

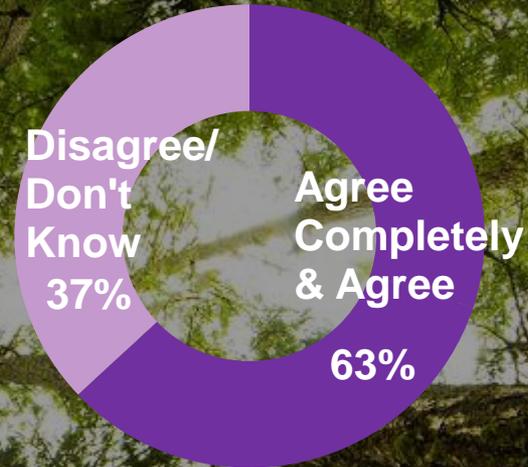


# Driving Purpose through Sustainable Sourcing



***63% of consumers agree “I am more interested today in how food is grown, raised or produced than I was two years ago...”***

Technomic (2016)



***“I research a company’s environmental/social responsibility before I buy a product”***

Natural Marketing Institute (2015)





**1 in 4** consumers are more likely  
to purchase a Fair Trade product  
– NMI, 2016

The Fair Trade logo has **59%**  
**consumer awareness**  
in the US  
– NMI 2016

**25%** of Millennials look for  
certification on packaging when  
deciding what to purchase  
– Hartford 2015

1893

FROM THE MAKERS OF



barkTHINS<sup>®</sup>  
— snacking chocolate —



**COSTCO**<sup>®</sup>  
WHOLESALE



west elm





1



**Fair Trade**  
**STANDARDS**

require sound labor and environmental practices on the farm

2



**Fair Trade**  
**PREMIUMS**

are invested in farming communities to improve livelihoods

3



**Fair Trade**  
**STRUCTURE**

empowers farmers to democratically address their greatest needs

1



2



3



4



## SOURCING

Ask your sourcing team for Fair Trade ingredients

## REGISTER

Send the Fair Trade team your Product Information

## DIFFERENTIATE

Add the label to your product

## INSPIRE

Share your commitment with your consumers





I MAY ONLY BE  
**ONE PERSON**

BUT I CAN BE

ONE PERSON

WHO MAKES A

**» DIFFERENCE «**

