



Fair Trade USA™

2024 Annual Gratitude Report

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Our Mission



Fair Trade USA is building an innovative model of responsible business, conscious consumerism, and shared value to eliminate poverty and enable sustainable development for farmers, workers, their families, and their communities around the world.

Improving Lives, Protecting the Planet

ON THE FRONT COVER: Nur Ema, a Fair Trade coffee farmer and member of the Gayo Lauser Antara Cooperative, stands with her children outside their home in Jagong Jeget Village in Sumatra, Indonesia.

"I'm so proud to be a Fair Trade coffee farmer because I can get a lot of earnings and I am able to send my children to school."

ON THE BACK COVER: Roylin Monge Cordero, a Fair Trade coffee farmer and member of CoopeTarrazú in San José, Costa Rica.

"CoopeTarrazú is the main pillar of the local economy, as well as the economy in each of the families that live here, whether they do or do not produce coffee."

A Note from Our Board Chair

Dear Friends,

As Chairman of the Board, I'm proud to reflect on a year that reaffirmed the strength, purpose, and impact of Fair Trade USA. As a third-generation organic farmer, I've seen firsthand how Fair Trade transforms lives, empowering producers and farmworkers to invest in their communities through locally led initiatives in healthcare, housing, education, and food security.

With 27 years of experience, Fair Trade has shown that a market-based approach can be a powerful driver of social and environmental change. Every Fair Trade Certified™ purchase, thoughtful donation, and mission-aligned partnership fuels this work. Our operations are sustained by the market, which means we lean on philanthropic support to take us even farther—deepening impact, expanding reach, and driving innovation.

In 2024, Fair Trade partnered with 1,500+ responsible businesses across more than 40 product categories, impacting over 1.6 million farmers, workers, fishers, and their families in 52 countries. Together, we delivered \$81 million in additional earnings to producer communities, bringing our cumulative financial impact to nearly \$1.3 billion since 1998. This year also marked a significant transition. After more than two decades of visionary leadership, our founder and CEO Paul Rice retired. On behalf of the Board, I thank Paul for his unwavering belief in the power of ethical trade and the legacy he leaves behind for a new generation of fair traders to continue amplifying the impact.

Looking ahead, I have tremendous excitement for the future of Fair Trade USA. We've built a strong culture, a passionate and talented team, and a committed global network. I am certain that our new CEO, Felipe Arango, is the right person to lead us into this next chapter. Felipe brings decades of experience advancing sustainable business practices across the globe. He understands our mission at its core, and I know that he, along with our Leadership Team and dedicated staff, will carry this impact-driven work forward. With bold leadership, a forward-looking strategy, and a commitment to innovation, we are well-positioned to continue leading supply chain transformation.

To all of you who support this movement, we thank you. Whether you buy Fair Trade Certified products, collaborate with us in business, invest in our mission, or partner with us to co-create solutions on the ground, you are part of this story. Together, we are creating a global trade system grounded in dignity, sustainability, and opportunity for all.



With gratitude,
Ricardo Crisantes
Board Chair,
Fair Trade USA

The Future is Ours to Build:

A Letter from our CEO

To all of our partners—producers, businesses, donors, and supporters,



I'm filled with deep gratitude for all you've brought to this moment in the Fair Trade movement—your partnership, your expertise, your generosity, and most of all, your heart.

It's an honor to carry the mantle from our Founder, Paul Rice, and help lead this work into its next chapter. In this time of transition, I see an immense opportunity to unite, grow, and build a more inclusive and powerful movement together.

We enter this chapter with strength. With 27 years of impact behind us, a passionate and dedicated team beside us, and a network of committed partners, like you, form the roots and branches of everything we do. Your dedication is what gives Fair Trade its reach, resilience, and heart.

Together, we've generated nearly **\$1.3 billion in impact to producer communities worldwide**. Just last year, through certification and our incredible brand partnerships, we directed another **\$81 million in Community Development Funds** into the hands of producers, empowering timely, community-driven solutions.

But we haven't come this far only to come this far.

That's why we're doubling down on one of the most vital and unique parts of the Fair Trade model: our Producer Services. This work is about more than certification, it's about walking alongside farmers, fishers,

and workers as they navigate the escalating complexity of today's world.

We're strengthening how we support producers with tools and trainings that help elevate their expertise in building stronger organizations from the inside out. That means working together to support them in improving how they manage operations, decision-making processes, and planning for the future. This will better equip them to take on challenges like economic pressures, climate disruptions, and shifting market demands. At the same time, we're helping communities design and deliver high-impact projects that make the most of Fair Trade Community Development Funds and spark long-term local change.

From climate shocks to market shifts, the pressures on producers are intensifying. In coffee and cacao-growing regions, producers are taking action to protect soil, conserve water, and sustain the land they depend on. Many are facing compounding external risks, but with the right support, they are forging solutions to stay rooted in their communities, strengthen their resilience, and secure a better future for generations to come.

We're also investing in the future through our Fair Trade Innovation Lab, a collaborative space to test and scale bold, business and producer-centered solutions. Through outcome indicators that measure long-term impact and agency, positive capital that tracks the benefits flowing from producer-led actions, and human-centered storytelling that brings transformation to life, we're deepening what Fair Trade can deliver. These efforts help ensure that our work remains rooted in evidence, driven by producers, and built for lasting change at scale.

We believe producers must be more than participants in the system: they must be protagonists of a more just, sustainable future. And we need your help to grow this work. Our movement planted the radical idea that trade could be fair. What's grown from that seed is an ecosystem of farmers, brands, advocates, and everyday consumers who believe that business can be a force for good.

Now it's our turn to sustain that ecosystem. To grow new roots. To reach higher. To care for the soil that nourishes us all and extend the scope of impact even wider.

We are all in. And I hope you are too.

Together, let's embody the wisdom of the African proverb: *"If you want to go fast, go alone. If you want to go far, go together."*

Let's go farther. Join us to help shape what comes next. Invest in what's possible. The future of Fair Trade is a shared journey, and it depends on all of us.

Gracias. ¡Adelante!

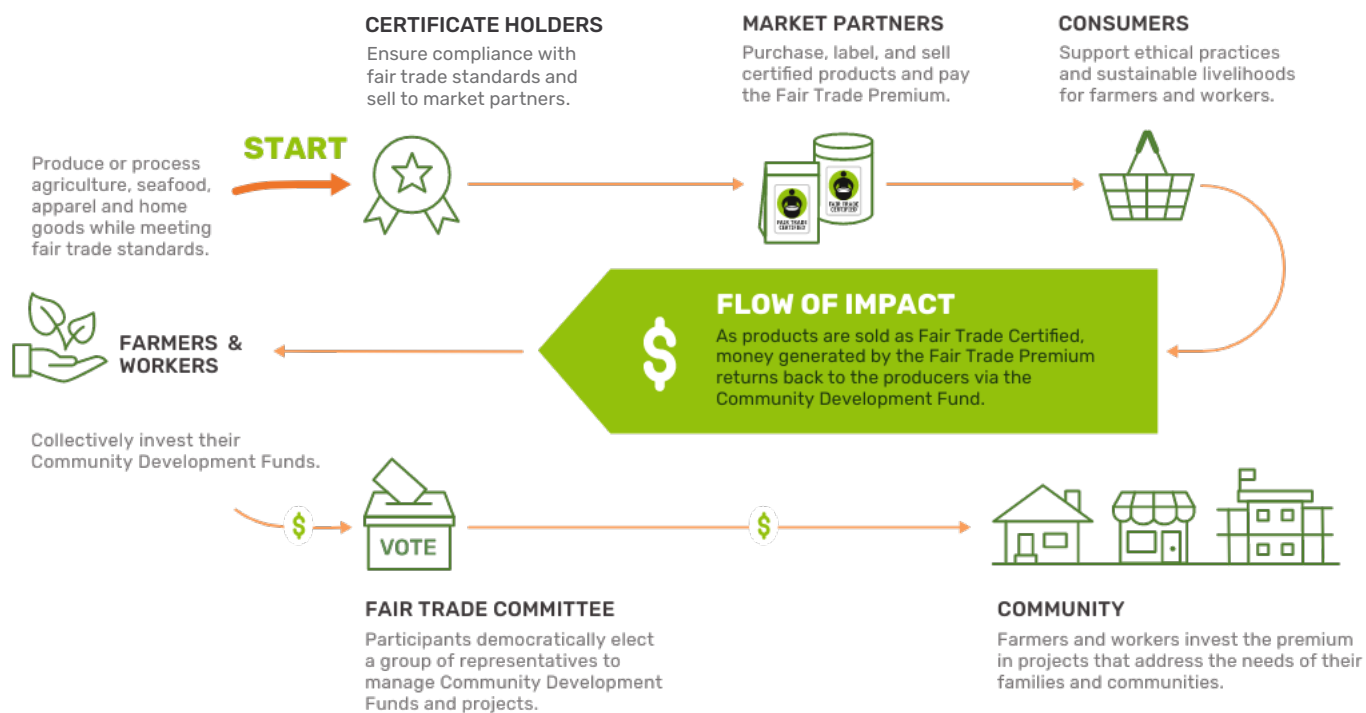
Felipe Arango
CEO & President,
Fair Trade USA



"I am a certified trainer at my cooperative and provide training for producers each month so they can improve their technical skills."

Inza Sanogo, Producer & Certified Trainer at COOP-CA-REFSI, a Fair Trade cocoa cooperative in Koffikro Village, Côte d'Ivoire

How We Work



Maria Quishpe, employee at Agrocoex in Cotopaxi, Ecuador, led a housing project as Fair Trade Committee President. "Each rose represents a step towards our dream of improved housing."

The Fair Trade Difference

Our model puts decision-making power with the people who know their communities best. It enables producers to prioritize what matters most to them and to lead transformative, locally driven initiatives that improve lives and livelihoods.

To date, more than \$1.3 billion in Community Development Funds have been generated through Fair Trade Certified purchases. Every Fair Trade product you buy contributes to this growing impact.

But the need and the potential go far beyond that. To meet today's challenges and unlock tomorrow's opportunities, we must go further. Donations fuel Fair Trade's work to strengthen producer organizations from within, supporting better operations, stronger leadership, and long-term planning. In addition, targeted investments in innovation unlock new funding models, tools, and technology that equip producers to lead lasting change in their own communities.

We're excited to share our gratitude by highlighting powerful examples throughout this report, and we welcome the chance to explore what more we can build together.

Our Impact



Financial benefit to farmers, fishers,
and workers in 2024

\$81 million



Cumulative financial benefit to farmers,
fishers, and workers to date

\$1.3 billion



Number of new
responsible business
partners in 2024

108



Number of products
launched in 2024 with the
Fair Trade Certified label

1,370



Number of countries
where we work

52 countries



Total number of
responsible business
partners in 2024

1,500



Consumer awareness

65%



Number of Fair Trade
Certified producers
worldwide

**1.6
million**



Number of social, economic,
and environmental
protections followed in Fair
Trade Certified production

120+



Unlocking Transformative Social,
Environmental & Economic Impact In

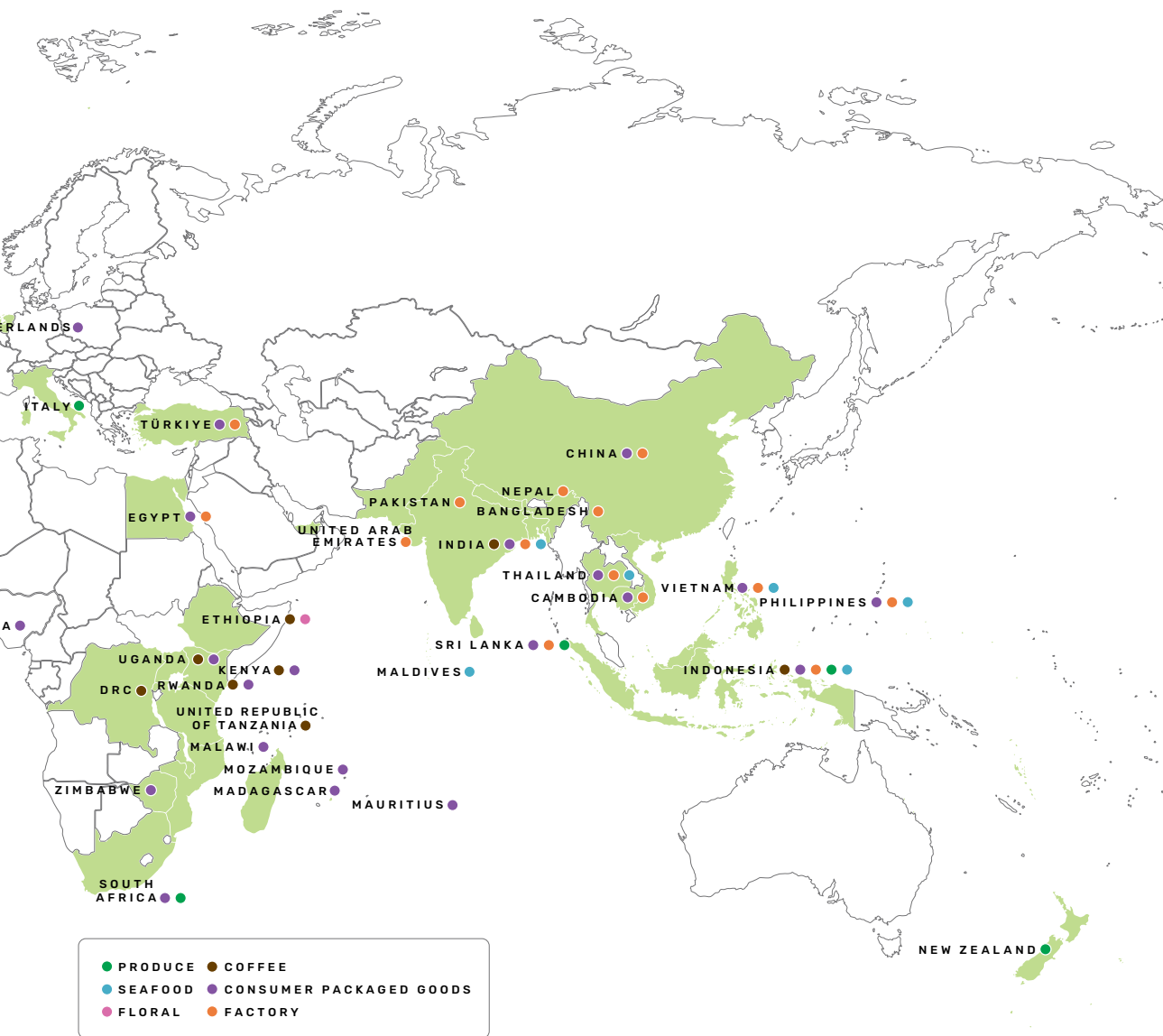
52 Countries

Our Global Reach

Across the globe, Fair Trade Community Development Funds are driving local solutions. Here are just three examples of what this looks like in practice.

Reforestation Guatemala's Highlands

In February 2024, wildfires swept through Guatemala's Volcán de Agua region, destroying 90% of the forest surrounding the farming community of Santa María de Jesús. In response, the Asociación Integral de Productores de Santa María de Jesús, a cooperative growing Fair Trade Certified vegetables, used Community Development Funds to plant 3,000 oak and 800 pine trees, helping to restore the ecosystem and safeguard the future of smallholder farmers in the region.




Powering a Coffee-Producing Village in Ethiopia

Until 2024, the 600 households of Kore Village in Ethiopia's Kochere District lived without electricity, limiting access to clean water, education, and essential services. With \$12,260 in Fair Trade Community Development Funds, coffee farmers from Kerchanshe Trading PLC partnered with the Ethiopian Electric Utility to bring electricity to the entire village, transforming daily life for 300 coffee farmers, their families, and the entire community.

Providing Cash and Food Assistance to Vietnamese Factory Workers

In April 2024, facing financial pressure from market fluctuations, workers at Kanaan Bao Loc Company LTD, a bag factory in Lam Dong, Vietnam, voted to use \$70,304 in Fair Trade Community Development Funds for direct cash payments and essential food supplies, including rice, cooking oil, and milk. The initiative contributed to higher wages and provided critical support to all 1,016 employees, helping them meet basic needs and bring greater stability to their families during uncertain times.

The Power of Convening to Drive Change



"When we were just fishers, we felt powerless when fish prices dropped. But now we have the privilege of being businesspeople too. With the courage to run a tuna trading business, we can manage our own resources."

Yuman Sangadji, Darah Tuna Haruo Fisher Association, Seram Island, Indonesia

In the coastal communities of Indonesia, fishing is more than a job, it is a way of life. It feeds families, sustains economies, and carries cultural traditions across generations. Yet too often, the fishers behind this essential work are unheard, their rights overlooked, and their labor exploited.

At Fair Trade USA, we are working to change that reality. As a leader in seafood certification, our model protects rights, amplifies voices, and promotes well-being through transparency, equity, and respect. In partnership with the Indonesia Tuna Consortium and with support from the Walton Family Foundation, we are deepening our engagement with Indonesian fishers and strengthening sustainable tuna management systems.

As part of this work, in September 2024, Fair Trade hosted a landmark convening that brought tuna fishers from across Indonesia together to reflect on shared challenges, exchange ideas, and build connections. These conversations

built trust and laid the groundwork for collective action. Several of these sessions were cohosted with other leaders in the sustainable seafood space, including FishChoice, Conservation International, and LRQA, whose collaboration enriched and broadened the scope of shared learning. The Fair Trade team took the opportunity to listen deeply and learn how our program is operating in real time, directly from those most impacted. As Azizah Charir, a fisher from Bitung, shares,

"Fair Trade helps a lot, from awareness to product enhancement and financial knowledge."

Several fishers spoke about encountering exploitation and deceptive practices. One fisher who was not part of the Fair Trade program shared that after spending 13 months at sea, he contacted his family only to learn that none of the wages he had been promised had arrived. Another Fair Trade fisher responded by naming this experience for what it was: slavery.

As a migrant fisher far from home, he described feeling powerless and unsure of how to report the abuse. In the dialogue that followed, fishers exchanged ideas, resources, and support.

The conversation closed with a shared understanding and vision that change is possible when voices are united.

Fair Trade supports this vision by offering a framework for communities to organize in ways that reflect their own realities, as long as the process is transparent, democratic, and free of discrimination. Fishers gain tools to understand their rights, speak up, and chart a course for long-term resilience.

Yonathan Guraici, a Fair Trade fisher from North Maluku, shares,

"I'm grateful today that I have a space to share what I feel. I feel proud that I am from the eastern part of Indonesia. It was very far to come here, but it was worth it."

We are honored to work alongside leaders like Yonathan and Azizah to transform supply chains into systems built on dignity, fairness, and shared responsibility.

2024 marked 10 years of Fair Trade Certified Seafood. As our work to certify fisheries globally continues, we remain positioned as the leader in socially responsible seafood. This leadership is inextricably linked to the long-term sustainability of our oceans and the well-being of the communities who rely on them. This is the power of convening—to create spaces where fishers connect across distances, learn from one another, and lead the way toward a more just and equitable seafood industry.



We extend our heartfelt thanks to David and Lucile Packard Foundation, the Indonesia Tuna Consortium, Resonance, the Aquaculture Stewardship Council, the Walton Family Foundation, and many individual donors whose generous support fuels Fair Trade USA's Seafood work.

Your partnership helps create essential spaces for fishers and their communities to organize, advocate, and lead efforts toward a more equitable and sustainable seafood system.

WALTON FAMILY
FOUNDATION

CERTIFICATION AND RATINGS
COLLABORATION

THE DAVID & LUCILE
Packard Foundation



resonance
Igniting Opportunity. Advancing Global Good.

Building Climate Resilience Through Innovation



COAGRO members celebrate the successful implementation of their agroforestry project.

At Fair Trade USA, we believe certification is just the beginning. When brand partners go beyond compliance and engage deeply and collaboratively with the people who grow and make their products—and who know how to steward their land and communities better than anyone else—incredible impact is unlocked. That's exactly what happened when Lake Champlain Chocolates asked:

"What more can we do to support our cocoa-producing partners?"

In 2024, Lake Champlain Chocolates expanded its commitment by pioneering a new microgrant program in partnership with Fair Trade. The program donated 1% of sales from their Signature Chocolate Bars, which helped launch a producer-led fund that invited cocoa, coffee, sugar, and vanilla cooperatives to apply for targeted mini-grants supporting critical community development.

What emerged was the clear and urgent theme that **climate change is here, and adaptation is essential**. Producers proposed agroforestry projects, planting

native trees near cocoa to protect the soil, preserve biodiversity, increase yields, and create a long-term buffer against rising temperatures and erratic rainfall.

Thanks to Lake Champlain Chocolate's commitment, producers are now receiving support for the projects they identified as most urgent. This is Fair Trade in action: listening, learning, and innovating together.

Microgrants in Action

Cooperativa Agraria Granos de Oro del Valle de Pangoa (COAGRO)

COAGRO, a coffee and cocoa cooperative, used its microgrant to plant 6,000 native trees in Satipo, Peru, where extreme rainy seasons and prolonged droughts have severely impacted farming. These trees are helping restore degraded ecosystems, protect water sources, and encourage biodiversity across the landscape. The project also provides hands-on training in sustainable agroforestry management, equipping 100 cooperative members with more tools to protect and steward land. This project is also improving the productivity and quality of their coffee and cocoa, supporting both economic resilience and ecological recovery.

Aprovraem Café y Cacao

Also based in Satipo, Aprovraem is using its grant to build a tree nursery capable of producing 40,000 native seedlings to help address declining soil fertility, biodiversity loss, and deforestation. The project aims to expand forest cover across 80 hectares and offer training in forest management and agroforestry techniques to 300 farmers.

Importantly, this nursery is designed to become a replicable model for other

cooperatives, promoting long-term sustainability, knowledge-sharing, and community resilience in a region vulnerable to climate disruption.

We're deeply grateful to Lake Champlain Chocolates for their leadership in piloting these mini-grants. They have gone above and beyond to invest in cocoa-producing communities, champion locally led solutions, and pioneer models to strengthen resilience and long-term impact.



Producer-Led Impact

Fair Trade Certified is not a one-size-fits-all solution. That's why producer voice is central to how we drive long-term sustainability and resilience. These microgrants are layered on top of the existing Community Development Funds provided by certification, offering additional flexible resources that allow producers to



Young moena trees growing at COAGRO's tree nursery. Native to the region, this species provides shade and nutrients that help cocoa trees flourish.

act on what matters most to them.

Whether it's agroforestry to combat climate change, clean water infrastructure, or education for the next generation, Fair Trade communities know what they need. Our role is to listen and help build the pathways that turn vision into action.



Let's Grow What's Possible Together

Fair Trade Certification isn't just a way to do good in the world, it's good business. Certification directs Community Development Funds back into the hands of farmers, workers, and fishers who reinvest in their communities' greatest needs.

But together, we can always do more.

Want to deepen your brand's impact and story? Contact us to explore how Fair Trade can power your marketing, employee engagement, and ESG goals, while strengthening the supply chains you depend on.

 give@fairtradeusa.org

Powering Transparency through Digital Insights

As the world becomes more interconnected and complex, innovative technologies and smarter use of data are helping Fair Trade deliver on our promise of advancing fair wages and sustainable ecosystems while creating lasting, measurable impact. Our partnership with Amazon Web Services marks a major step forward in our journey to provide clearer data tracking, impact measurements, and actionable insights. This positions us at the forefront of transforming global trade toward responsible business practices, ensuring producer communities benefit from the growing demand for ethically sourced products.





Each year, Fair Trade collects a massive amount of data and information. This information covers every aspect of our work from the volume of Fair Trade Certified ingredients purchased and sold to the ways that producers choose to invest Community Development Funds. This data comes from dozens of sources, often in multiple language and formats.

Amazon Web Services helps maximize the value of that data and build robust infrastructure to track and discover meaningful insights. The program helps us store, translate, and organize raw data so that we can provide more value to partners and drive greater impact—doubling down on what's working and making any needed changes. This system also allows us to deliver clear insights to industry partners, consumers, funders, and investors to share how Fair Trade is generating impact around the globe.

In 2024, we launched the Fair Trade Insights Hub, a self-service analytics platform that gives industry partners easier access to high demand impact data. This is a pivotal milestone in our ongoing journey

of continuous improvement. By constantly learning, evolving, and enhancing our tools we are able to deliver greater value to our partners and accelerate impact.

The Insights Hub is designed to move beyond manual processes and static reports toward automated, real-time understanding. With just a few clicks, partners can:

-  Track the volume of Fair Trade Certified products they've sourced
-  See the total amount of Community Development Funds they've generated
-  Understand how producers are using those funds for schools, clean water, medical care, infrastructure, environmental protections, and more
-  Explore global supply chain maps that help trace ingredients back to their origin

Where insights once took months to prepare, they can now be accessed in minutes, helping our partners make faster, more informed decisions to advance sustainability and equity. At the same time, we are continuing to explore how AI-powered tools can enhance our ability to surface and share authentic photos and firsthand testimonials directly from producers. Our goal is to ensure the right stories reach the right audiences at the right moment, amplifying the voices of those at the heart of our global supply chains.

As more companies set ambitious Environmental, Social, and Governance (ESG) goals, we're investing in innovations that can help them measure, visualize, and share impact outcomes. In turn, better delivery

of impact data drives greater participation from partners, leading to more products being sourced on Fair Trade terms.

We extend our gratitude to Amazon Web Services for their partnership, innovation, and belief in our mission. Together, we are proving that technology is a powerful tool to drive actionable insights and transform trade, all while protecting people and our planet.



"I dream of all my children finishing school. I also want to buy more [sewing] machines so that I can train women in the community to be self-sufficient and earn additional income."

Mukahirwa Cecile, coffee farmer at Abakunda Kawa cooperative in Gakenke, Rwanda, diversified her income by purchasing a loom and sewing machine to start a clothing repair business.



Partnering in Times of Need: Resilience through Philanthropy

In early 2024, catastrophic floods swept through parts of both Kenya and Brazil, damaging infrastructure, displacing families, and threatening the livelihoods of farmers and workers. In response, the Skoll Foundation stepped up, providing \$40,000 in flexible, passthrough funding. This support enabled Fair Trade to swiftly deploy emergency relief through trusted local partners, meeting urgent community needs, and helping stabilize coffee, tea, and footwear supply chains. Skoll's investment addressed immediate needs including food support, school fees, road repair, and crop replanting, while also investing in infrastructure for future resiliency.

Walking Forward Together: Safeguarding Jobs After Disaster *Andre'lis Calçados LTDA, Footwear Factory – Brazil*

Flooding caused significant damage to Andre'lis Calçados LTDA, a Fair Trade Certified footwear factory in Brazil. With rapid response funding, the company replaced damaged machinery, repaired essential factory infrastructure, and distributed food baskets to affected employees and their families. This timely support helped meet basic needs and enabled workers to retain employment, ensuring the business could continue operations and support its workforce.

"We are immensely happy and grateful. It's great to know that there are people who care about their work partners."

Andre'lis employee

Restoring Access and Building Climate Resilience for Kenya's Tea Economy *Michimikuru Tea Factory – Kenya*

When floodwater washed away an essential bridge serving the Michimikuru Tea Factory, smallholder farmers were cut off from delivering their harvests to markets in the region. This disrupted income and threatened the broader regional tea economy. With emergency grant support, the factory launched a 16-week project to restore access and reduce vulnerability to future flooding. Central to this effort was rebuilding the bridge, fixing the road, and installing a box culvert—a concrete tunnel that channels water beneath the road to prevent future flood damage. Together, these upgrades are securing reliable access to markets for tea farmers, helping safeguard household incomes and the long-term stability of the region's tea sector.

Investing in Education, Food Security, and Future Resilience *Iyego Farmers' Cooperative Society, Coffee Farm – Kenya*

In the wake of severe flooding, the Iyego Farmers' Cooperative Society faced widespread crop loss and financial strain across its community. The cooperative used flexible funding to launch a comprehensive recovery plan focused on education, food access, and long-term agricultural recovery. The funds covered school fees, distributed vouchers to flood-affected families, and provided farmers with disease-resistant coffee seedlings to replace crops lost to landslides. These seedlings will begin generating income within two years and require fewer

agrochemicals, advancing both economic recovery and environmental resilience. The cooperative also enhanced seedling availability for its members, particularly women and youth, to ensure readiness for the key planting periods. This locally led response is restoring stability and laying the groundwork for a more inclusive, climate-resilient future.

A Shared Commitment to Community-Led Resilience

Fair Trade's deep, longstanding relationships with local producer organizations uniquely position us to respond swiftly in times of crisis. By delivering flexible funding directly through trusted partners, we help ensure that resources reach communities quickly, guided by local priorities and led by those closest to the challenges.

In 2024, these critical investments stabilized incomes, restored infrastructure, and supported families, demonstrating a powerful, producer-led model for recovery. As climate-related disasters become more frequent and severe, this is a replicable path forward. With your support, Fair Trade remains committed to supporting producer communities as they implement solutions that are locally grounded, timely, and built for long-term resilience.

We are deeply grateful to the Skoll Foundation for their partnership and leadership in contemporary, community-based philanthropy. Their commitment to ensuring that more capital flows directly to producers when it is needed most mirrors our own.

skoll



Photos:

1-2: Michimikuru Tea Factory, Kenya – Workers rebuild a key bridge and install a box culvert to restore access and reduce future flood risks.

3-4: Andre'lis Calçados Footwear Factory, Brazil – Factory repairs and clean-up efforts restore operations following severe flooding.



Why I Give

by Robin Evitts

I donate to Fair Trade USA because I believe fairness should be a standard, not a privilege. From the moment I encountered the Fair Trade model, it felt both intuitive and transformative—a practical way to empower communities and foster sustainable business practices on a global scale.

What drew me in and keeps me committed is the way Fair Trade USA builds transformational partnerships between consumers, businesses, and the farmers and workers who power our supply chains. Fair Trade goes beyond certification and embraces a community-led approach that equips people to shape their futures and

strengthen their communities. It's also a sound business model which proves that ethical, transparent sourcing can drive long-term value for everyone involved.

Philanthropy plays a unique role in enabling the model to go further and accelerate efforts to reach more communities, tackle the complexity of shifting markets, and deepen producer impact where it's needed most. I give because I believe in Fair Trade USA's mission and want to be part of building what's next: a world where the stories behind the products we use are stories of dignity and resourcefulness.

Robin Evitts is an Advisory Partner at Reach Partners, a member of the Fair Trade USA Board of Directors, and a proud donor.



Why I Give

by Elizabeth Berlik

I wanted to contribute in a more meaningful way, beyond just a few dollars tossed in the local red kettle at Christmas.

And then there was Fair Trade USA, promising oversight, dignity, and fair pay for a day's work. A radical concept at the time, but now more timely than ever, with fast fashion and discount stores selling cheap goods at a human cost. Gandhi said, "The world has enough for everyone's needs, but not everyone's greed." Too often, we enjoy our comforts at the expense of others.

Fair Trade USA makes a difference. Instead of slash-and-burn farming,

people can use sustainable practices and earn enough to feed their families.

I've never been a massive donor, but I have been a consistent one. If everyone donated \$50 a year to a few causes close to their hearts, what kind of world would we have? A better one for all of us. We spend enough on takeout, new clothes we don't need, random dust collectors... why not on something that truly matters? Thank you for giving me the opportunity to say each year, "I helped make a difference to someone."

Elizabeth Berlik works in the sciences and cares deeply about the natural world. She is passionate about fair trade tea and dark chocolate, and has been a proud donor since 2007.

With Gratitude

Looking back on this past year, we see our generous supporters and mission-driven philanthropic partners behind every story of progress and every milestone worth celebrating. Every Fair Trade purchase sparks impact, but it's your generosity that helps the movement grow. Your belief in Fair Trade's vision has helped open doors for farmers, fishers, and workers around

the world, creating new pathways to equity, sustainability, and resilience.

By engaging in this work, we embrace a shared responsibility to transform trade into a powerful tool for equity and opportunity. Thank you for being part of this global community, building systems rooted in dignity, accountability, and lasting change.

President's Council

Hirni & Tarang Amin

Marty & Ron Cordes

Jon Freeman

Betty & Jack Schafer

Allan Spivack

Christine & Robert Stiller

Cole Wagner

Thao & Jerry Dodson

Kathy & Chris Duda

Robin Evitts

Kimberly Eversole

Andrew Ferren

Sean Foote

Joan Gerke

Alissa Gamberg

Eileen Gormly

Mark Hochgesang

Olivia Herbert

Joy Hinton

Kimi Hosoume

Elizabeth Hudson

Robert Jackson

Kevin Lieberwirth

Brian Mackowiak

April Marquet

Kevin McMahon

Lauren Mulder

Ryan Owen

Michael Perman

Carol Port

Noelle Powers

Ron Rankin Estate

Arlene Renshaw

Paul Rice

Ronnie Robinson

Jordan & Bradley Robbins

Larry Ruff

Allan Spivack

Elaine & Malcolm Spaul

Christine & Robert Stiller

Evangeline Stacy

Sandra Stumbaugh

Roger Sylvain

Alayna Vanover

Kathleen Vargas

Lindsay Vervynckt

Valerie & Alexander Viterbi

Cole Wagner

Jeanne Whitesell

Individual Gifts

Carla Aguilar

Felipe Arango

Hirni & Tarang Amin

Nishant Bagadia

Liz Berman

Elizabeth Berlik

Laura Bolon


Garrett Camp

Natasha Christine Chand

Jocelyn Chiu

Woody Chittick

Ricardo Crisantes



Benard Kibiru Mung'atu, member of Othaya Farmers Cooperative Society in Othaya, Kenya, owns three acres on which he has approximately 400 coffee trees, alongside other income-generating crops.

"Fair Trade has helped us increase the quality of the coffee we are producing."

Corporate & Foundation Support

Amazon Web Services
Aquaculture Stewardship Council
Heart of Nieman Marcus Foundation Fund
IDH
Lake Champlain Chocolates
Light a Single Candle Foundation

LIPTON Teas and Infusions
Resonance
Salesforce.org
Skoll Foundation
TAZO
The David and Lucile Packard Foundation
Walmart Foundation
Walton Family Foundation

In-Kind Services

Amazon Web Services
CCS Fundraising
Google
Goulston & Storrs
Salesforce.org
Taleo

Industry Partners & Market Building

In 2024, we welcomed over **100 new industry partners**, launched **1,370 new Fair Trade products**, and introduced **49 new private label products** with responsible business partners, reflecting our approach to growing the market for sustainably sourced goods through strong industry engagement. This interconnected ecosystem of producers, businesses, and consumers continues to strengthen supply chain resilience and create mutual benefits for all involved. Below are just a few of the industry partners that continue to grow the market for Fair Trade Certified products.





"Fair Trade farms help raise the bar for everyone. If you have a Fair Trade farm right next to a farm that isn't Fair Trade, most of the workers are going to want to go and work on the Fair Trade farm. They know they're going to be treated better. They know there are programs in place that will give them a stronger voice about what goes on the job."

Soren Bjorn

Chief Executive Officer, Driscoll's

A farm worker harvesting raspberries at BerryMex, a Driscoll's partner, in Baja, Mexico.

Many Pathways to Giving:

Support Fair Trade USA

At Fair Trade USA, we invest every contribution—big or small—into building a more equitable world for farmers, workers, and communities around the globe. There are many ways to support our mission beyond buying Fair Trade Certified products, allowing you to make an impact in a way that aligns with your values and capacity. Explore the pathways to giving and find the right fit for you:

Annual Fund

Your one-time or recurring gift provides essential, unrestricted funding that enables us to respond to the most pressing needs of the communities we work with. These contributions sustain our efforts to build a more ethical global trade system.

Major Gifts

Join our leadership circle of donors who provide significant funding to help scale our impact. With personalized engagement, you'll see firsthand how your investment drives transformation in global supply chains and uplifts communities.

Foundation & Corporate Philanthropic Partnerships

Fair Trade USA collaborates with mission-aligned businesses and foundations to drive meaningful change. Whether through grants, sponsorships, or cause marketing initiatives, our partners play a pivotal role in advancing our shared goals.

Planned Giving & Legacy Gifts

Make a lasting impact by including Fair Trade USA in your will, trust, or as a beneficiary of your retirement account. Your legacy gift ensures that Fair Trade USA continues to grow and evolve for generations to come.

Together, we can build a world where trade is fair, and everyone benefits. Thank you for being part of this movement.

For more information or to explore giving options, contact us at give@fairtradeusa.org or call (510) 663-5260 ext. 450.

Join Our Fair Trade Community

Stay engaged through impact stories, exclusive events, and donor appreciation experiences that highlight the real change made possible by your generosity.

Workplace Giving & Employer Matching

Double your impact! Many employers match employee donations to nonprofits. Check with your company's Human Resources (HR) department to see if they offer a matching gift program, payroll deduction, or workplace giving campaign.

Stock & Donor-Advised Fund (DAF) Contributions

Giving through stocks or a donor-advised fund (DAF) can be a tax-smart way to support Fair Trade USA. These gifts provide immediate resources to advance our mission while offering potential financial benefits to you.

Cryptocurrency Donations

Support Fair Trade USA with cryptocurrency donations. Crypto gifts offer a tax-efficient way to give while supporting sustainable trade practices worldwide. Reach out to us to learn how to donate your digital assets securely.

Honoring Paul Rice:

26 Years of Visionary Leadership



Felipe Arango (left) and Paul Rice (right)

After more than two and a half decades at the helm of Fair Trade USA, Founder and former CEO Paul Rice stepped down late 2024. This marked the end of a foundational era and the beginning of a bold new chapter in the organization's journey. Under Paul's visionary leadership, what began in a one-room warehouse in Oakland grew into a global model that has reshaped the landscape of ethical trade and helped define the modern era of conscious capitalism.

Paul founded Fair Trade USA in 1998 with a transformative vision: to empower producers, protect the planet, and prove that business could be a force for good. Under his stewardship, Fair Trade USA became North America's leading certifier of Fair Trade products, partnering with over 1,500 companies and generating nearly \$1.3

billion in financial impact for more than 1.6 million farmers, workers, and fishers across 52 countries. During his tenure, consumer recognition of the Fair Trade Certified™ label reached 65%, and product certification expanded beyond original commodities like coffee and cocoa to include fresh produce, seafood, apparel, home goods, and more.


Fair Trade USA was a product of Paul's 11 years working alongside coffee farmers in Nicaragua, where he launched the country's first Fair Trade coffee export cooperative. This on-the-ground experience, where he witnessed both the barriers and possibilities facing rural communities, fueled his dream of bringing Fair Trade Certification to the U.S. market. In recent years, Paul led Fair Trade through a pivotal phase of transformation, building a strong leadership team to carry the mission forward. In 2025, he transitioned into a new role as a member of Fair Trade's Advisory Council.

Fair Trade USA is what it is today because of Paul's unwavering belief in the power of producers to be the authors of their own destiny, and of markets to uplift communities and protect our planet. On behalf of our team members, partners, and global community: thank you, Paul, for 26 years of leadership, courage, and purpose.



Every Purchase Matters

Paul published his first book, *Every Purchase Matters*, in April 2025. Paul invites readers behind the scenes of the Fair Trade movement, illuminating the impact to date and the potential to continue catalyzing a more equitable, and sustainable world. Get the book at paulrice.org/book or your favorite local bookstore.

A man with long dark hair, wearing a white traditional cap and a white shirt with blue stripes on the sleeves, is working in a coffee field. He is looking down at a branch of coffee plants with red and green cherries. The background shows lush green foliage and hills.

"I have personally seen the impact of the Fair Trade program as it goes beyond simple economic help. Yes, it has helped us improve production, but one value of the Fair Trade Premium that cannot be quantified is the impact at a cultural and organizational level. For example, as ANEI works in four indigenous territories, we used some of the Premium for general assemblies. These meetings, where we brainstorm, exchange ideas, and motivate one another, have strongly helped preserve our culture. So, we not only grow economically, but also as people and a society. Indigenous peoples started ANEI in the region, and through our example and Fair Trade Certification, environmental protection has finally become mainstream here, something we all strive for."

Mairo Geovanni Niño, father of four and Indigenous Arawak from Pueblo Bello, is a lifelong coffee producer and a field technician for the ANEI coffee cooperative in Cesar, Colombia.



Yocelin Trejos pre-selects recently harvested pineapples at Finca El Bosque, a Fair Trade Certified pineapple farm in Limon, Costa Rica.

Board of Directors

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Jordan Robbins, Head of Philanthropy

Carlos Ruiz, Chief Financial Officer

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Our Staff



140 staff members

Bringing a wealth of experience and dedication to advance our mission.



20 countries across 5 continents

A global team based team with first-hand insight and diverse perspectives.

Argentina, Brazil, Chile, China, Colombia, Costa Rica, Côte d'Ivoire, Ecuador, Germany, Guatemala, India, Indonesia, Ireland, Kenya, Mexico, Peru, Philippines, Portugal, United States, Vietnam



50% of team members

Have lived experience in communities of origin.



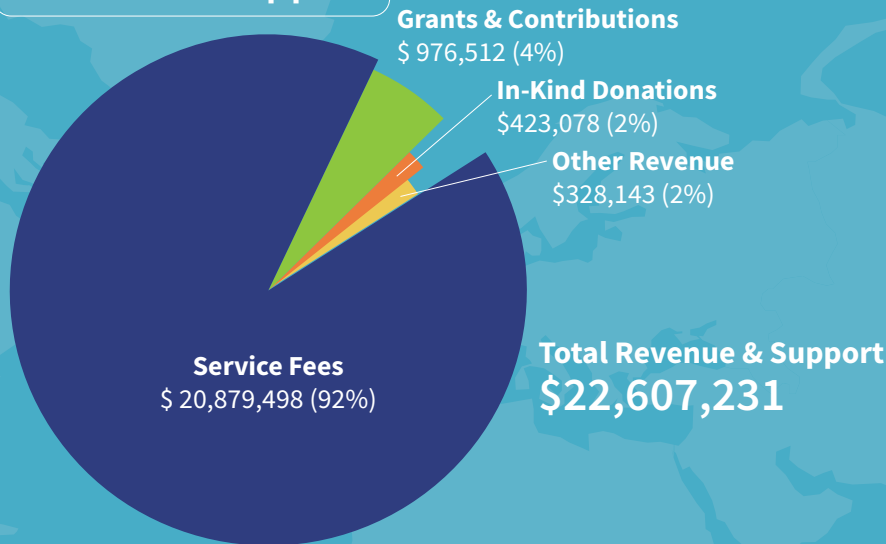
25+ languages spoken

Connecting with partners around the world in meaningful, culturally fluent ways.

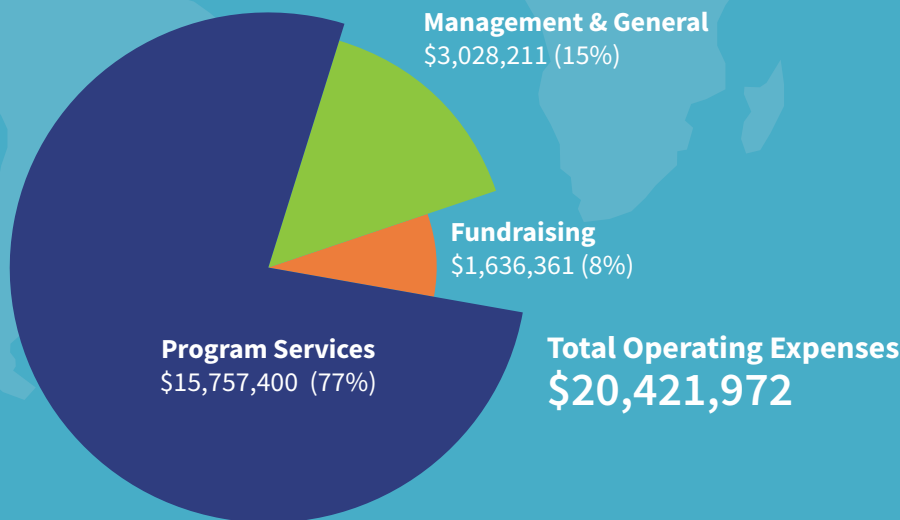
American Sign Language, Arabic, Cantonese, Danish, English, French, German, Greek, Hebrew, Hindi, Indonesian, Italian, Kom, Kriolu, Malayalam, Pidgin, Portuguese, Português, Spanish, Susu, Swahili, Tamil, Tzeltal, Vietnamese, Yoruba

2024 Financials

Revenue & Support



Operating Expenses



Financial Stewardship & Impact

At Fair Trade USA, we are deeply committed to transparency, financial integrity, and maximizing every dollar for impact. We uphold rigorous financial practices and undergo annual independent audits to ensure accountability.

We steward every contribution with care, channeling support where it matters most—deepening our services to producers and accelerating innovation.

Our commitment is simple: to earn and keep your trust by driving real, lasting impact through every gift.

Our Commitment to Excellence

We're proud to hold top ratings from Charity Navigator and Candid, independent organizations that assess nonprofits for transparency, financial health, governance, and results. These honors affirm our dedication to integrity and effectiveness and offer assurance that your support creates meaningful change for farmers, fishers, and workers around the world.





"I believe Fair Trade comes out of the brand's need to do something good for the worker and recognize our contribution. And I'm proud to give back through our work, as there is a mutual benefit. The Fair Trade Committee checks on our community's key needs and helps invest our Premiums to meet those needs."

Jegadeeswari, a tailor at Bestitch Knits in Tamil Nadu, India

Popti Mayan coffee grower from CODECH boards a bus on route to a women's group meeting at the cooperative's headquarters in Huehuetenango, Guatemala.



"I feel happy because there is a library in this village," said **Sirrawati**, a local mother and coffee farmer of Arinagata Cooperative in Sumatra, Indonesia. "It can give more knowledge to our kids. If they have a good education, our children can be useful for the homeland and the nation."

"I'm proud to be part of our Fair Trade Committee, helping workers support each other. Fair Trade is helping my future. Recently, we've worked to bring medical insurance coverage to workers and their families, a unique opportunity for weavers."

Mohamed Shabudin, a weaver at Raj Overseas Group, a factory producing Fair Trade Certified rugs in Haryana, India.





[FAIRTRADECERTIFIED.ORG](https://www.fairtrade.org)