



WHAT DOES THE FAIRTRADE MARK STAND FOR?

THE FAIRTRADE MARK STANDS FOR INDEPENDENTLY MONITORED FAIR TRADE ON AN EQUAL FOOTING WITH PRODUCERS.

STABLE MINIMUM PRICES

Smallhold farmers' organizations receive a minimum price for most products, a **security net** intended to cover the average costs of sustainable production. If the world market price is higher than this minimum, the world market price must be paid.



Photo: Nathalie Bertrams

THE FAIRTRADE PREMIUM

The Fairtrade Premium is paid out in addition to the minimum price. It is to be used to finance **community projects** such as investments in education, quality control, conversion to organic farming methods, or in health care. Farmers and laborers decide themselves how the premium is to be used.



Photo: La Florida

PARTICIPATION IN THE FAIRTRADE SYSTEM

The non-profit umbrella organization **Fairtrade International** belongs up to fifty percent to smallhold farmers and laborers themselves. They participate directly in the decision-making process on strategy, minimum prices, and premiums in all important international committees. In Fairtrade, the subjects of our decisions are decision-makers on an equal footing.



Photo: Fairtrade International / Javier Luna

LONG-TERM TRADE RELATIONSHIPS

Fairtrade provides producers with **access to world markets** and clearer insight into prices and trade relationships. Fairtrade's goal is to give producers a self-determined position in the world market. They should be built up to be the largest possible portion of the value-added chain.



Photo: TransFair e.V. / Santiago Engelhardt

FAIRTRADE STANDARDS

Fairtrade Standards are the rules of the fair trade road. Smallhold farmers' organizations, plantations, and traders must adhere to the Standard before the FAIRTRADE Mark can be used on a product.

These include criteria for the support of **social, economic, and environmental development** of the producers' communities. The independent certification body FLOCERT audits adherence to the standards on site.



ENVIRONMENTAL PROTECTION AND CLIMATE

Our **environmental criteria**, including for example the ban on genetic engineering and responsible water stewardship, support sustainable production. Fairtrade provides **powerful incentives** for farmers to convert to **organic farming**. Fairtrade also supports producers with adaptation projects against the effects of climate change.



THE PROTECTION OF CHILDREN'S RIGHTS

Fairtrade distinguishes between children working alongside their families and exploitative child labor. Fairtrade **forbids exploitative child labor** that harms children's health and development or impinges upon their education.

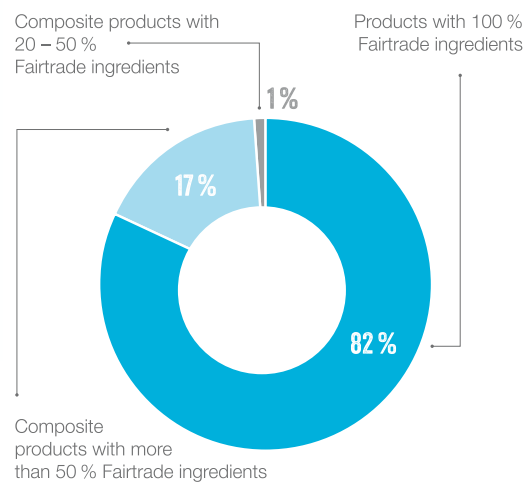


TRANSPARENCY IN THE SUPPLY CHAIN

Most Fairtrade products are processed separately from products that are not fairly traded. In the cases of cocoa, juice, sugar, and tea, this is only possible when Fairtrade sales volume is high enough for co-operatives to have their own processing facilities.

In order for smaller producers' organizations to profit from Fairtrade as well, Fairtrade uses volume offsets. Fairly traded products may be mixed with products that are not fairly traded. **Farmers receive the full benefits** from Fairtrade for exactly the amount sold. No disadvantage comes to them.

SINGLE AND COMPOSITE PRODUCTS



MAXIMAL FAIRTRADE CONTENT



For products with the FAIRTRADE Mark, the rule is clear: all ingredients that are available from fair trade must come **exclusively** from fair trade sources. Fairtrade products that only have one ingredient are thus always 100% Fairtrade. Composite products containing ingredients that are not available with Fairtrade certification (e.g. milk) must always contain at least 20 % Fairtrade content.



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