

Why to work with Fairtrade?

Your benefits as Fairtrade roaster

- **Your commitment gains credibility** through independent certification with FLOCERT (ISO 17065 accredited), international Fairtrade Standard, as well as the endorsement of the Fairtrade Mark.
- An **attractive target group** of customers in the sustainability sector, representing significant potential
- **Diverse Communications opportunities**

Benefits for Fairtrade Farmers

- **Fairtrade Price & Premium**

The Premium (0.20 USD/Pound) helps producers to improve the quality of their lives. It is paid on top of the agreed Fairtrade price, and producers decide democratically how to use it (education, healthcare, farm improvements or processing facilities to increase income).

The Fairtrade price corresponds to:

- the reference market price + prevailing differentials

OR (whichever is higher)

- the Fairtrade Minimum Price (Arabica washed: 1.40 USD/pound).

- **Partnership**

Producers are involved in decisions that affect their future. Fairtrade certified producers jointly own and manage Fairtrade International. Producers can influence prices, premiums, standards and overall strategy.

- **Empowerment of farmers and workers**

Small farmer groups are organized in democratic structures and with transparent administration. Farmers are supported by the producer networks to develop their capacities.