



Facts about Fairtrade

- Fairtrade is an alternative approach to trade and is based on a partnership between disadvantaged farmers and workers in the developing world and the people who buy their products.
- Fairtrade Fortnight is an annual promotional campaign which happens once every year, organized and funded by the Fairtrade Foundation to increase awareness of Fairtrade products.
- The Fairtrade system currently works with over 1.65 million farmers and workers.
- There are 1,226 Fairtrade producer organisations across 74 countries.
- A Fairtrade shop was opened in 1958 in the USA and the Fairtrade organisation was founded in London in 1992.
- There are 4500 Fairtrade Products for sale.
- The amount of farmers producing Fairtrade coffee has increased by 12% since 2012.
- 71% of consumers use the Fairtrade mark to decide whether a product is ethical.
- The Fairtrade mark is the most widely-recognised ethical label globally. 93% of consumers recognise the Fairtrade mark.

Happy Fairtrade Fortnight!