



BANANAS

The banana is the world's fourth most important food staple. Bananas are cultivated by millions of farmers and workers in tropical climates both on small family farms and large-scale commercial farms. The banana industry is a large source of employment in West Africa, the Caribbean, Latin America and Southeast Asia. For the economies of many developing countries, the banana trade is a mainstay. But reports about the complex problems facing the industry have cast a spotlight on workers, highlighting

low wages, unstable employment, restrictions on the right to organize themselves and a lack of adequate protection when handling environmentally hazardous chemicals that could pose a threat to their health (something that organic farming methods seeks to address).

Meanwhile, the challenges facing smallholder farmers that depend on bananas for their livelihoods make production unpredictable and unsustainable. These include increasing costs of production, coupled with price stagnation and the severe impact of a changing climate.

Fairtrade works to support banana farmers and workers, with a vision to make sure producers receive a fair price or a fair wage for what they grow. Fairtrade also works to improve the practice of growing bananas, encouraging organic farming and reduced pesticide use.

When you buy fair trade bananas, it means that the farmers are paid at least the Fair Trade Minimum Price (and often more), as well as an extra Fair Trade premium, which they can invest in their communities and in improving their own living and working conditions.



CHEWING GUM

Glee Gum has made history as the first chewing gum to go Fair Trade. The gum's six flavors are made without artificial colors, flavors, sweetener, or preservatives, and is now made with Fair Trade certified cane sugar. Glee is also the only gum in North America still made with chicle—a tree sap harvested sustainably from Central American

rainforests. Other gums create their chewy texture from synthetic materials. Glee Gum is a product of Verve, Inc., an independent certified woman-owned business dedicated to linking world communities and creating environmentally socially responsible products. They also have two educational activity kits: Make Your Own Gummies and Chocolate Kits.





SPORTS BALLS

Stitching sports balls is an important economic activity for workers in India, China, Indonesia and particularly Pakistan where, for the people of Sialkot region in the north of Pakistan, 75% of the world's soccer balls are stitched.

Stitchers carefully sew sports balls by hand and are often paid based on the quantity of pieces sewn. As a result, workers spend long hours and rarely receive the legal minimum wage. Most workers are women who frequently face discrimination, and children who often work to increase the income of their families.

A 1996 study by the International Labour Organization (ILO) estimated that there were more than 7,000 children aged 5 to 14 working full time up to 11 hours a day stitching balls in the Sialkot region alone. This figure does not include the children working part-time or those working in other regions.

Fairtrade Standards that include a Fairtrade price and Fairtrade Premium target the challenges faced by sports ball stitchers. By restricting the use of child labour and paying wages for workers that equal at least the national minimum wage, workers and their communities have seen improvement.

Fairtrade certification requires workers to set-up a Fairtrade Premium Committee comprising of management, factory worker and stitcher representatives. This Committee receives the Fairtrade Premium and consults with those they represent to decide upon the use, whether it be for farmer services, community projects, schools or health care.



COFFEE

Coffee is the most valuable and widely traded tropical agricultural product on the planet. While coffee is cultivated in over 70 countries, just four produce over 60% of global supply – Brazil, Colombia, Vietnam and Indonesia. While 25 million smallholder farmers grow 80% of the world's coffee, many are not earning a living they can depend on.

Unpredictable weather conditions due to climate change, disease and other factors mean coffee production fluctuates from one year to the next, leading to an unstable market characterized by price volatility. The knock-on effect is that farmers struggle to predict what they will earn for the next season and find it difficult to plan for their future.

Most farmers know little of where the coffee they grow ends up or the price it eventually sells for. Beans pass through a complicated supply chain of growers, traders, processors, exporters, roasters and retailers before finally reaching the consumer's cup.

As part of a Fairtrade coffee cooperative, every bean can be traced back to the group of small-scale farmers who grew it.

The Fair Trade Minimum Price acts as a safety net when prices drop, giving Fairtrade coffee farmers the security that they will receive a price that covers their average costs of sustainable production. If a Fairtrade coffee cooperative is also a certified organic farm, they get an extra minimum price differential. In addition, cooperatives can invest the Fairtrade Premium they earn for each pound of coffee sold on projects that benefit their communities, improve their businesses and protect their environment. In fact, 25% of the Premium is earmarked for them to invest in improving productivity and quality.





SUKKAH DECORATIONS

The number of fair trade made Sukkah decorations has been growing the last several year! There are paper cut banners (traditional papel picado) made in Chiapas, Mexico in the traditional way – with a hammer and chisel. There are Star of David and hamsah chimes made from recycled metal in India. And there are many other decorations made by fair trade organizations that would delightfully decorate a sukkah.

The photo above features a unique waterproof and colorful Sukkot Harvest banner, designed especially to bring beauty and blessings to your Sukkah. The banner is composed of seven individual papel picado (hand paper cut) flags, each reflecting one of the Seven Species (barley, dates, figs, grapes, olives, pomegranates, and wheat). The artisans making these banners live primarily in the Chiapas region of Mexico. As a result of globalization pressures, many artisans are forced to give up their traditional crafts and migrate to cities or the US in search of better economic opportunities. Your purchase creates an economic outlet for paper cutter artisans thus ensuring cultural traditions are passed on to future generations.



KIPPOT

Fair trade kippot crocheted by Mayan women in Guatemala began in the early 2000's when a Jewish volunteer on a MayaWorks tour saw some of the women's handiwork. "She said, if they are making hackysacks, I bet they can make kippot," since the size and shape of the products were similar. The women received a few lessons in how to make the rounded kippot, then set to work. A few months later another volunteer realized that the women had

no idea what they were creating, and explained the use and meaning of the kippot. A discussion ensued about religious customs, both Mayan and Jewish. The women now understand the significance of the items and are especially careful and respectful when making them.

The women are paid according to the prices they set themselves. The increased wages the women have earned have allowed them to send their children, including daughters to school, build their own home, eat meat a few times a week and expand their diets. Several of the women have begun to design kippot on their own, and receive an additional fee for that creativity. Dunitz, MayaWorks and Mayan Hands are three fair trade organizations working with Mayan women crocheting kippot in Guatemala.





VANILLA EXTRACT

Vanilla pods come from orchid plants native to Central America and are now cultivated across the world. Madagascar produces the majority of the world's vanilla and the rest is grown in Indonesia, French Polynesia, Mexico, the Comoros Islands, Tonga, Uganda, Sri Lanka, Guatemala, and India. Vanilla is one of the most labor-intensive crops in the world. A vine may take up to three years to bloom and then it must be painstakingly hand-pollinated. Beans may develop on the vine for up to nine months, followed by additional curing time.

Price fluctuations have rocked the market since 2000, when cyclones and floods in Madagascar and Indonesia led to a worldwide vanilla shortage and inflated prices. Hoping to meet the demand, farmers in Africa and Latin America increased vanilla production. However, commercial food producers simply decided to replace real vanilla with synthetic flavoring. Vanilla prices crashed, forcing many farmers to abandon their operations and slip into poverty and even violence.

Fair Trade guarantees that farmers receive a competitive price and helps stabilize their businesses and communities. Currently, there is only one consumer-level supplier of Fair Trade Certified vanilla beans and extract in the United States, Frontier Natural Products Co-op. Frontier sources its vanilla from small family farms outside Bangalore, India. Workers are paid above average rates and the farms use sustainable practices such as shade growing and erosion prevention.

JEWELRY



Whether a trinket from a department store or a custom-made diamond encrusted piece, jewelry is an accessory constantly produced to meet the demands of fast fashion and luxury goods consumers alike. Globally, about 90 million carats of rough diamonds and 1,600 tons of gold are mined for jewelry every year, generating over \$300 billion in revenue.

In Africa, Asia and Latin America, child laborers in artisanal and small-scale gold mines work underground in pits that easily collapse, and use toxic mercury to process the gold, risking brain damage and other serious health conditions. Indigenous peoples and other local residents near mines have been forcibly displaced. Mines have polluted waterways and soil with toxic chemicals, harming the health and livelihoods of entire communities. Additionally young children work in factories in India making costume jewelry.

Fair trade businesses making jewelry work closely with individual artisans or collectives who source materials locally, often relying on sustainably harvested products, including acai seeds, and using recycled metal, soda cans, beads and other materials. Many indigenous people are forced to work in extractive industries to support their families, which creates physical harm to them as well as the environment. Craft work supports their culture, livelihood, and self-determination.





WINE

The major focus of fair trade is to work with producers and workers of emergent countries to help them become self-sufficient and support small wine grape farmer cooperatives in gaining more control within supply chains, increasing their incomes.. The most popular fair trade wines are from Chile, Argentina, and South Africa, including Chardonnay, Merlot, Malbec, and Cabernet Sauvignon Fair trade wines have become one of the many important ways we can help farmers keep their businesses thriving with livable wages and equal opportunities for all the employees. Buying fair trade is a responsible way to drink wine and enjoy other fair trade certified imported goods. Fair Trade wines can now be found at Whole Food Markets, Target, and Sam’s Club stores. Unfortunately, we’re hoping for a fair trade Kosher certified wine to join the market soon...



COTTON

Cotton is the most important crop in the world’s textile industry and is historically considered the globe’s oldest commercial crop. Countries in Africa and Central and West Asia rely on cotton as a major export. In Burkina Faso, for instance, it accounts for almost 60% of export revenues.

Overwhelmingly, cotton farmers are living in poverty—they are unable to own their own land and face high levels of illiteracy.

Cotton producers depend on those above them in the supply chain (such as ginners) who often buy their cotton at prices below the cost of production. Production costs are on the rise, market prices are fluctuating, yields are decreasing and climate change is having devastating impacts on crops. Alongside these challenges, farmers also face the rising insecurity and price of food.

Fair trade organizations work with smallholder cotton farmers in Latin America, Africa, and Asia to build more resilient, farmer-owned organizations. Farmers then have greater collective impact and are better able to negotiate sustainable prices for their community. Buying products from fair trade cotton ensures that the farmers receive a fair and stable price for their cotton, as well as a Fair Trade Premium which is dedicated to improving the community.





CHOCOLATE/COCOA

Chocolate is undoubtedly among the world's favorite treats – but growing the beans that go into our bars isn't quite so straightforward.

The main regions where cacao beans are grown are Africa, Asia, and Latin America, with the Ivory Coast producing about 50% of global supply.

Life is tough for cocoa farmers. Although demand has been high, the price of cocoa beans has fallen in recent years. Cocoa trees are being damaged by disease, climate change, and the fact that they're simply old. At the same time, the poor prospects of cocoa farming are discouraging the next generation from getting involved.

Another serious problem in the cocoa industry is the use of trafficked child labor, primarily in the Ivory Coast, where all the major chocolate brands source their cocoa. Hundreds of thousands of children, as young as five years old, work in hazardous conditions, including spraying pesticides and applying fertilizers without protective gear, using machetes, carrying heavy loads. Most of them do not attend school, are not paid, or given enough to eat.

Fair trade farmers receive an agreed upon Fair Trade Minimum Price, regardless of commodity prices, as well as a Fair Trade Premium which farmer cooperatives invest in business improvement or community projects. And, their farms are monitored to detect child labor.

There is one fair trade business which is co-owned by cacao farmers. Kuapa Kokoo is a cooperative of over 85,000 farmers who are part of Divine Chocolate. They have an ownership stake, providing for meaningful input into decisions, and hold two seats on the board of directors.



FLOWERS

The global cut flower trade is estimated to be worth more than \$100 billion a year, with the major exporters being The Netherlands, Colombia, Ecuador, and Kenya. Cut flowers are becoming increasingly important to the economies of developing countries, providing vital foreign exchange to invest in development.

The flower industry employs a largely female workforce of poor, less educated and therefore vulnerable workers. It has long had a reputation for poor working conditions including low pay, over-crowded housing and repression of trade unions. Over the past years, conditions have vastly improved for workers in many countries, but there are still challenges. One of the most serious issues in the production of flowers is the exposure of workers, and their environment, to highly toxic chemical pesticides, fungicides, and fertilizers.

Fair trade aims to protect and benefit workers on flower farms by working with certified farms to ensure decent working conditions for their employees and protecting workers' rights. Fair trade flower workers earn a wage that is at or above the national minimum wage, regardless of market prices. These rights encompass economic, environmental and social dimensions of working conditions, as well as collective bargaining and the right to organize. Fair trade sales help generate an additional Fairtrade Premium for workers to invest in projects of their choice. In 2014, flower plantation workers received premium payments of \$8.1 million which they spent on education, housing improvements, finance and credit services as well as supporting education in their communities by renovating school buildings and providing student scholarships.





CLOTHING

On April 24, 2013, the Rana Plaza tragedy killed over 1,100 garment workers in Bangladesh and wounded over 2,200 more people. The incident left consumers all over the world questioning who makes the clothes we wear every day and in what kind of conditions?

Documentaries like *The True Cost* shine a light on how the fast fashion industry depletes the earth's resources and leverages slave labor to pass on a "cheap" cost to the end consumer. Fair Trade clothing manufacturers and suppliers are committed to creating a sustainable market and counter exploitation of workers, through fair wages and safe working conditions.

In fair trade companies, women work together in small cooperatives or at home, instead of large unsafe factories. Each seamstress creates an entire garment, rather than being part of a production line. They are paid per piece so the amount each artisan makes varies. The benefit of this system is the flexibility it allows in terms of hours (some women work part-time or from home) and skill level (slower sewers aren't fired for low productivity, as they would in a factory). The women exercise control in determining the piece rate, and as the cooperatives are worker-owned organizations, they receive a share of the profits. Being part of a fair trade organization ensures that there no child labor is allowed. Additionally, providing a stable income to women is a strategic way to combat the problem of child labor at its roots.



SUGAR

Sugar cane makes up almost 80% of sugar production around the globe, cultivated in developing countries by millions of smallholder farmers and plantation workers. Sugar cane is usually grown in the tropics, can reach heights of 20 feet and looks similar to bamboo. The other 20% of the globe's sugar is produced from sugar beet—a root vegetable, typically grown in northern countries.

Smallholder sugar farmers have little influence in the complex global sugar industry. Trade laws have made it hard for these farmers to reach the profitable North American and European markets. Because of this, they have to compete in markets with strong local sugar production.

Smallholder sugar farmers find it very difficult to receive sustainable prices for their sugar to cover the costs of production. Many find themselves stuck in a cycle of debt, with little money to invest back into their farms. They are unable to buy fertilizer or new equipment and cannot afford transport. Not just the individual farmers are suffering—their communities are also affected, with limited access to education or support to overcome market challenges.

Fairtrade sugar was launched in the United States in 2005, to help struggling smallholder sugar farmers improve their position in the global market. By becoming Fairtrade certified, and working closer with local sugar mills and processors, smallholder sugar cane farmers are able to increase their standing in international sugar markets, improve their business skills and increase their production capacity to become competitive players. There are currently 100 Fairtrade sugar cane farmer cooperatives — with 62,200 farmers — in 19 countries including Belize, Paraguay Malawi, India, and Fiji.





TEA

From a crop grown in China for medicinal purposes 5,000 years ago to today's billion-dollar industry, tea is appropriately steeped in history. Tea is the most popular drink in the world after water – an estimated 70,000 cups are drunk every second. And yet despite this, the farmers and workers behind our daily brew struggle to get a fair deal. This can have a very real and human cost. One in four children in Kenya's tea and coffee-growing regions are malnourished, leading to stunted growth. One in 10 children in the tea-growing regions of Malawi die before their fifth birthday.

Tea farmers face the challenge of low and fluctuating prices for the green leaf they sell, and a lack of power in a tea supply chain dominated by large companies. On tea estates, the challenges for workers range from notoriously low wages, long working hours and a difficult relationship with estate management. And it is the management they depend on for basic needs such as housing, healthcare, access to water and even education for their children. The Fairtrade Minimum Price safeguards farmers in this unstable market as it is set to cover the average cost of growing tea and is origin-specific. The extra Fairtrade Premium enables farmers and workers to invest in business or community projects.

