



# TransFair USA

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## Making Globalization Work for Everyone TransFair USA & the Fair Trade Certified™ Label

Throughout Latin America, Asia, and Africa, family farmers and farm workers follow generations of tradition to cultivate the world's finest coffees, teas, cocoa, sugar, rice, fresh fruit, vanilla, and select herbs. Historically, however, isolation from the market and price volatility have prevented farmers from receiving a fair price for their harvests. When local market prices fall below the cost of production, the human and environmental consequences can be devastating.

**What is Fair Trade?** Fair Trade is an innovative, market-based approach to sustainable development. Fair Trade helps family farmers in developing countries gain direct access to international markets and develop the business capacity necessary to compete in the global marketplace. By guaranteeing farmers and farm workers a fair price for their products—as well as direct trade, credit, and support for sustainable agriculture—TransFair USA has enabled farmers in some of the most historically disadvantaged communities in the developing world to invest in their products and uniquely sustainable development initiatives in their communities.

**Certification Provides Transparency.** TransFair USA is the only third-party certifier of Fair Trade products in the U.S. The organization's mission is to build a more equitable and sustainable model of international trade that benefits producers, consumers, industry, and the earth. We achieve this by certifying and promoting Fair Trade products. As a 501(c)(3) non-profit organization, we seek investments of charitable funding, volunteer time and expertise, and in-kind contributions to support our key programs:

- **Certification:** We audit the global supply chain between U.S. companies and developing country farmers, ensuring compliance with international Fair Trade standards, which combine the strictest income and labor standards of any product certification with rigorous environmental criteria. Products that meet these standards are allowed to display the **Fair Trade Certified™** label.
- **Business Development:** We work with over 600 U.S. companies and support our industry partners' efforts to effectively market and promote their Fair Trade products.
- **Consumer Education:** TransFair raises consumer awareness to mobilize demand for Fair Trade and enable consumers to vote with their dollars by choosing Fair Trade products in over 40,000 retail locations across the U.S.
- **Empowering producers to thrive:** Transfair USA's Global Producer Services (GPS) program coordinates technical assistance projects designed to enable farmers to take advantage of U.S. market opportunities.

**Applying International Social & Environmental Standards.** TransFair USA is one of 20 members of Fair Trade Labelling Organizations International (FLO), the world's most comprehensive social and environmental certification system. TransFair builds on the success of the Fair Trade market in Europe, while taking an innovative, entrepreneurial approach to the strategic challenge of mainstreaming Fair Trade products in the U.S. marketplace.

**Measurable Global Impact.** TransFair USA has certified over 177 million pounds of coffee, cocoa, tea, fresh fruit, rice, sugar, and vanilla, channeling over \$85 million in additional income to farmers and farm workers throughout Latin America, Africa, and Asia.