

Two things that left an impression are that not only do fair trade products benefit the community, but they also have a global impact. Simple everyday purchases like chocolate, sugar, and coffee can have as great of an impact as schooling, community development, and safe working conditions.


5 Fair Trade Labels

- fair trade international- aims to connect disadvantaged producers and consumers, promote fairer trading conditions, and empower producers to have more control over their position and poverty. Fairtrade premium above the fair price that goes towards social, environmental, or economic development of local community.
- fair trade USA- has standards and compliance criteria that must be met in order to receive a license. enables sustainable development and community empowerment through a more equitable global trade model that benefits many
- fair for life- positive relations between producers and cooperatives. Non product specified standard. every step of production can be certified, or just the finished product
- world fair trade organization- 10 principles of fair trade. enable producers to improve livelihoods and communities
- fair trade federation- combined 2 principles from the world fair trade organization and goes by 9 fair trade principles. aim to create a just and sustainable global economic system in which purchase and production choices are made with consideration of peoples and environments wellbeing

First three are certifiers and the last 2 are membership groups.


<https://www.instagram.com/p/CyibN5CLkPo/?igshid=MzRIODBiNWFIZA==>

Fair Trade vs. Conventional




- Ben and Jerry's is actually the cheaper option between the two
- Both companies products are locally produced, Ben and Jerry's producing in Vermont and Edy's production based in California
- With Ben and Jerry's contribution through the Fair Trade Premium Tax, there was sufficient money to rehabilitate a medical center, repair a school, and build an office in local communities

Fair Trade vs. Conventional



- Bark thins is the more expensive option however by a small amount.
- Bark thins are manufactured in Congers, New York by Ripple Brands
- Ghirardelli sources from many tropical locations and produces in California.

Fair Trade vs. Conventional



- The price for both brand's gums are approximately the same, however Glee Gum offers more pieces in comparison to Trident per unit
- Glee gum is made from chicle from Guatemala and Mexico, where they provide income for local farmers and try and help sustain the rainforest
- Where production of Trident gum occurs is unclear

