



Hit the Sustainability Sweet Spot



Sustainability means meeting the needs of the present without compromising the ability of future generations to meet their own needs. Buying fair trade products puts you at the intersection of people, planet and profit.

Planet

Fair trade products grow on more than 1.3 million hectares of land worldwide

95 percent of the land is managed by small-farmer organizations and contract-production farmers committed to sustainable agriculture



People

1.3 million farmers and workers in 70 countries participate in fair trade

60 percent live in Africa and the Middle East

Small-holder farmers grow 70 percent of the world's food



Profit

Consumers worldwide spent \$5.9 billion on fair trade products in 2012

Fair trade producers in 2010-2011 saw an overall 22 percent increase in sales revenues from the previous year



FAIR TRADE

Source: Fairtrade International