverty is widespread amongst tea, coffee, cocoa and other farmers around the world, who face an uncertain future due to unstable world prices. In recent years, volatile prices worldwide have left many disadvantaged producers struggling to support themselves and their families

What does Fairtrade really mean for producers?

Fairtrade delivers a better deal for farmers and producers in the developing world through:

- A fair and stable price for their produce
- Security of long-term contracts
- Investment in local community development
- Improved working conditions
- Environmentally sustainable farming methods
- Support in gaining the knowledge and skills needed to operate successfully in the global economy

Fairtrade making the difference

Today, more than five million people – farmers, producers, workers and their families – across 58 developing countries benefit from the unique, independent Fairtrade system. Fairtrade provides farmers and producers in developing countries with a fair price (the Fairtrade Price) for their produce, helping protect them from damaging fluctuations in world market prices. They also receive an additional sum of money (the Fairtrade Premium) for investment in social, economic and environmental development in their community, such as educational and medical facilities. Fairtrade Certification standards also prohibit the use of forced and abusive child labour.

Where can I buy Fairtrade?

In New Zealand, a range of coffee, tea, chocolate, cocoa, cotton and sports ball products are certified Fairtrade and carry the Fairtrade Label. Fairtrade Certified and Labelled rice, sugar and quinoa are also available. A range of these products can be found in major supermarkets, independent retailers, organic and health food stores and office supply companies. Hundreds of cafes across the country are Fairtrade and a number of major coffee chains now have their own Fairtrade blends.



The Fairtrade Label



The Fairtrade Label is a certification mark and a registered trademark of Fairtrade Labelling Organizations International (FLO) of which Fairtrade Labelling Australia and New Zealand (FLANZ) is the regional member. FLANZ is the independent licensing and certification body for the Fairtrade Label in the region. The Fairtrade Label indicates to consumers that the product on which it appears has met internationally agreed Fairtrade Standards and that its purchase ensures farmers and producers a fair deal, prices that deliver a living wage and money to invest in community development. Consumers can be assured of the benefits flowing from their purchase of products bearing the Fairtrade Label because the monitoring and auditing system behind the Label that applies to all participants in the supply chain of the product. This includes Fairtrade Certified farmers and producers (who comply with independent Fairtrade standards), Fairtrade registered importers (who pay the Fairtrade premium, in addition to the Fairtrade minimum price, that supports social, economic and environmental development in the producer's community) and Fairtrade licensees (who are licensed to apply the Fairtrade Label to packaged products and sell them in to the market).

What environmental standards does Fairtrade have?

Fairtrade Certification incorporates a range of environmental sustainability standards that are required as part of the certification process including:

- No use of prohibited agricultural, production and processing chemicals
- Sustainable water use management
- Environmental impact assessment, planning and monitoring (with environmental practice improvements to be planned, monitored and reported)
- Waste minimisation strategies

How big is the Fairtrade market in New Zealand?

Retail sales of Fairtrade Certified and Labelled products in New Zealand have passed \$15 million in 2008. The number of New Zealand companies licensed to sell Fairtrade Certified and Labelled products has grown to 46 in 2009.

For more about Fairtrade visit www.fairtrade.org.nz