Fair trade labeling is not always what it seems

• Some do not insist on a fair price and premium to small farmers.
• Some certify large plantations as fair trade
• Some certify large agri-businesses such as Nestle’s as fair trade (e.g. Fair Trade USA)
• Some do not require good environmental practices.
What is Authentic Fair trade?

• Buying products from small farmers and artisans
• Guaranteeing a fair price and premiums
• Supporting democratic farmer cooperatives
• Safeguarding & restoring the environment:
  • organic agriculture
  • shade-grown coffee
• Human rights in farming & production:
  • no child labor,
  • no forced labor,
  • equal treatment of women;
  • safe working conditions for all.
• High quality, healthy products.

Photos courtesy of Santiago Paz-Lopez, Norandino Cooperative.