



Fair Trade Communities

Help producers in developing countries get a fair go: become a Fair Trade Community!



Making the switch to Fairtrade Certified products is a great way to show that you care about people, whether it's in your workplace, faith group, school, university or council in Australia or farmers and their families on the other side of the world. Not only is Fairtrade good news for farmers in developing countries by offering a fair price, an additional premium, better income security and environmental benefits, taking the steps to become a Fair Trade Community can bring benefits for Aussies too.



Why become a Fair Trade Community?

- Brings Positive publicity to your organisation;
- Provides a tool to help meet corporate responsibility and sustainability goals;
- People in participating organisations feel good about helping poorer communities;
- FTAANZ provides a range of resources: including promotional materials and information, a quarterly newsletter and website resources;
- Fairtrade Certified products are great tasting too!

How do we become a Fair Trade Community?

There are **two simple goals** which workplaces, faith groups and schools need to meet to be recognised by FTAANZ as a Fair Trade Community, and **five goals** for councils and universities.

Workplaces, Faith Groups and Schools:

- Goal 1: Switch to Fairtrade Certified tea and coffee
- Goal 2: Promote fair trade within your organisation

Once you've completed Goal 1 you can apply for recognition – we'll help you with Goal 2. There is **no cost** involved in becoming a Fair Trade Workplace, Faith Group or School!

Universities and Council goals aim to:

- Demonstrate a commitment to Fair Trade Procurement
- Increase availability and use of Fair Trade products within their area of influence
- Gain media attention to their campaign

We can help you meet your goals.

Once you've made a commitment to the goals, we'll send a letter of support to the council / university, and include you on our mailing list along with other Fair Trade Communities.



For further information, download the Fair Trade Communities Guidelines at www.fairtrade.com.au or email us at aust@fairtrade.com.au

Look for the FAIRTRADE Label

When buying Fairtrade Certified always look for the **FAIRTRADE** Label - the "seal of approval" on products meeting internationally agreed Fairtrade standards.



Check the Fairtrade Procurement Guide at www.fairtrade.com.au to find out where you can purchase Fairtrade Certified products. Alternatively, check with your existing supplier to see if they offer a Fairtrade Certified option.



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