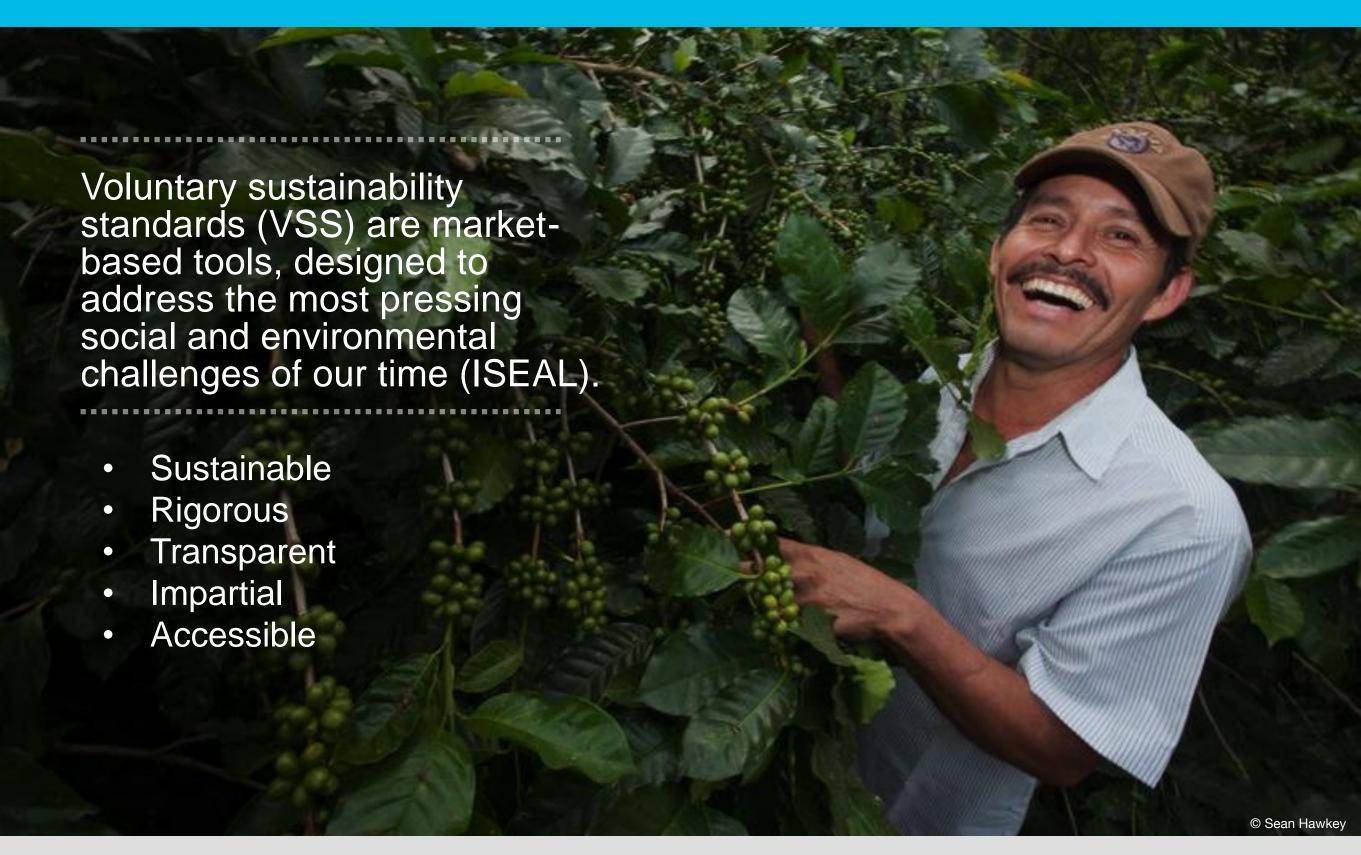


VOLUNTARY SUSTAINABILITY STANDARDS (VSS) FOR THE SDGS



What are VSS and how are they used?



Fairtrade as an example:



GROWING WITHOUT HARMFUL CHEMICALS

Fairtrade encourages sustainable **production** and initiates a long-term approach to environmental protection. No GMOs are allowed in Fairtrade.



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.







Fairtrade guarantees producers a fair price that reflects the costs of producing sustainably.

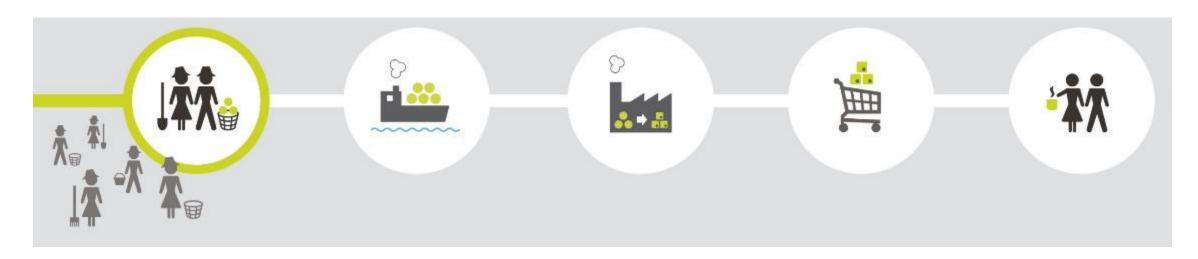
Fairtrade makes sure that farms comply with the **highest labor** standards, including no child labor, freedom of association and nondiscrimination policies.



Fairtrade audits farms and traders annually to ensure that the whole supply chain complies with the standards.

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 and the SDGs







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

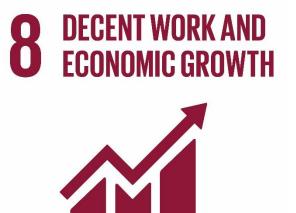
Fairtrade & the SDGs













Ways to deepen impact of VSS:

> GROW COMPANY COMMITMENTS



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

> EVOLVE STANDARDS



Incorporating living income and wage

> INCREASE CONSUMER DEMAND



In the US market, awareness of VSS remain low

FAIRTRADE: LOOKING TOWARD LIVING INCOME

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

