

# What is Fair Trade?

**Fair Trade is a movement: a socially innovative response to market failure – the failure of the conventional trade system to incorporate fair access to markets, wage justice and environmental standards. The origins of the Fair Trade movement can be traced back 50 years where, rooted in trade justice and human solidarity, it established alternative methods of supplying products with a shared understanding of fairness and trading partnerships. Fair Trade products (craft and commodities) allows us, as consumers, to support trade justice through our purchasing choices.**

## Why Fair Trade?

The benefits of international trade are not shared fairly by everyone in the world. Small producers have limited access to market and price information. As a result, they are often dependent on middlemen and receive smaller returns for their work. Many plantation and factory workers endure low pay, unsafe working environments and poor living conditions.

The way that many products are produced and traded is simply unjust.

Fair Trade challenges unfair trading practices by creating an alternative approach to international trade that seeks greater equity for producers — farmers, artisans and workers. A fair price aims to cover the cost of production and a living wage to cover the basics of food, shelter, clothing, education and medical care.

Worker co-operatives democratically reinvest their income and Fair Trade social premium on local community projects. This includes strengthening their businesses through skills development and on community projects like schools, health care clinics, housing and empowerment programs.

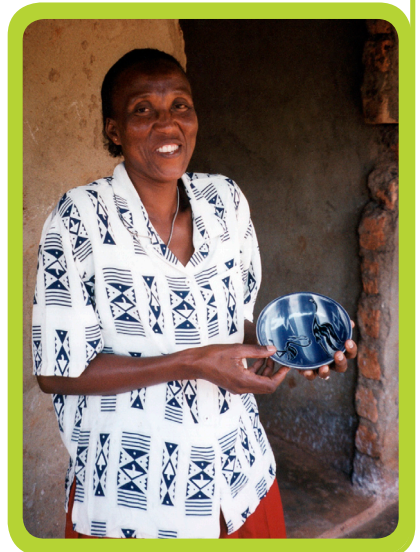


image courtesy of Trade Aid NZ



## Fair Trade Association ANZ

**Become a Member**

**[www.fta.org.nz](http://www.fta.org.nz) • [fairtrade@fta.org.nz](mailto:fairtrade@fta.org.nz)**



Fair Trade is a movement. It has spawned the WFTO Fair Trade principles as well as a commercial arm in its labelling certification system: the Fairtrade label. Fair Traders of Australia and Fairtrade ANZ are national initiatives in this international movement that aims to put an end to unfair trade practices, tackle poverty and create a sustainable future. Fair Trade is more than a symbol or mark on a product. It is thousands of traders, organisations, educational institutions and activists around the world working together to make trade fair.



image courtesy of Trade Aid NZ

# Join the Fair Trade movement

## **Learn about Fair Trade**

[www.fta.org.nz](http://www.fta.org.nz) • [www.fairtrade.org.nz](http://www.fairtrade.org.nz)  
[www.wfto.com](http://www.wfto.com) • [www.fairtrade.net](http://www.fairtrade.net)

## **Become a Fair Trade Community**

Get your school, church or workplace to be a Fair Trade community.  
[www.fta.org.nz](http://www.fta.org.nz)

## **Become a Member**

Join the Fair Trade Association of Australia & New Zealand.  
Join a local Fair Trade network group.  
[fairtrade@fta.org.nz](mailto:fairtrade@fta.org.nz)

## **Conversation**

Tell a friend or colleague about Fair Trade.

## **Volunteer**

Help with a Fair Trade event.

## **Hold a Fair Trade Event**

Create awareness, fundraise using Fair Trade products.  
Join in on Fair Trade Fortnight events.

## **Shop Fair Trade**

Choose Fair Trade products in shops – Fair Trade gifts/craft or Fair Trade commodities.  
Find Fairtrade Certified™ products at your local supermarket or cafe.

Every choice matters!

# Fair Trade Association ANZ

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