VOLUNTARY SUSTAINABILITY STANDARDS (VSS) FOR THE SDGS
What are VSS and how are they used?

Voluntary sustainability standards (VSS) are market-based tools, designed to address the most pressing social and environmental challenges of our time (ISEAL).

- Sustainable
- Rigorous
- Transparent
- Impartial
- Accessible
Fairtrade as an example:

1. **GROWING WITHOUT HARMFUL CHEMICALS**
   Fairtrade encourages sustainable production and initiates a long-term approach to environmental protection. No GMOs are allowed in Fairtrade.

2. **LABOR STANDARDS**
   Fairtrade makes sure that farms comply with the highest labor standards, including no child labor, freedom of association and non-discrimination policies.

3. **HANDLED AND TRADED FAIRLY**
   Fairtrade audits farms and traders annually to ensure that the whole supply chain complies with the standards.

4. **FAIR PRICING**
   Fairtrade guarantees producers a fair price that reflects the costs of producing sustainably.

5. **GIVING BACK TO COMMUNITIES**
   Upon sales of their Fairtrade products, small-scale farmers and workers receive the **Fairtrade Premium**, which they can invest to develop their businesses and empower their communities.
Certification Scheme Accompany VSS

We certify from farm to shelf, mitigating risk along the supply and to verify that producers receive the Fairtrade premium. **CERTIFICATION AUDITS ARE CONDUCTED BY FLOCERT, FAIRTRADE’S CERTIFIER.**

- **FAIRTRADE ENSURES THAT ALL FARMERS COMPLIED WITH OUR STANDARDS.**
- **OUR PRODUCER NETWORKS DIRECTLY SUPPORT OUR FARMERS.**
- **TRADERS, EXPORTERS, IMPORTERS AND MANUFACTURERS, GET CERTIFIED TO ENSURE THAT THEY TRADE FAIRLY AND PAY WORKERS FAIRLY.**
- **BRANDS PARTNER WITH FAIRTRADE AMERICA TO LABEL THEIR PRODUCTS CONNECTING CONSUMERS WITH FAIRTRADE FARMERS AND WORKERS.**
VSS help businesses implement sustainable practices in their supply chain

Enable consumer purchasing power through a labelling mechanism

Provides a road map and incentive for producers to incorporate sustainability practices
Fairtrade & the SDGs

- Fairtrade sales generated over $153 million in Fairtrade premium.
- 1,240 producer organizations worldwide.
- Fairtrade products are available in more than 140 countries.

- No Poverty (1)
- Decent Work and Economic Growth (8)
- Responsible Consumption and Production (12)
Ways to deepen impact of VSS:

➢ **GROW COMPANY COMMITMENTS**

➢ **EVOLVE STANDARDS**

➢ **INCREASE CONSUMER DEMAND**

Only 35% of coffee produced as Fairtrade is sold as Fairtrade.

Incorporating living income and wage.

In the US market, awareness of VSS remain low.
FAIRTRADE COCOA STUDY

- AVERAGE HOUSEHOLD INCOME OF $2,707 PER YEAR, WELL BELOW THE LIVING INCOME BENCHMARK OF $6,133

- ACCORDING TO THE STUDY, ONLY 12% OF HOUSEHOLDS SURVEYED ACHIEVE OR EXCEED A LIVING INCOME

"Cocoa enables me to support the needs of my family, to feed myself, get healthcare; cocoa is everything for me!" Albert, Coopérative Agricole N'Zrama de N'Douci, Cote D'Ivoire