



Ethical, Sustainable Sourcing Spotlight: Tea & Sugar

Heather Walker
Fair Trade USA

Kombuchakon 2020





Fair Trade USA

Who are we?

- Non-profit organization founded in 1998
- 1,300+ brand partners

What do we do?

- Leading fair trade certifier in the US
- 40,000+ Fair Trade Certified products
- Certify 250+ ingredients
- Our newest categories include seafood, produce in the Global North, and apparel & home goods

Our impact

- Partnering with 900,000 farmers and workers across 45 countries
- Over \$610 million in Premium to producer communities to date



Fair Trade USA's Model Delivers Impact

Four steps designed to drive meaningful change



Rigorous Standards

Through compliance with Fair Trade standards, farmers and workers benefit from **improved workplace safety and health, better wages, and an opportunity to engage and participate.**

Third-party certifier audits ensure standards are met and maintained.



Fair Trade Premium

Producers who meet these standards receive Fair Trade Certification and can sell their products under Fair Trade terms, **earning a Premium each time their product is purchased.**



Community Organization

A **Community Development Fund committee** is established, comprised of **elected producer representatives.**

This committee **assess needs and allocates Premium** funds based on the will and needs of the community.

Field staff at origin support producers with training, organization assistance, agricultural practices and financial literacy.



Market Activation

Retailers and brands adhere to **the Trade Standard** and activate the Fair Trade system with **each purchase** of a Fair Trade Certified™ ingredient.

Consumers activate the Fair Trade system with **each purchase** of a Fair Trade Certified™ product.



Your Tour Guide Today

Who am I?

- Partnerships Specialist on our Beverages Team at Fair Trade USA
- Focused on tea
 - Travelled with our team to India last year
- Long-held interest in fair trade and international development





01 | A Day at a Tea Estate



















SRMCO2

ORGANIC TEA

ORGANIC TEA











THANK YOU
Honest

A person wearing a hooded jacket and blue jeans is harvesting sugarcane in a field. The person is using a machete to cut the stalks. The field is filled with harvested sugarcane stalks. In the background, there is a large, conical volcano under a blue sky with some clouds. The scene is set in a rural, agricultural area.

02 | Thinking about your other ingredients







ASOCASE

Guarambare, Paraguay, 175 farmers

Tractors and other basic farming machines are too expensive for any individual farmer to purchase.

The three tractors purchased by ASOCASE with Premium money are available to all members and help make the transport and harvest of cane more efficient and less physically demanding.



CORA

Sugar producer in Paraguay



According to cooperative members, this ambulance bought with Fair Trade Premium is the only one in the municipality.



Fair Trade Premiums help fund orthodontic and dental clinics that Provide dentures, prosthetics, and other services to more than 100 co-op members and dependents



Herbs and Spices

A surprising range available

Ginger

Turmeric

Chamomile

Mint

Hibiscus

And more!



04 | Wrapping up

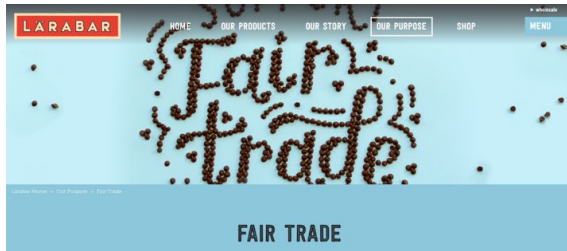




Sharing the Journey

Educating your consumers on your what's behind you certification and sharing your progress towards your social and sustainability commitments

Landing Pages, Blog Posts



seek the seal: why we choose to manufacture fair trade certified products

what's in a label?

Ever wondered what the label in the bottom right corner of our packaging means? This logo means our products are Fair Trade Certified™ by the nonprofit organization Fair Trade USA. This rigorous certification ensures that farmers have been paid a price that enables sustainable production and living conditions, along with a premium to support the growth of the cooperatives and their communities. In global food systems where farmers often carry debt from years their annual income, fair trade provides concrete support for a stable, prosperous life.



CSR Reporting

WATCH OUR MISSION GROW

As we work to make our packaging here in the US more sustainable, we're taking steps from our partners around the globe who are getting it right. For example, recycled plastic packaging can be made to utilize post-consumer waste that we would otherwise collect in the year and substituted to our consumers.

We're working to design our packaging using 100% recycled paper & 50% recycled ink. This will provide consumers with more information about what goes into their beverage, including detailed information about recycled content and other attributes.

We're pioneering a new recycling campaign. The year that you receive our report is the year that we're going forward. At LARABAR, it's been part of our purpose since day one. The new campaign is all about how our small footprint, both in shipping and in our packaging, can make a big impact on the planet and the world, whether it's your personal health or a more sustainable global community. We know better, beyond this campaign, is the living part.

We're innovating how our beverage packaging that will help us expand our choice in sustainable options and increase our Fair Trade impact to new consumers around the world.



What's Fair Trade and Why Does It Matter?

Three years ago, we became the first home retailer to join Fair Trade USA™. Because we believe it can have a profound impact on the lives of the workers who make our products, through Fair Trade certification, we ensure FairTrade provides safe working conditions, fair labor practices and protect the environment, and we use ethical and sustainable practices that workers deserve from the ground up. Consider this: as the price you pay for your favorite products, we've made the people who make them, and the planet of your purchase, to affect positive change.

WATERBURY.COM / WATERBURY



You'd be in good company

[Hear these CEOs make the case for Fair Trade](#)

A few representative Brands and Retail Partners in the CPG space





Want to Learn More?

- FairTradeCertified.org/business
 - For our standards, consumer insights, and how to get started
- FairTradeCertified.org/impact/research-impact-reports
 - Research and commodity impact reports
- Supplier Search
 - flocert.net/about-flocert/customer-search/
 - fairtradecertified.org/search/suppliers

Let's be in touch

Heather Walker

Partnership Development Specialist, Beverages

hwalker@fairtradeusa.org