

What is fair trade?

Fairtrade is a term applied to products that respect their producers through a fairer payment, better work conditions and doing campaigns to raise awareness and change conventional international trade. This term, however, is usually applied to products from developing countries, in which the aim is to better social and environmental standards.

https://en.wikipedia.org/wiki/Fair_trade

<https://www.fairtrade.net/about/what-is-fairtrade>

Fairtrade through the world

In the world, there are various seals of Fair trade, such as Fairtrade International, World Fair Trade Organization, the European Fair Trade Association and UTZ. These organizations work mainly with products like cocoa, coffee, textiles, seafood, flowers and commodities like diamonds and gold.

https://en.wikipedia.org/wiki/Fairtrade_International#Structure

<http://www.european-fair-trade-association.org/efta/index.php>

<https://wfto.com/>

<https://www.fairtrade.net/about>

https://en.wikipedia.org/wiki/World_Fair_Trade_Organization

https://en.wikipedia.org/wiki/UTZ_Certified

Criticisms

As perfect as these may seem, like everything, they are subject to criticism. Some people argue that the producers of fair trade products usually only have one buyer (thus lowering the prices) and disagree with the fact that Fairtrade international imposes a set of political stances that the producers have to take. It has also been noticed that the money that fair trade makes is barely monitored in terms of the amount that goes to the producer, that has already spent a lot of money to get the seal (usually, they barely breakeven). Furthermore, there has been proof that in Costa Rica, coffee farmers usually farm way more coffee than what is bought to sell to non-fairtrade buyers that pay a lot more, and that the quality of such coffee cannot be assured.

https://en.wikipedia.org/wiki/Fair_trade_coffee

https://en.wikipedia.org/wiki/Fair_trade_coffee#Criticisms

https://en.wikipedia.org/wiki/Fair_trade_debate

Fair trade in Portugal

In Portugal, the Center of intervention for development Amílcar Cabral – CIDAC, promotes Fair trade since the late 90's with principles of equity, justice and solidarity. CIDAC works mainly with Portuguese-speaking countries. CIDAC also aims to promote the center of

Portugal, that has been left uncharted by the Portuguese Fair trade organization. In Portugal, there supposedly were 13 fair trade stores but with the pandemic, many of them did not survive.

In a larger scale, Continente, a supermarket chain, has launched a range of chocolates that are 100% sustainable in origin, with the UTZ seal.

A Portuguese coffee brand, Delta, promotes fair trade in various ways. The coffee they buy is sustainably farmed, with many training actions to promote the formation of the producers. They also had the campaign “A coffee for Timor” in which the revenue was used to build infrastructures and schools to train coffee producers, value said coffee and help the sustainable development of those communities. Delta also works with the Rainforest alliance to protect nature, with 30% of their coffee grains coming from certified coffee, as well as working with Fairtrade international in a range of their coffee.

<https://www.cidac.pt/>

<https://missao.continente.pt/blog/artigos/comercio-justo-o-que-e-a-importancia-e-o-impacto/>

<https://www.deltacafes.pt/pt/sustentabilidade/cadeia-de-valor/projectos>

<https://www.deltacafes.pt/pt/produtos/take-home/fair-trade>

In our lives

In Portugal, usually fair trade isn't something that we notice, due to a lack of investment in such publicity. The average Portuguese usually participates in what could be called “local fair trade” through little markets and fairs that happen weekly and that are selling what is locally produced, as well as some annual events. There are also certain projects by local cooperatives of farmers, winemakers and others that offer cheaper prices than the market and in which the money goes to the producers, like The Market in Valongo.

<https://saude.cm-valongo.pt/projetos/o-mercado>