



IMPACT25

Fairtrade – how does it work?



What is Fairtrade?

Fairtrade works with farmers and workers so they can improve their living standards, invest in their communities and businesses, and protect our shared environment. Fairtrade achieves this by rallying a global community of millions – farmers and workers, supply chain partners, brands, retailers, shoppers, schools, government – to pay fair prices and uphold fair production standards and practices.

Fair prices provide an immediate lifeline for farmers and workers struggling with low incomes and disadvantaged by global trade.

What does Fairtrade do?

Fairtrade works with farming co-operatives, businesses and governments to make trade fair. Together with Fairtrade farmers and workers we have a vision: a world in which trade is based on fairness so that producers earn secure and sustainable livelihoods. Fairtrade has a network of dedicated supporters who help to raise awareness of the issues of unfair trade and fundraise to support us in our work.

Fairtrade sets standards

Fairtrade sets social, economic and environmental standards for the companies and flower farm workers involved in the supply chain. The standards include protection of workers' rights and the environment, for companies they include the payment of the Fairtrade Floor Wage and an additional Fairtrade Premium.

Fairtrade certifies products

FLOCERT, an independent organisation, checks that the Fairtrade Standards have been met by the farmers, workers and companies that are part of the product supply chains. In order to reassure consumers that this has happened, we license the use of the FAIRTRADE Mark on products and packaging to signal the standards have been met.

Fairtrade Flower Premium

Fairtrade works with flower workers in countries including Kenya, Ethiopia, Sri Lanka, Ecuador and Uganda.

Across the world, more than 73,000 people are involved in growing, harvesting, packing and caring for Fairtrade flowers. Fairtrade flowers are traceable back to the original farm. Fairtrade-certified farms must ensure safety and working conditions for their employees. These farms receive a Fairtrade Premium of 10% for every stem sold, which allows workers to invest in healthcare, education and other social benefits. In 2022, £7.3 million Fairtrade Premiums was generated for flower farms.

Fairtrade Programmes

The Women's School of Leadership for flower workers in Ethiopia

Fairtrade is supporting the gender equality drive in the flower sector, where approximately 50% of all workers are women. Programmes like the Women's School of Leadership tackle barriers to women's economic development, such as access to finance and involvement in decision-making.

The Women's School of Leadership is part of a broader 'Dignity for All' programme, which benefits more than 11,000 flower farm workers across six flower farms. To date the programme has delivered training in subjects such as workers' rights and gender equality, and has worked with trade unions to advocate for fairer wages and improved structures to support women claiming their rights on Fairtrade certified farms. Through the programme, the role of gender committees has been strengthened, enabling women to become leaders at work and in their communities and, through women's rights training, advocating for women who have been victims of gender discrimination or violence in their communities.

Starting in 2019, the project has now seen two cohorts of flower workers graduate from the Women's School of Leadership, having completed training modules that have supported women to become leaders at work and in their communities through mentorship, upskilling, and behaviour change initiatives. Beredu Site, who was in the school's first cohort, says that through the training she developed new skills and has started a business breeding goats. She also describes how the training has improved her self-confidence and awareness of gender issues. She is now standing up for gender equality both on the farm and in the community.



Besa and Beredu both work at Herburg Roses, where Aldi sources its Fairtrade roses. Aldi, the UK's second largest retailer for Fairtrade flowers, has invested £200,000 in the programme.