

Fair Trade FAQ's

- **What is Fair Trade Certified?**

- Guaranteed fair prices & working conditions for farmers & producers
- Direct trade eliminates expensive middlemen & develops business skills
- Ensures environmentally sustainable development & encourages organic practices
- Democratic & transparent organizations foster community development
- [alt. answer:] The Fair Trade Certified program emerged from the worldwide movement toward social and environmental justice. Fair Trade partnerships insure greater equality within international trade by providing improved conditions to farmers and workers in the developing world, and by safeguarding their sensitive ecosystems.

- **How can I tell if a product is Fair Trade Certified?**

- Look for one of these logos on the label:



- **What's the difference between Fair Trade and free trade?**

- Free trade is the economic theory of international markets free from government tariffs or subsidies. In practice, free trade often gives big companies unfair advantages in the marketplace, which drives small, local farmers into debt and poverty.
- Fair Trade provides a free-market solution that allows small producers to compete in the global marketplace thanks to socially conscious people who support the Fair Trade movement.

- **Do Fair Trade products cost more?**

- Not necessarily. Fair Trade coffees and chocolates cost about the same as other gourmet options, but Fair Trade options often do cost a little more than low-quality, mass-produced options. Fair Trade fruits and vegetables sometimes cost more than conventional produce because big companies have more distribution infrastructure.

- **Are all Fair Trade products also certified organic?**

- Not necessarily. About half of all Fair Trade imports are also certified organic, and farmers are encouraged to invest their fair trade premiums toward organic certification.

- **Are Fair Trade products environmentally friendly?**

- Yes. These environmental standards are integral to the Fair Trade criteria:
 - Protect water resources and natural vegetation areas.
 - Promote agricultural diversification, erosion control, and no slash and burn.
 - Restrict the use of pesticides and fertilizers.
 - Ban the use of Genetically Modified Organisms (GMOs).
 - Require proper management of waste, water and energy.