



FAIRTRADE INTRODUCTION

1. Definition of Fairtrade:

- **Fairtrade is a trading partnership** that emphasizes dialogue, transparency, and respect.
- It aims to create a more **equitable system** in international trade.
- This means **better prices** for producers in developing countries, but also **decent working conditions** and **sustainable practices**.

2. How Buying Fair Products Helps Developing Countries:

Fairtrade purchases contribute to developing countries in a few ways:

- **Increased Income:** Fairtrade prices ensure farmers and workers earn a living wage, which in turn helps boost the local economy.
- **Community Development:** Fairtrade premiums (extra money on top of the base price) can be invested in community projects like schools, healthcare, or infrastructure.
- **Sustainable Practices:** Fairtrade encourages environmentally friendly farming methods, which can benefit the environment in developing countries.

3. How Buying Fair Products Helps Producers:

Producers in developing countries often face challenges like unfair pricing, exploitation, and lack of control over their livelihoods. Fairtrade helps them in several ways:

- **Fair Prices:** They receive a guaranteed minimum price that covers the cost of production and allows for a decent living.
- **Fair Working Conditions:** Fairtrade ensures safe working environments, prohibits child labor, and promotes fair treatment of workers.
- **Empowerment:** Fairtrade certification allows producers to form cooperatives, giving them more control over their businesses and bargaining power in the market.