

What is Fairtrade?

Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries.



Fairtrade's approach enables farmers and workers to have more control over their lives and decide how to invest in their future.

As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments and connects farmers and workers with the people who buy their products.



**FAIRTRADE
is fair
the
future**

Farmers and workers have a strong voice at every level of Fairtrade, from how they invest in and run their local organizations to having an equal say in Fairtrade's global decision-making.