

2016 Media Kit

Fair Trade USA



Understanding Fair Trade

What is Fair Trade?

Fair Trade is a simple way to make every purchase matter. When you buy a product with the Fair Trade Certified™ label, you know that the farmers and workers who produced it got a fair deal for their hard work. This means better prices and wages, safe working conditions, environmental protection, sustainable livelihoods, and thriving communities.

Fair Trade Means:

- **Better Prices & Wages:** Fair Trade producers earn fair and stable prices for their crop, and are empowered to compete in the global marketplace through direct, long-term contracts with international buyers. This market access helps farming families fight poverty through trade – keeping food on the table, children in school, and families on their land.
- **Community Development & Empowerment:** With every sale, Fair Trade farmers and workers also earn an additional Community Development Premium that they democratically designate for community projects like healthcare and clean water. Fair Trade gives producers a voice and a vote.
- **Safe Working Conditions:** Rigorous Fair Trade standards ensure that farmers and workers enjoy safe working conditions, regulated workhours, maternity leave, and freedom of association. Sexual discrimination and slave and child labor are strictly prohibited.
- **Environmental Sustainability:** Standards require farmers to implement environmentally sustainable farming methods that protect their own health and preserve valuable ecosystems for future generations. Harmful agrochemicals, GMOs, and farming techniques that destroy the environment are strictly prohibited in Fair Trade.



The Fair Trade Difference

Within the growing sea of ethical labels, Fair Trade remains unique. It is one of the only certifications whose purpose is to empower farmers and workers to fight poverty through trade, and to protect the environment. It is also the only certification that provides a direct economic benefit to producers in the form of a guaranteed Premium for community investment.

Look for the Label

Studies show that third-party certification is the most trusted way to verify a product's claims. The Fair Trade Certified™ label offers consumers a simple way to know that a product has met strict social, economic and environmental standards.

About Fair Trade USA

A Nonprofit Organization

Fair Trade USA is a nonprofit organization that promotes sustainable livelihoods for farmers and workers; protects fragile ecosystems; and builds strong, transparent supply chains through independent, third-party certification. Its trusted Fair Trade Certified™ label signifies that rigorous standards have been met in the production, trade and promotion of Fair Trade products from over 80 countries across the globe. Recognized as a leading social venture by the Clinton Global Initiative, the Skoll Foundation and Ashoka, Fair Trade USA also provides critical capacity-building programs at origin, and educates consumers about the power of their purchase.

Our History

Fair Trade USA (previously TransFair USA) was founded in 1998 in Oakland, CA. The first Fair Trade Certified product—coffee – launched the following year and quickly became the fastest-growing segment of the U.S. coffee market. Fair Trade Certified tea and cocoa launched soon after, and by 2010 the organization certified over 10 product categories, and generated over \$55 million in life-changing Premiums for farmers and workers across the globe.

“Our involvement with Fair Trade improves the quality of our product because workers are more invested in their work.”

– Komil Baror, Fair Trade apparel factory worker, India



In 2012 Fair Trade USA officially launched its rapidly growing program for apparel & home goods; began working in coconut and certified its billionth pound of coffee in 2014; and in 2015 launched the world’s first Fair Trade Certified seafood.

Impact & Awareness

- Scope: **80 countries**
- Product categories certified: **30+**
- Companies and brands: **1,000+**
- Premiums earned by producers in 2014: **\$44.8 million**
- Awareness of the Fair Trade Certified label: **59% of the U.S. population**
- Consumer Activation Campaigns: We strive to educate consumers about the difference they can make by choosing Fair Trade products through two annual campaigns: a **Mother’s Day** initiative in May and **Fair Trade Month**, celebrated every October.

Fair Trade USA Leadership



Paul Rice, President & CEO

Prior to launching Fair Trade USA in 1998, Paul worked for 11 years as a rural development specialist in the mountains of Nicaragua. There he founded and led the country's first Fair Trade, organic coffee export cooperative. Paul's first-hand experience over the last 30 years in the areas of global supply chain transparency, social auditing, sustainable agriculture, and cooperative enterprise development is unique in the certification world. Paul is now a leading advocate of global market linkage as a core strategy for sustainable community development.

Paul has received numerous honors for his pioneering work as a social entrepreneur, including the Ashoka Fellowship (www.ashoka.org), the World Economic Forum Award for Social Entrepreneurship (www.schwabfound.org), Fast Company Magazine's Social Capitalist of the Year award (four-time winner), and the Skoll Award for Social Entrepreneurship (www.skollfoundation.org). Paul holds an Economics and Political Science degree from Yale University and an MBA from the Haas School of Business at UC Berkeley. He has spoken on social entrepreneurship, Conscious Capitalism, Fair Trade and similar topics at the World Economic Forum, the Clinton Global Initiative and other prestigious international gatherings, as well as at numerous universities and conferences.



Ben Corey-Moran, Director of Coffee Supply

Ben manages supply chain development efforts to serve the needs of farmers, the trade, and a growing community of roasters and brands. His breadth of experience on the ground, and with the larger coffee market, makes him a true expert on sustainable coffee. Ben can provide insight into the volatility in the coffee market, how it affects farmer livelihoods, what is needed to meet the cost of sustainable production, and how Fair Trade can help.



Jessica Custer, Supply Chain Manager, CPG

Jessica leads and manages supply chain development in Fair Trade USA's coconut program. She knows the ins and outs of what it takes to get coconuts into hundreds of our daily products, and what the growing market for coconut really means for farmers. Her face-to-face interactions with coconut farmers make her an expert on the issues they face, and how Fair Trade can be a part of the solution. Jessica can answer the question: "Are farmers really benefitting from the coconut boom?"



Elan Emmanuel, Senior Manager, Cocoa

Elan Emanuel leads Fair Trade USA's cocoa program, overseeing origin and supply chain programs in West Africa and Latin America. Elan also supports some of the world's largest cocoa players in their effort to build sustainable supply. His combination of market expertise and experience on the ground gives him unique insight into challenges like child labor, quality and productivity—and how Fair Trade helps cocoa farmers build thriving businesses and communities.



Hannah Freeman, Director of Produce & Floral

Hannah joined Fair Trade USA in 2003 to pursue her passion of using business opportunities to transform the lives of farmers and farm workers. She continues this effort today in her work to increase the availability and impact of Fair Trade produce. Hannah can offer firsthand accounts of the labor issues in produce, particularly in Mexico, and what it takes to raise the bar on the industry.



Jennifer Gallegos, Director of Business Development, Coffee

Jennifer leads the organization’s biggest category (and the second most traded commodity in the world)—coffee—to bridge corporate business strategy with social responsibility and sustainability. She was recently elected Vice President of the International Women in Coffee Association, an organization focused on empowering women in the coffee sector. Jenn can speak to gender inequity in the coffee market, and how Fair Trade empowers women throughout the supply chain to become leaders in their communities.



Maya Spaul, Director of New & Emerging Categories

Maya spearheads strategic development of all new Fair Trade categories, working from inception to market launch to connect all stakeholders in the sector and build Fair Trade supply chains. She currently leads the Fair Trade Apparel & Home Goods program, as well as the new Fair Trade seafood initiative. These two categories are in the spotlight for major labor issues – slavery and worker safety. Maya can speak to the causes and scope of these issues as well as how she and her team work with companies around the world to combat them.

FOR INTERVIEWS, PLEASE CONTACT:

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