



# Fairtrade - What does it do?



It's simple really. You want to know that the fruit you eat is produced to be of the best quality, but you also need to feel confident that it's safe and it's been produced fairly and sustainably. This means that the farmers are getting a good deal, the environment is protected and the transportation and energy use is efficient.

We have worked around the world in tropical fruit for over 100 years, so we take our responsibilities very seriously. Sustainability and fairness are actually key to our long term success.

One of the ways we achieve this is by supporting Fairtrade growers. In fact, Fyffes is the largest supplier of Fairtrade bananas in Europe. But, whether Fairtrade, organic or conventional, you need to be confident all our fruits are produced fairly and sustainably. We work to internationally recognised standards which seek to minimise the impact of our activities upon the environment and safeguard the health and wellbeing of all those involved in the whole process of growing the fruit through to getting it to your home.

## **What does it mean?**

Fairtrade is an approach that aims to help alleviate poverty and ensure sustainable development. Its purpose is to create opportunities for producers and workers who have been economically disadvantaged or marginalized by the conventional trading system. The Fairtrade system helps to ensure the farmers and workers in developing countries get a better deal through the use of the international FAIRTRADE Mark.

## **The Fairtrade Mark**

The FAIRTRADE Mark is a registered certification label for products sourced from producers in developing countries. For a product to display the FAIRTRADE Mark it must meet international Fairtrade standards which are set by the international certification body Fairtrade Labelling Organisations International (FLO). These standards are agreed through a process of research and consultation with key participants in the Fairtrade scheme, including producers themselves, traders, NGOs, academic institutions and labelling organisations such as the Fairtrade Foundation.

## **Minimum Price**

The Fairtrade minimum price is the minimum price that a buyer of Fairtrade products has to pay to a Producer Organisation for their product. It is set at a level which ensures that Producer Organisations receive a price which covers the cost of sustainable production for their product. This means it also acts as a safety net for farmers at times when prices in the global market fall below a sustainable level. Buyers enter into long-term trading relationships so that producers can predict their income and plan for the future. For most products, including coffee, cocoa, tea and bananas, the standards set a Fairtrade minimum price that covers the costs of sustainable production.

## **The Fairtrade Premium**

The Fairtrade premium is a sum of money paid on top of the agreed Fairtrade price, for investment in social, environmental or economic development projects, decided upon by producers within the farmers' organisation or by workers on a plantation. The premium fund is typically invested in education and healthcare, farm improvements to increase yield and quality, or processing facilities to increase income.

## **The Fairtrade Promise**

By buying products that carry the Fairtrade label, you can be confident that the grower has received a fair price and that his community may well be benefitting from the Fairtrade Premium.