FAIR TRADE CERTIFIED[™] TAP INTO THE POWER OF FAIR TRADE



Fair Trade Builds Sustainable Livelihoods

- Nonprofit organization; Founded in 1998
- Nearly 2 million farmers & workers in 45+ countries impacted
- 30+ Fair Trade Certified[™] product categories (coffee, tea, cocoa, apparel, seafood, coconuts, home goods and more)
- 1,200+ companies selling Fair Trade Certified[™] products in North America
- **\$350MM+** earned premiums sent back to farmers and workers since 1998
- **67%** consumer awareness of the Fair Trade Certified seal in the U.S.



















Old Consumer vs. the New Consumer

Lowest **price Waiting** for solutions

Asks, "What's in it for **me**?"

Seeking more **stuff**

Trusts marketing messages on front of the box

Passive recipient of brand communications Total value Creating th Asks, "Wh Seeking i Looks al on back

Creating their own solutions

Asks, "What's in it for we?"

Seeking meaningful experiences

Looks at ingredients on back of the box

> Active co-creators of content, products and experiences





Fair Trade Gives Brands A Purpose To Talk About



3 Ways to Win With Sustainability

1) **Transparency:** Baby Steps and Real Talk

Baby Steps and Real Talk

west elm [®]PEPSICO Honesť.

A WORLD OF GOOD.

20% OF OUR ENTIRE PRODUCT LINE WILL BE FAIR TRADE CERTIFIED" BY 2017.

By 2019, that number will go to 40%—and it means that more than \$1 million will go back into the hands of our workers.





3 Ways to Win With Sustainability

1) **Transparency:** Baby Steps and Real Talk

2) Celebrate the **People** Behind Your Products

Create a Genuine Emotional Connection



MORE THAN JUST BETTER TASTE. It's also about long term investments in the environment, the farmers and their communities. -SETH GOLDMAN CO-FOUNDER AND TEAED OF HONEST TEA



A little label can make a big impact. We love making Mother Nature proud with our Fair Trade certified Organic Coconut Water!



Fair Trade

Fair Trade Certified updated their cover photo. March 10 · @

Kajoina Jenifer and her family have been farming tea since 1999. She has 7 children and all of them are in school except for the youngest who will attend when old enough. She hopes that the additional income from selling tea on Fair Trade terms will enable all of her children to attend university. She also hopes to improve the community women's farming project in order to create better food security and provide additional sustainable income.

Learn more about Fair Trade Certified and how to purchase Fair Trade Certified products at FairTradeCertified.org



3 Ways to Win With Sustainability

1) **Transparency:** Baby Steps and Real Talk

2) Celebrate the **People** Behind Your Products

3) Make It Easy To Do Good

Allow Your Consumer to Be Part of Something Bigger Than Themselves

How Hugh Jackman's Connection With an Ethiopian Coffee Farmer Led to a Fair-Trade Documentary









Fair Trade Certified March 15 · @

Solution of the second seco

@pactorganic rocksII if you are looking for comfy basics for your wardrobe, visit their website1 They're #ethical and #eco - with #organic cotton and #fairtrade fabrics ♥♥



2.4K Viev



Thank You!