

A close-up photograph of a person's hands holding a small, vibrant green tea plant branch. The person is wearing a red jacket, and the background is a blurred green field, suggesting a tea plantation. The lighting is bright, highlighting the texture of the leaves and the person's hands.

The global fairtrade system

Fair trade towns
16 September 2017



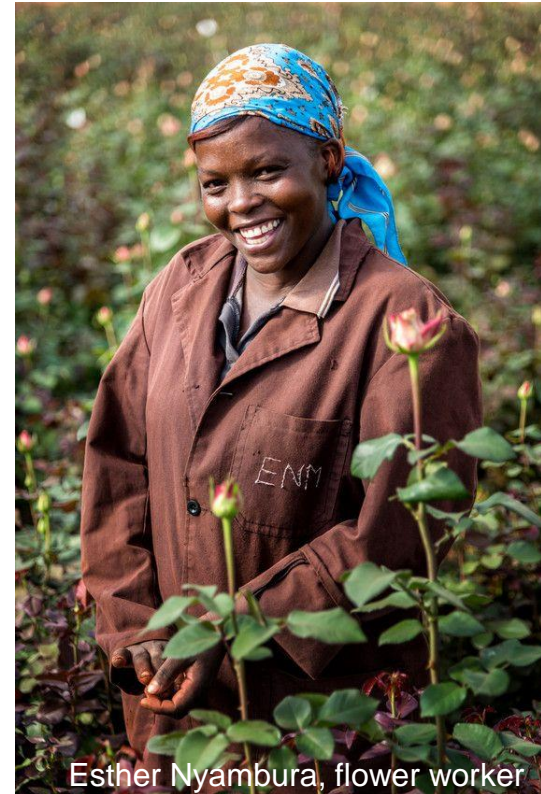
Fairtrade's vision and mission

Our Vision

A world in which all producers can enjoy secure and sustainable livelihoods, fulfill their potential and decide on their future.

Our mission

Our mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives.



Esther Nyambura, flower worker

What does this mean?

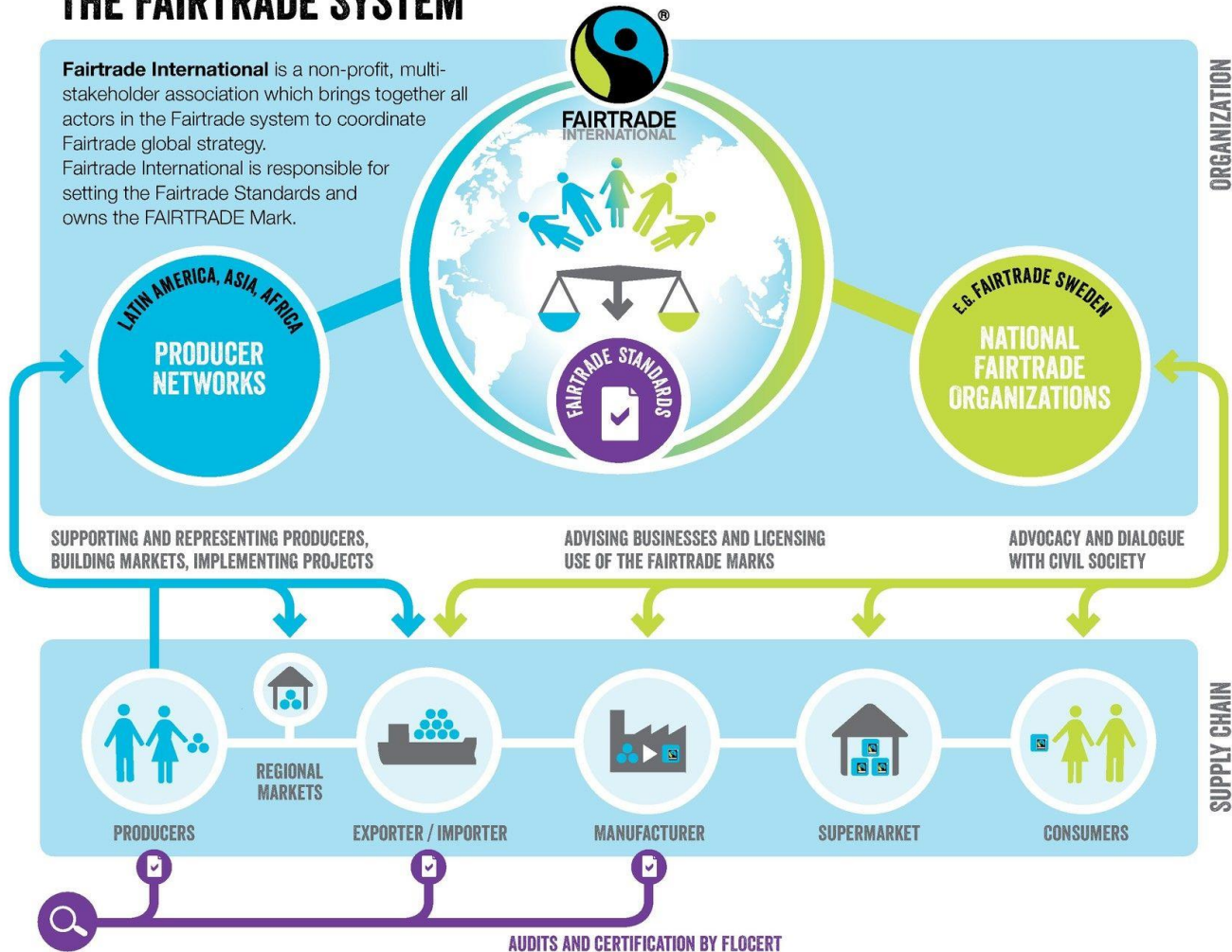
Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. When farmers can sell on Fairtrade terms, it provides them with a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future.



Did you know: Producer networks have equal voting rights in Fairtrade's highest decision-making body, the General Assembly.

THE FAIRTRADE SYSTEM

Fairtrade International is a non-profit, multi-stakeholder association which brings together all actors in the Fairtrade system to coordinate Fairtrade global strategy. Fairtrade International is responsible for setting the Fairtrade Standards and owns the FAIRTRADE Mark.



How the Fairtrade system is organized



Fairtrade Standards



Key components:

- **Fairtrade Minimum Price:** a price floor to protect producers if market prices fall
- **Fairtrade Premium:** additional funds above the purchase price to invest in community needs or businesses.
- **Democratic decision-making** at the producer level
- Protection of the **environment**
- Adherence to **core International Labour Organization conventions**
- **Core and development criteria** – producers mapping their own development

Fairtrade's Global Strategy



Goal 1: Building Benefits with Smallholders and Workers

Goal 2: deepening impact through producer programmes

Goal 3: Building Fairtrade markets

Goal 4: Influencing better government policies

Goal 5: Building a strong global system

Fairtrade is proud to be part of the fair trade towns movement!



FAIRTRADE