

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.



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Source: Brands of the World



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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.

