



Fairtrade's response to Guardian Long Read article 'Is fair trade finished?'

<https://www.theguardian.com/business/2019/jul/23/fairtrade-ethical-certification-supermarkets-sainsburys>

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Fair trade is far from finished, as the millions of farmers, workers, companies and consumers who believe in making trade fair will testify. Fair trade will only be finished when fair and equitable trade becomes the norm and not the exception.

Fairtrade certification has brought tangible benefits to farmers and workers all over the world. Achieving a better deal for farmers and workers in developing countries has always been, and always will be, at the heart of Fairtrade's mission.

Fairtrade is the only major independent global sustainability standard which provides an essential safety net for producers by setting minimum prices for all major commodities. The Fairtrade Premium provides additional funds for farmers and workers to invest as they see fit.

However, Fairtrade has never pretended it can solve global trading imbalances by itself, or that certification alone is the answer to the systemic poverty and other challenges in global supply chains. Fairtrade distributes more value back to farmers and workers, so they can get a fairer share of the benefits of global trade.

More and more companies are working with Fairtrade, and existing partners continue to increase their commitments. Fairtrade sales continue to grow, driving impact for farmers and workers in developing countries. For further information, please contact:

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