



FAIR TRADE PRINCIPLES



Create Opportunities

Fair Trade is a strategy for poverty alleviation and sustainable development through trading partnerships with economically and socially marginalized artisans. Members place the interests of these artisans and their communities as the primary concern.

Develop Transparent and Accountable Relationships

Fair Trade involves relationships that are open, fair, consistent, and respectful.

Build Capacity

Fair Trade is a means to develop artisans' independence. Members maintain long-term relationships based on solidarity, trust, and mutual respect, so that artisans can improve their skills and their access to markets.

Promote Fair Trade

Fair Trade encourages an understanding by all participants of their role in world trade. Members actively raise awareness about Fair Trade and the possibility of greater justice in the global economic system.

Pay Promptly and Fairly

Fair Trade empowers producers to set prices within the framework of the true costs of labor, time, materials, sustainable growth, and related factors.

Support Safe and Empowering Working Conditions

Fair Trade means a safe and healthy working environment free of forced labor.

Ensure the Rights of Children

Members do not support child trafficking and exploitative child labor.

Cultivate Environmental Stewardship

Members actively consider the implications of their decisions on the environment and promote the responsible stewardship of resources.

Respect Cultural Identity

Fair Trade celebrates the cultural diversity of communities while seeking to create positive and equitable change. Members respect the development of products based on indigenous traditions and techniques to sustain cultures and revitalize traditions.