

FAIR TRADE CERTIFIED™

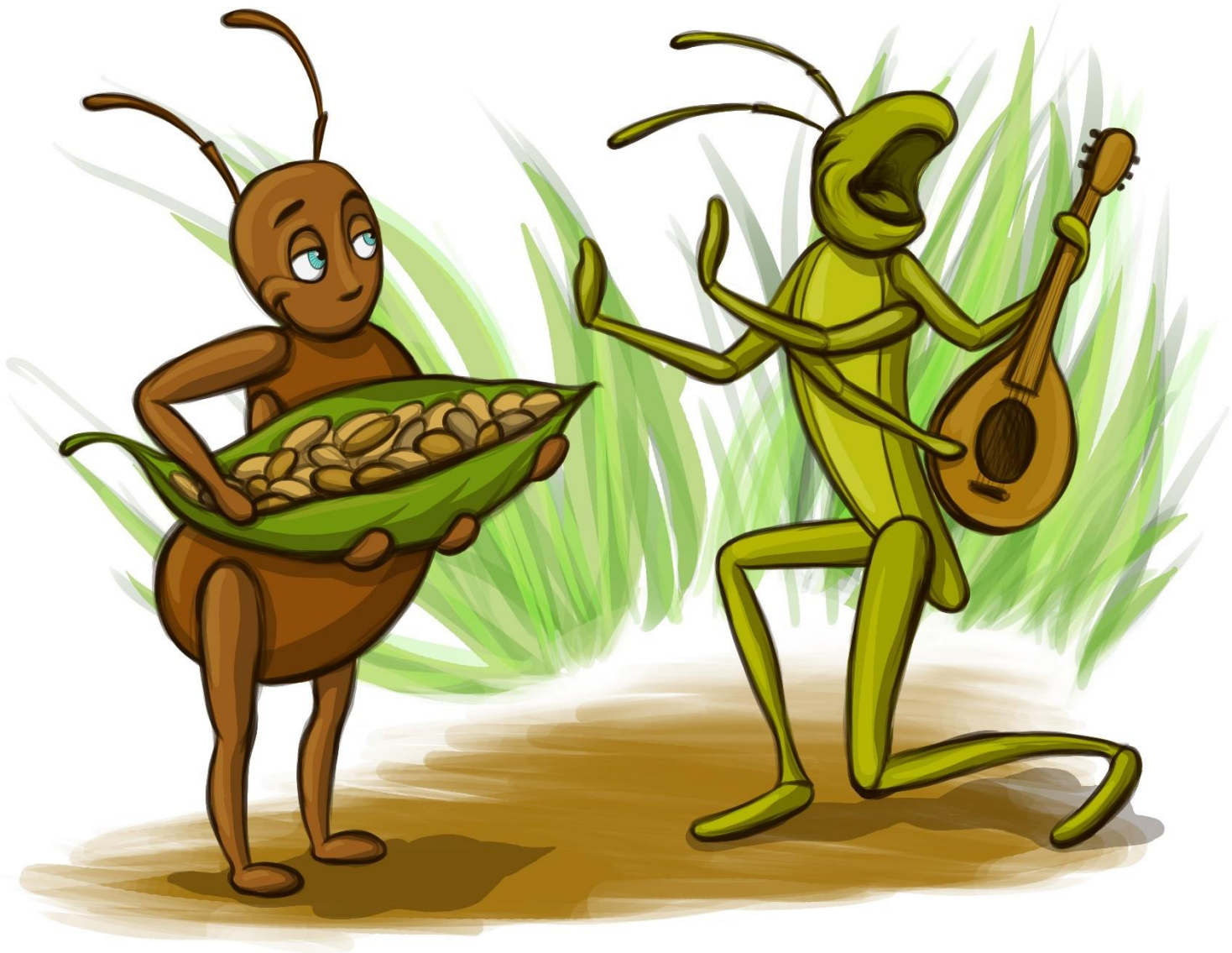
TAP INTO THE POWER OF FAIR TRADE



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.









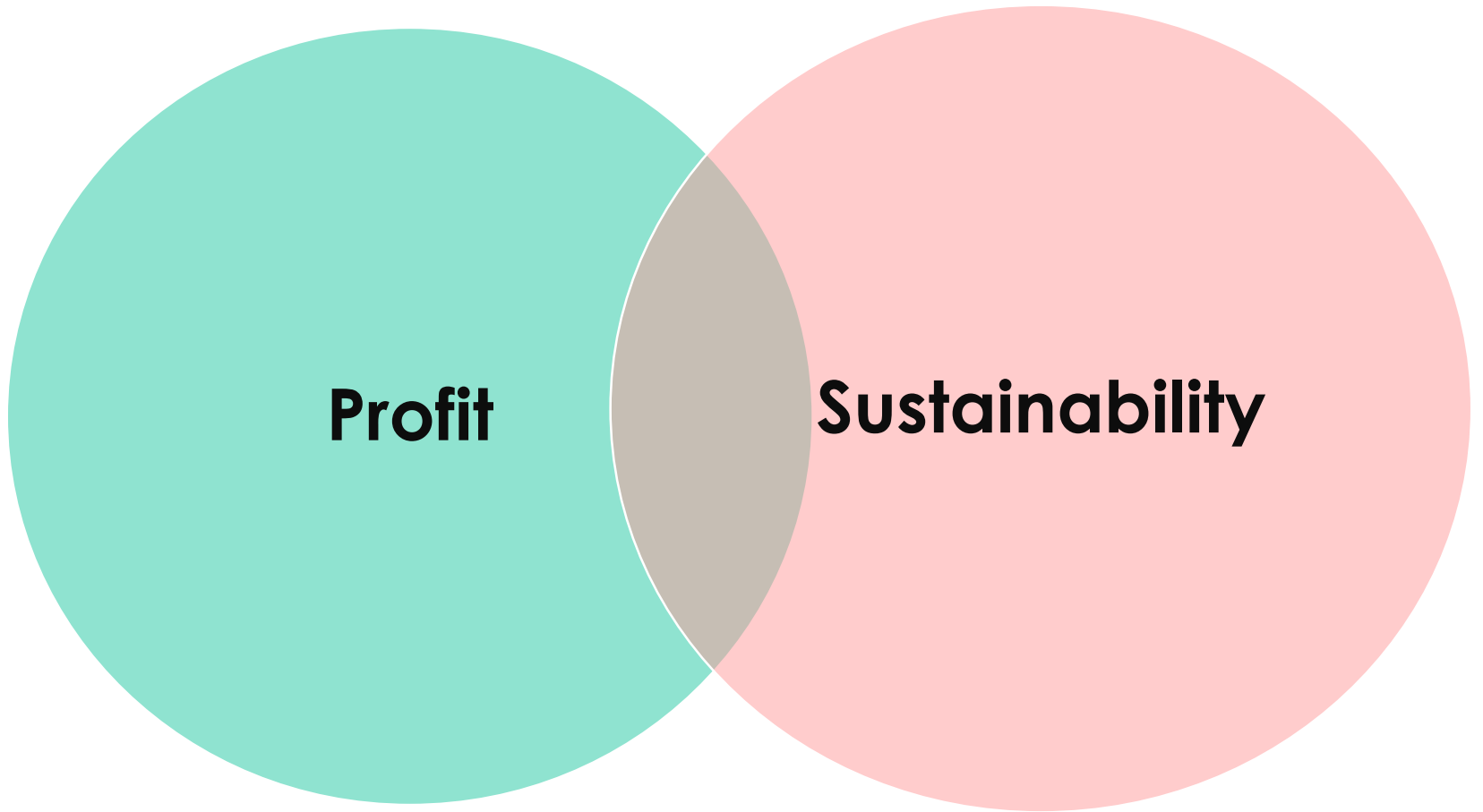
Profit



Sustainability

Old Consumer vs. the New Consumer







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

Honest



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.

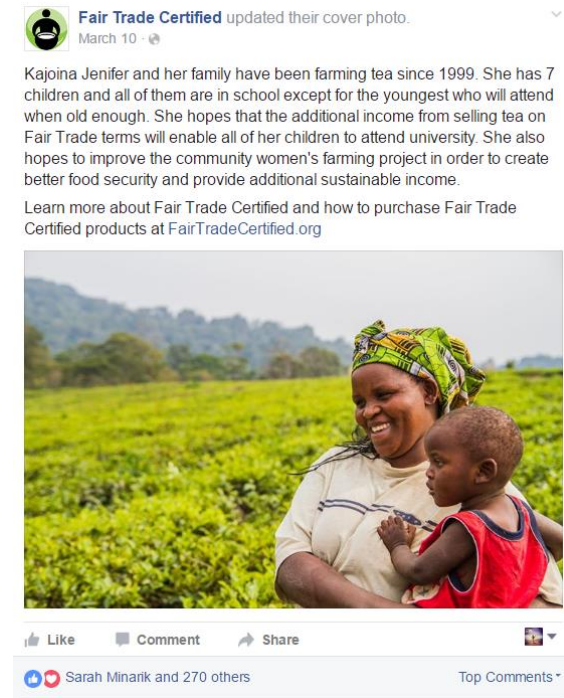


3 Ways to Win With Sustainability

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

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

Create a Genuine Emotional Connection

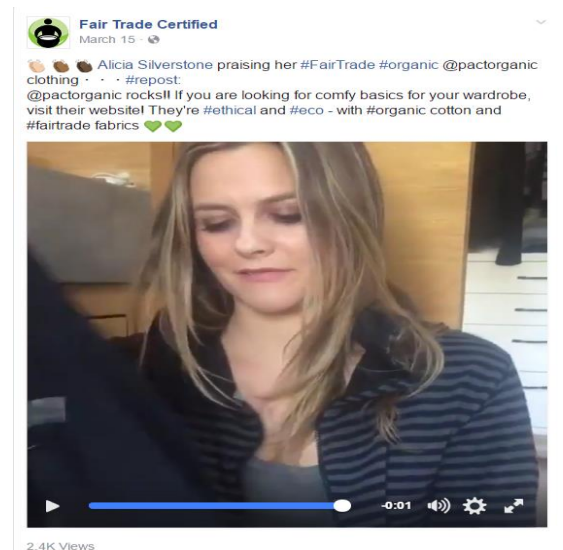


3 Ways to Win With Sustainability

- 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 · · ·
Alicia Silverstone praising her #FairTrade #organic @pactorganic clothing · · · #repost:
@pactorganic rocks!! If you are looking for comfy basics for your wardrobe, visit their website! They're #ethical and #eco - with #organic cotton and #fairtrade fabrics 🌱🌱



Thank You!