

# What is Fair Trade?

Fair Trade is an alternative way of doing business - one that builds equitable, long-term partnerships between consumers in developed countries and producers in developing regions. Fair Trade businesses commit to:

- \* Paying a fair wage in the local context.
- \* Offering employees opportunities for advancement.
- \* Providing equal opportunities for all people, particularly the most disadvantaged.
- \* Engaging in environmentally sustainable practices.
- \* Being open to public accountability.
- \* Building long-term trade relationships.
- \* Providing healthy and safe working conditions within the local context.
- \* Providing financial and technical assistance to producers whenever possible.

Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South.

Fair Trade organisations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.

Fair Trade's strategic intent is:

- \* deliberately to work with marginalised producers and workers in order to help them move from a position of vulnerability to security and economic self-sufficiency
- \* to empower producers and workers as stakeholders in their own organisations
- \* to actively to play a wider role in the global arena to achieve greater equity in international trade.