



# FAIR TRADE USA

1998 - 2018  
CELEBRATING 20 YEARS





**Jean Marie Bikamumatuba**, 58, is a third-generation coffee farmer, father of four, and proud member of the Abakundakawa cooperative in northern Rwanda. When I visited his community in early 2019, he had this message for our followers:

"If consumers in the United States pay just a little bit more for our coffee, we can continue producing a high quality product in harmony with nature. We want to invest in our farms and our communities and provide a better future for our children. All this can be achieved if our coffee is purchased at a fair price."

## DEAR FRIENDS,

More than twenty years ago, an idealistic, young do-gooder (that would be me) brought an idea from Nicaragua to a one room office in Oakland, California. What started with coffee and conviction has grown into a global movement. Fair Trade USA is now the leading certifier of Fair Trade products in North America.

There wouldn't have been a one room office without the Ford Foundation betting on us with our first grant. That grant enabled conviction to become confidence.

For Fair Trade USA to become sustainable we needed more than grant dollars. Early partners like Equal Exchange and Green Mountain Coffee signed on to the "crazy" notion of buying Fair Trade Certified™ coffee and putting our seal on their products. These partnerships primed us to become a viable organization generating impact for farmers worldwide.

Our model would have collapsed without those first consumers willing to buy Fair Trade products and reward companies for responsible sourcing. Of course, at the core of this new model were Fair Trade farmers who transitioned to sustainable agricultural practices and invested in their communities. They organized cooperatively, worked to improve quality, and proved that farmers don't need charity—just a fair price for their quality products.

Everyone did their part to make Fair Trade work, grow, and thrive. Fair Trade USA simply wouldn't have survived over 20 years or reached over 1 million families around the world without the everyday heroes who joined us to challenge the status quo and re-imagine capitalism.

We established Fair Trade USA as a different kind of organization—a mission-driven nonprofit that generates earned revenue and is financially sustainable. One that helps mainstream companies combine sustainability and profitability. One that serves farmers, workers, companies, consumers, and the earth, based on mutual benefit and shared value. One with you in mind.

Whether you've been with us 20 years or you're just leaning in, **YOU** are what makes the Fair Trade difference.

With deepest gratitude,



*Paul Rice*

**Paul Rice,**  
Founder & CEO



**Kajoina Jenifer** and her family have been farming tea since 1999. She has seven children and all of them are in school except for the youngest who will attend when old enough. She hopes that the additional income from selling tea on Fair Trade terms will enable all of her children to attend university. She also hopes to improve the community women's farming project in order to create better food security and provide additional sustainable income.

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# Mission, Vision and Model

## Mission

Fair Trade USA is building an innovative model of responsible business, conscious consumption and shared value that eliminates poverty and enables sustainable development for farmers, workers, and families around the world.

## Vision

Our vision for the future is Fair Trade for All. We believe that all farmers deserve a fair price for their harvest that enables them to stay on the land, keep their kids in school, and farm sustainably. We envision a day when all workers enjoy safe working conditions and a living wage. We believe that business with purpose – companies that combine people, planet, and profit – will become the norm. We envision a time when it is easy and affordable for all consumers to choose Fair Trade Certified™ products and vote with their dollars for a better world.

## Model

Fair Trade USA, a nonprofit organization, is the leading certifier of Fair Trade products in North America. We audit and certify transactions between companies and their global suppliers; educate consumers; enroll new brands and retailers; and deliver the tools, training, and resources that producers need to succeed in the global market.



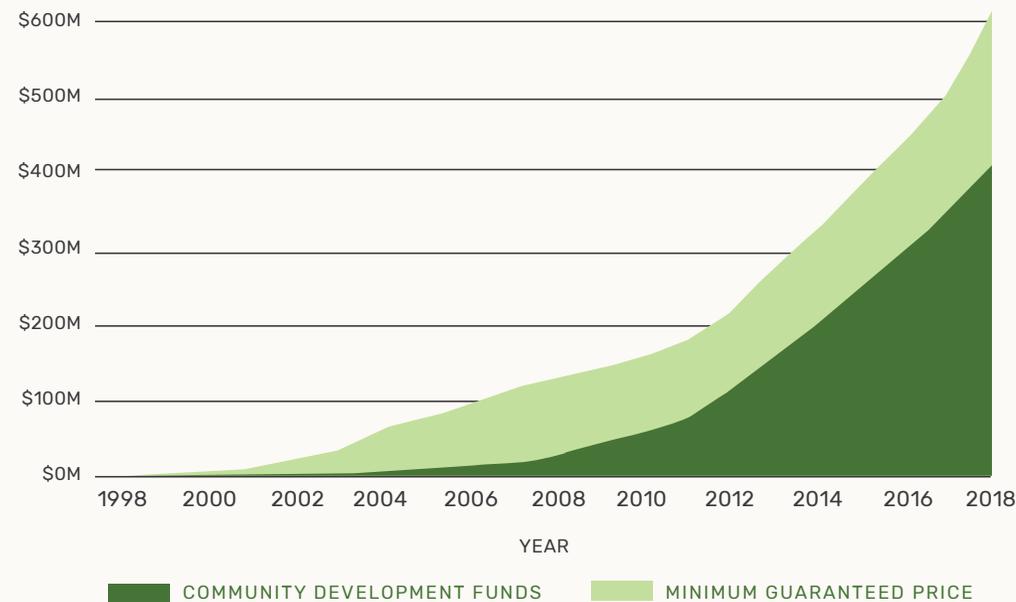
**Abebitu Nigussie,**  
20 and daughter  
of coffee farmers,  
is shown at the  
Homacho Waeno  
cooperative site  
where she brews  
coffee for fellow  
cooperative  
members.

## Social Return on Investment:

For every dollar we have invested in growing the Fair Trade market and movement, we have generated four dollars in impact.

**Fair Trade** is the only independent certification that guarantees a higher income to farmers and workers.

CUMULATIVE FINANCIAL BENEFIT TO PRODUCERS (USD): \$610 million



# Our impact is significant

CUMULATIVE FINANCIAL BENEFIT TO FARMERS AND WORKERS IN 2018

 **\$105 million**

CUMULATIVE FINANCIAL BENEFIT TO FARMERS AND WORKERS SINCE WE BEGAN IN 1998

 **\$610 million**

CONSUMER AWARENESS IN 2018

 **60%**

NUMBER OF COUNTRIES WHERE WE WORK

 **46 countries**

NUMBER OF FAIR TRADE CERTIFIED™ PRODUCERS WORLDWIDE

 **1.6 million**

NUMBER OF NEW BUSINESS PARTNERS IN 2018

 **120 partners**

TOTAL NUMBER OF BUSINESS PARTNERS IN 2018

 **1,250 companies**

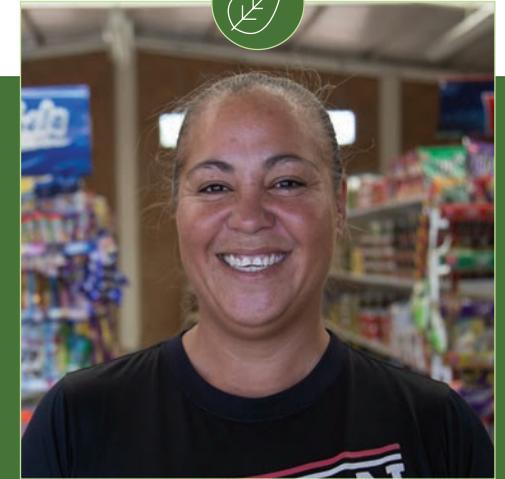
# The Fair Trade Difference



**Reginberto Serna**  
COLOMBIA



**Latha Maheshwari**  
INDIA



**Fabiola Lauro**  
MEXICO

For every Fair Trade Certified™ product sold, the business selling it pays a small premium into a Community Development Fund, which goes directly back to the community of origin. From there, the farmers and workers decide together how to spend the funds. The Community Development Fund, a unique feature of the Fair Trade model, is one of the key drivers of impact in the thousands of communities we serve.

In 2018, communities invested their funds in an array of vital grassroots development projects, including:

- Schools, health clinics, roads, and clean water infrastructure
- Nutritional programs for children
- Reforestation and environmental conservation
- Adult education and skills development
- Revolving loan funds to support housing and other needs

Reginberto Serna, a 61-year-old father of four, is a third-generation coffee producer. He's been a member of the COOPERANDES co-op in Colombia since 1987. He believes his remote, mountain community's greatest need is for better roads.

“Better roads can open our community to lots of economic opportunities and help us get our coffee to market faster. That's important for maintaining high quality and earning a better price. Thanks to Fair Trade, we have created a road maintenance fund that benefits our farmers and the entire community.”

Latha Maheshwari, a 38-year old mother of two, works hard to give her children a promising future. She has held jobs in several factories in India and is happy to have found the Bestitch Knits factory, a Fair Trade Certified™ apparel factory where she's been working for two years. She shared that the working environment is safer, the benefits are greater, and she is happier.

“Working at a Fair Trade factory means I can take better care of my family. My son, Gautam, received an academic scholarship through the Community Development Fund. Without this support, we would not have been able to keep him in school. I'm hopeful for his future and for the future of all our families.”

Fabiola Lauro, 33, a mother, farm worker, and the president of her Fair Trade Committee, works in the tomato seedling section for Wholesum Harvest in Sonora, Mexico.

“I realize how special it is to be part of Fair Trade. We have a better work environment and more support than most farmworkers. We invested our Community Development Funds in a computer center, a grocery store, a soccer field, a scholarship program, and healthcare services. I'm so proud to play a part in improving the lives of families in my community.”

**36%** of elected Fair Trade Committee members globally are women.



# How We Work

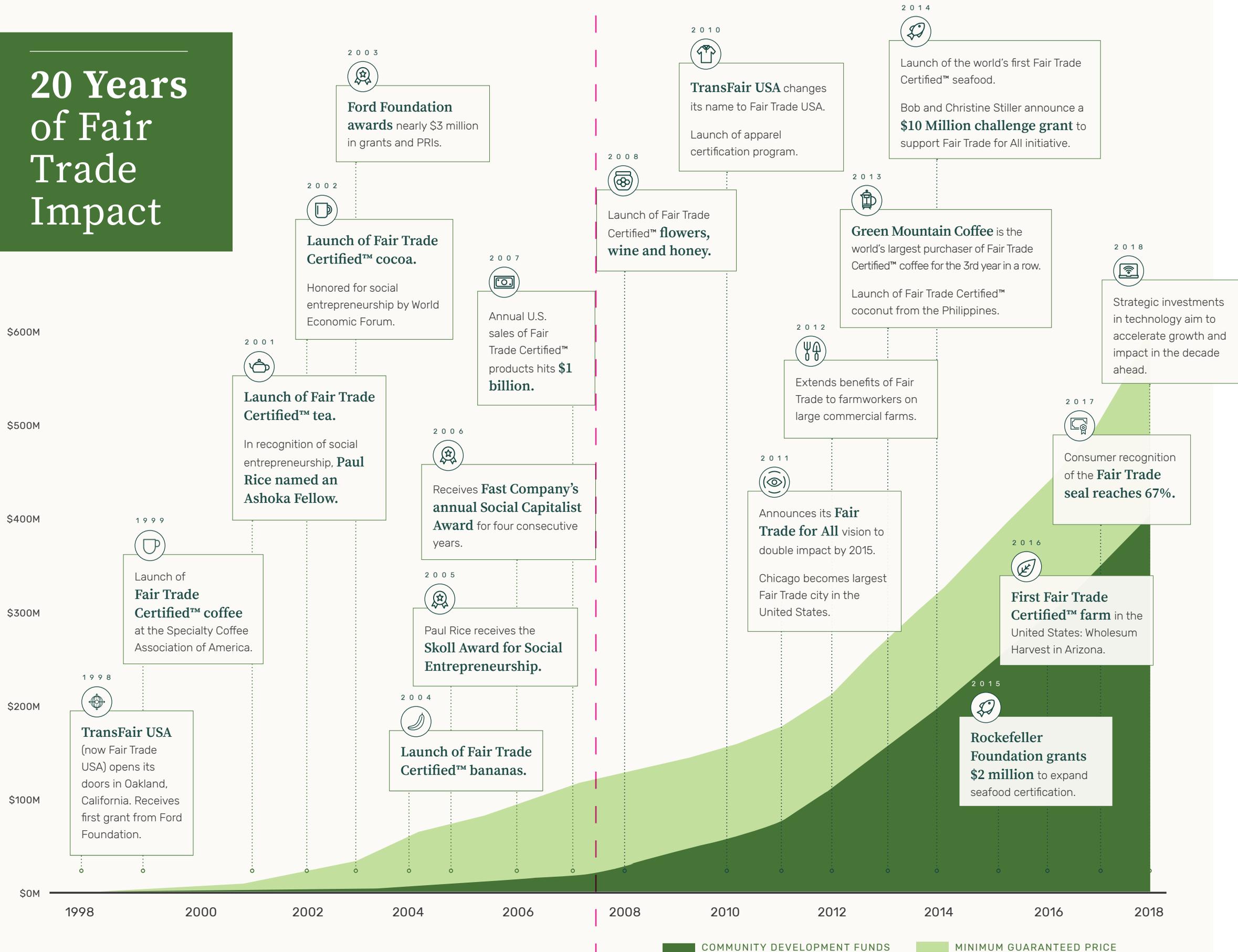


- **Individual and community well-being.**  
Fair Trade standards help improve wages, benefits, and workplace health and safety. Our worker engagement and training programs build skills and self-confidence. Companies pay a Fair Trade premium, which in turn is invested by farmers and workers in their communities' greatest needs, such as water, education, housing, and healthcare.
- **Income sustainability.**  
Fair Trade helps small farmers organize and empower themselves, form direct trading relationships with U.S. buyers, and earn a better price for their harvests. Frequently, they reinvest in productivity, product quality, crop diversification, and sustainable agricultural practices. These outcomes all support sustainable livelihoods for farmers and their families.
- **Empowerment.**  
Through worker engagement and training, we are able to ensure compliance with Fair Trade standards. Our model gives farmers and workers a voice in the workplace and the community, leading to better community development results.
- **Environmental stewardship.**  
Our standards prohibit use of the most harmful agrochemicals and offer incentives for farmers to grow organically. We require producers to implement sustainable production practices and protect natural resources. Sound environmental stewardship is essential for improving livelihoods for families.



# 20 Years of Fair Trade Impact

CUMULATIVE FINANCIAL BENEFIT TO PRODUCERS (USD)



# Program Spotlight: Family Farmers



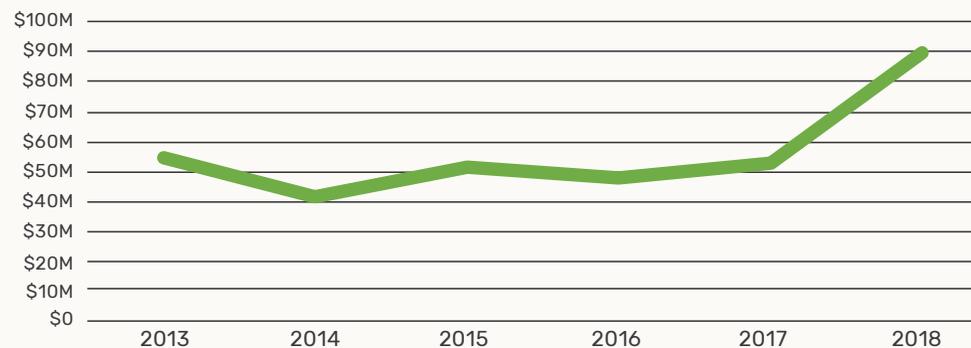
**Ibu Suslaini**, 39, picks coffee cherries at her farm in Aceh, Indonesia. She has been a member of the Kokowa Gayo cooperative since 2014. She says her earnings have become more stable since she joined the cooperative. She also receives training, tools, and other support services that are provided through the Community Development Fund.

OVERALL, THERE ARE OVER

## 1 million

SMALL-SCALE FARMERS IN THE GLOBAL FAIR TRADE MOVEMENT, DIRECTLY IMPACTING AROUND 5 MILLION FAMILY MEMBERS.

**IMPACT ON SMALL-SCALE FARMERS**  
TOTAL FINANCIAL BENEFIT 2013-2018: **\$340 million**



Family farmers are the heart of the Fair Trade movement. While much progress has been achieved, small-scale family farmers still face immense challenges, from volatile global markets to climate change. Add historically low commodity prices for coffee and cocoa to the equation and farming communities have been hit hard.

Our family farmer program prioritizes growers of four key commodities in Latin America, Africa and parts of Asia: coffee, cocoa, sugar, and coconut. Our producer support services help farmers boost productivity, improve quality, strengthen cooperative management, and develop climate change resilience. Through the Fair Trade minimum price and Community Development Fund, farmers receive higher and more predictable income while implementing high-impact community development projects.

On the market side, we focus on industry outreach and promotion. As a result, many new brands joined our program in 2018 while veteran brands and retailers ramped up their commitments. Among the most notable announcements: Target is converting 100% of its Archer Farms coffee line to Fair Trade Certified™, benefitting thousands of smallholder farmers and sending ripple effects throughout the coffee industry.

The positive financial impact of these efforts was significant. Our standards guarantee coffee farmers a minimum export price of \$1.60/pound. In today's 90-cent market, this "floor price" is protecting family farmers from complete ruin.

# Program Spotlight: Farmworkers

**Migrant farmworkers are the poorest of the poor in rural communities.**

Historically, large-scale commercial farms were not eligible for Fair Trade certification, a policy which systematically excluded farmworkers from our benefits. Our vision of a more inclusive model called us to expand our model to farmworkers. The marketplace supported this vision due to growing demand by supermarkets for a year-round supply of Fair Trade Certified™ fruits and vegetables. These products are largely grown on large farms and harvested by migrant farmworkers.

In response to this high-impact opportunity, we evolved our standards in 2012 and launched dozens of new Fair Trade fruits and vegetables, focusing on migrant farmworkers in Mexico and Central America.

Moreover, we made the unprecedented decision to “bring Fair Trade home” and start certifying farms in the U.S. Thanks to our successful capital campaign, we were able to make key investments in developing new standards, industry outreach and promotion, new farm onboarding, farmworker training, and impact assessments.

As a result, farmworkers at home and abroad are now benefiting from increased wages, overtime pay, health insurance and disability benefits, access to potable water, better housing, protection from discrimination, and workplace health and safety improvements. The positive financial impact of these efforts has been significant, already benefiting almost 400,000 produce farmworkers and their families.



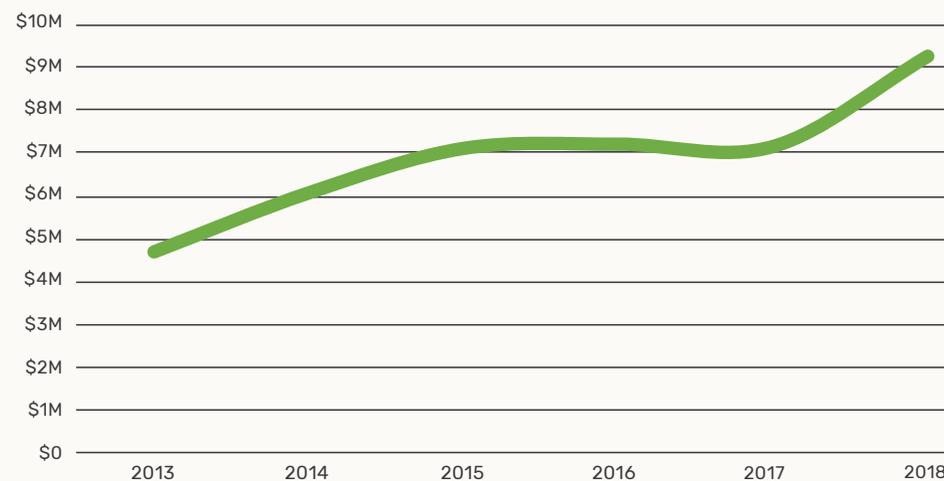
**Yasmin Guadalupe Aispuro Sandoval,** 23, harvests Fair Trade Certified™ organic bell peppers at Divemex in Culiacán, Mexico.

In the U.S. and Mexico,

## 36%

of all farmworkers are migrants.

**IMPACT ON FARMWORKERS**  
TOTAL PREMIUM 2013-2018: **\$41.4 million**



**Komil Baror**, 24, works as a tailor at Pratibha Syntex in India. She has worked at the factory for five years and was elected by her peers to serve on the Fair Trade Committee. Komil has advocated for programs to support migrant workers like herself, including establishment of a community kitchen space, personal storage lockers and accommodations for visiting parents of workers, some of whom have traveled from thousands of miles away.

### Leading partners:

- Patagonia
- prAna
- Athleta
- J. Crew
- West Elm
- Pottery Barn
- Target



# Program Spotlight: Factory Workers

Apparel and home goods are the fastest-growing segment of the Fair Trade market.

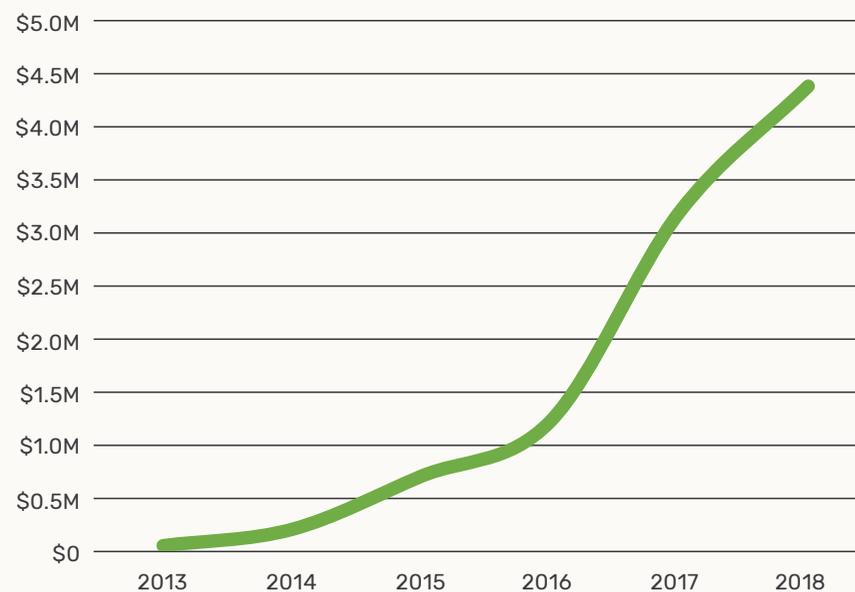
The apparel sector employs 60 million people worldwide, 75% of whom are women. Historically, worker exploitation gave the garment industry a bad reputation for “sweatshop” conditions. In recent times, brands required factory audits, aimed at improving conditions. But as the world learned from the 2013 Rana Plaza factory fire, when 1,100 workers died, the prevailing audit model doesn’t go far enough.

Our rigorous Fair Trade factory standards, launched in 2010, go farther than any other standard to improve workers’ wages and benefits, prevent workplace discrimination and harassment, improve safety and health, and reduce harmful environmental impact.

Fair Trade premiums are helping workers fund daycare centers, healthcare benefits, scholarships, and housing. Our training, auditing, and certification protocols include deep worker engagement, giving us much greater visibility into the actual conditions in far-flung factories.

In 2018, we worked with 56 certified factories in 13 countries, protecting and empowering over 80,000 workers. Most of these workers are women. Fair Trade is now poised to become the market leader in ethically sourced apparel and home goods.

**IMPACT ON FACTORY WORKERS**  
TOTAL PREMIUM 2013-2018: **\$9.9 million**



# Program Spotlight: Fishing Communities

According to the United Nations, the small-scale fisheries sector is estimated to employ some 37 million people worldwide. Historically, however, sustainability programs for fisheries focused on environmental challenges and gave insufficient attention to the livelihoods of fishing communities.

In 2014, we launched the world's first Fair Trade seafood program to fill this void. Our standards safeguard against trafficked labor, improve worker safety, and require sustainable fishing practices. The industry also pays a premium back to fishers for important community investments in health, education, clean water, and income diversification.

Our first pilot was a cooperative of 116 yellowfin tuna fishers in Indonesia. Since then, we have expanded certification to nine wild-capture fisheries in five countries and trained hundreds of small-scale fishers in how to meet rigorous Fair Trade standards. As of 2018, Fair Trade Certified™ Alaskan salmon, Mexican shrimp, New England scallops, and Maldivian skipjack tuna are available for consumers in the United States and parts of Europe. Over 3,000 fishermen and workers are benefiting from Fair Trade and have received \$1.7 million in Community Development Funds since the program's inception.

Half of global fish consumption comes from farmed fish, or aquaculture. In 2018, we launched our aquaculture program in collaboration with the highly-respected Aquaculture Stewardship Council. This initiative, which aims to improve the lives of workers on fish farms while protecting the surrounding environment, should see certified product hit the market in late 2019.



**Umar Pabolia**, 35, pulls in a skipjack tuna off Buru Island, Indonesia. He started fishing yellowfin tuna in 2007. Umar said he joined the Fair Trade program in 2014, hoping to make a better living. So far, he is pleased with the results.

OVER  
**3,000**  
FISHERMEN, WORKERS,  
AND THEIR FAMILIES ARE  
ALREADY BENEFITING  
FROM FAIR TRADE'S  
NEWEST PROGRAM.

**IMPACT ON FISHING FAMILIES**  
TOTAL PREMIUM 2013-2018: **\$1.7 million**



# Where We Work



WE ENABLE TRANSFORMATIVE  
SOCIAL, ENVIRONMENTAL, AND  
ECONOMIC IMPACT IN

# 46

COUNTRIES





**Joselyn Ruiz**, is an undergraduate student and campaign leader at UC Berkeley, one of seven Fair Trade Universities in the UC system.

## Movement Building

For us, Fair Trade is not just a market—it is also a social movement that brings strength, hope, and agency to the world’s consumers.

Fair Trade advocates and ambassadors are building a powerful grassroots movement, awakening U.S. consumers to our purchasing power.

We provide tools, resources, and leadership support for these advocates to launch and grow campaigns in their towns, universities, schools, and congregations across the United States. These campaigns go beyond simply raising awareness. They create direct impact by converting the food and beverages served in these institutions to Fair Trade Certified™ products. In 2018, we had over 350 active grassroots campaigns around the country.

In 2013, students at University of California-Los Angeles (UCLA) launched their campaign to get Fair Trade Certified™ products into the 22 dining outlets on campus. After a year of organizing and persistence, the students enrolled a key ally—the Sustainability Manager for Housing and Hospitality Services. By following one of the core principles of our movement—building relationships—these students were able to ensure Fair Trade Certified™ product sourcing and engage the student senate to pass a strong Fair Trade resolution.

After three years of persistent advocacy, UCLA celebrated becoming the largest Fair Trade University in the country in 2016. They continue to grow the movement on their campus, and their strategy became a model for student leaders at other large universities, including Texas A&M and Arizona State University.



# Celebrating 20 Years

Fair Trade USA celebrated its 20th anniversary with a party and awards ceremony in October 2018 at Spring Studios in Tribeca, New York. Over 350 special guests attended, including business leaders, philanthropists, media, celebrities, activists, and farmers from around the world – a microcosm of our global Fair Trade community. With fashion model and actress Amber Valetta serving as our guest emcee, we honored 11 individuals and organizations who have made extraordinary contributions to our Fair Trade USA mission and movement over the last 20 years.

The evening also featured a special dinner curated by renowned Chef Marcus Samuelsson and featuring delicious Fair Trade Certified™ ingredients. To complete this magical event, musician and activist Michael Franti rocked the house with a private concert that had our guests singing and dancing until the wee hours. What better, more joyful way to thank all the amazing allies and supporters who have made our impact possible?



**Musician Michael Franti and actress Amber Valetta** helped us celebrate our 20th Anniversary in style!

## Visionary supporters and award winners at the 20th Anniversary event:

**Hugh Jackman**  
**Michael Franti**  
**Bob Stiller**  
**Merling Preza**  
**Ford Foundation**  
**Skoll Foundation**  
**Honest Tea**  
**Patagonia**  
**West Elm**  
**Whole Foods Market**  
**Keurig Dr Pepper**



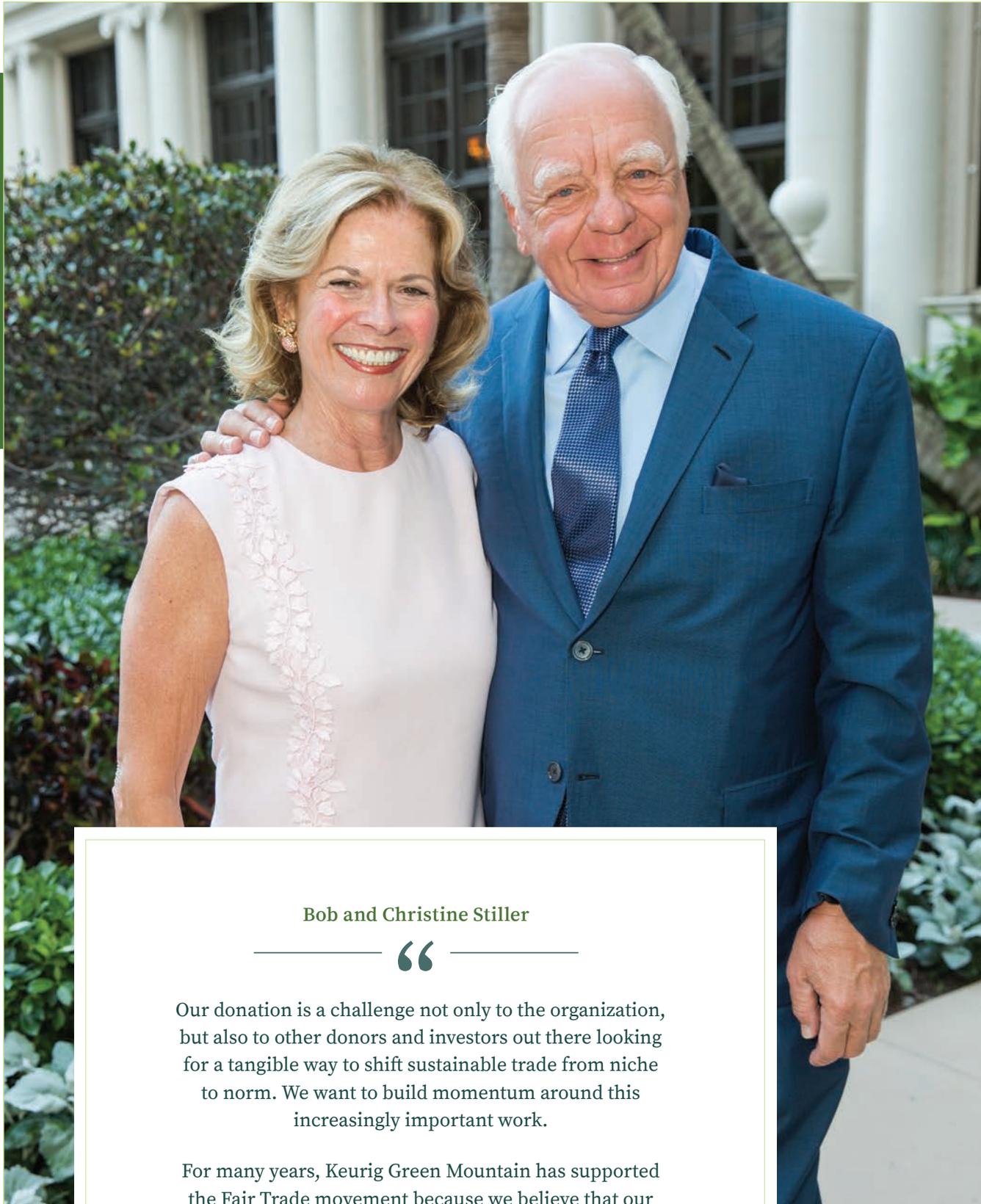
Increasingly, consumers are seeking the Fair Trade Certified™ seal. They trust that the seal stands for products that are good for the workers, good for the consumers, and good for the earth.



These are just a few of our 1,250 business partners that help make the Fair Trade market and mission possible.

# Industry Partners



Bob and Christine Stiller

“

Our donation is a challenge not only to the organization, but also to other donors and investors out there looking for a tangible way to shift sustainable trade from niche to norm. We want to build momentum around this increasingly important work.

For many years, Keurig Green Mountain has supported the Fair Trade movement because we believe that our highest quality coffees come from coffee-growing communities with a healthy quality of life.”

## Visionary Philanthropy

Individuals and organizations invest in Fair Trade USA as business partners, donors, board members, and advocates. Since Fair Trade USA's early days, Bob Stiller, chairman emeritus of Keurig Green Mountain (KGM), has invested personal time and money, business brand and reputation, and much more to make the Fair Trade vision possible.

As one of our earliest business partners, KGM played a huge part in making Fair Trade USA what it is today. In 2001, they were one of the first roasters in the country to offer Fair Trade Certified™ coffees. In 2011, they became the largest purchaser of Fair Trade coffee in the world, a distinction they have maintained ever since.

Bob and his wife Christine are also generous philanthropic investors in Fair Trade USA. Most recently, they gave a \$10 million challenge grant to the Fair Trade for All capital campaign. Their extraordinary gift is helping us build the entrepreneurial capacity of farmers and workers, innovate our certification model, and deepen consumer engagement to increase market demand and broaden the availability of Fair Trade Certified™ products.

In 2014, Bob accepted the invitation to join our Board of Directors. His brilliant business mind, huge heart, warmth and collegiality have had an invaluable impact on our organization's journey.



# It Started with a Dream

We launched the Fair Trade for All capital campaign in 2014 with an ambitious goal of raising \$25 million. Our dream was simple: dramatically increase impact for farmers, workers, and their families to a cumulative \$1 billion by 2020.

As a market-based approach to sustainable development, we knew we needed to invest strategically in emerging market opportunities that would unlock growth and impact. Five high-impact initiatives emerged that we believed would help us innovate our model and expand our scope to achieve impact at scale.

- Support small-scale family farmers in the Fair Trade movement so they can tap into vital markets while improving quality and productivity.
- Bring certification to farmworkers both at home and abroad so they can build a future free of abuse and poverty.
- Enable factory workers, such as those in the garment industry, to enjoy the protections and benefits of Fair Trade.
- Sustain fishing communities by improving the lives of fishers and aquaculture workers through the world's first Fair Trade seafood certification.
- Strengthen the Fair Trade model with investments in technology, monitoring and evaluation, stronger certification systems, and consumer activation.

Thanks to the generous support we received for our capital campaign, which successfully concluded in late 2018, we are making critical investments in people, product and technology. Thanks to you, we are evolving and scaling our market-based model for poverty alleviation and sustainable development. The future is now better and brighter for millions of farmers and workers worldwide.

Thank you for sharing and supporting this journey.



**Deverlyn Jordan Tigas**  
**Ante** (forefront), son of Agrocoex employee Jenny Ante, with his classmates at the company's Fair Trade USA supported nursery.



# Fair Trade Donors



**Isabela Torres**, 48, is a Popti Mayan coffee grower and one of the leaders of the CODECH Fair Trade cooperative in Guatemala.

## President's Council

TARANG AND HIRNA AMIN

BLUE HAVEN INITIATIVE

CORDES FOUNDATION

JON FREEMAN

PERRY AND ADRIANA ODAK

BETTY AND JACK SCHAFFER

ALLAN SPIVACK

BOB AND CHRISTINE STILLER

## Individual Gifts

Aditya Adarkar

David and Irene Barrow

Mark and Caroline Bauhaus

Jamie Baulier

Talia Bellia

Elizabeth Berlik

Ross Boone

Jenifer Botch

Bella Boyd

Undranay Broussard

Nadene Brouwer

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Sandy Burkholder

Chris Caenepeel

Dana Cardona

Aaron Carpenter

Yi-Huan Chan

Woody Chittick

Troy Christensen

Geoffrey Cobden

Carly Collins

Beth Doolittle

Chris and Kathy Duda

Evangeline Dugbenu

Karen Eaton

Sarah Eichstadt

Janre Enilo

Robin Evitts

Michael Farnsley

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Michael Ferrier

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Sean Foote

Wendy Frieder

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Lucy Koelle

Guido Lambelet

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Diane Meyer Simon

Patrick Miller

Matt Mlinac & Jennifer Downing

Lauren Mulder

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Karen Schulte

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David Sherman

Daniel Shively

Vicki Slater

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Sara Steinhoffer

Jordan Trinh

Laura Tyson

Carlos Vargas

Valerie Viterbi

Kathleen Wallace

James D. White

Declan Wyrick

## Corporate and Foundation Support

8451 LLC

Adtalem Global Education

Amazon Smile Foundation

Arbor Teas

Bank of the West

Benevity Causes

Bewley's North America

Bon Appetit Management Company

Catholic Relief Services

Chartwells Educational Dining Services

Conrad N. Hilton Foundation

Cooperativa de Caficultores y Servicio Multiples de Tarrazu

Educational Testing Service

Fairtrade America

FLG Partners

Frontier Natural Products Coop

Germeshausen Foundation

Good World Solutions

Greendale Middle School

Honestly pHresh

Lake Champlain Chocolates

Mitsubishi Corporation Foundation for the Americas

Moss Adams LLP

New Venture Fund

SERRV International

Speakable

Strongtree Organic Coffee Roasters

Target Corporation

The Kroger Company

The Kroger Foundation

The Walton Family Foundation

Wholesum Family Farms

## In-kind Gifts

Alter Eco

Anova Tuna

Brooklyn Roasting

Del Pacifico Seafoods

Dole

Flor de Caña

Fyffes

Gallant International

Gotham Greens

Hain Celestial Group

Honest Tea

Kroger/Simple Truth

Lake Champlain Chocolates

Marich Confectionery Co

Naturipe Farms

Naturipe Chile

Numi Tea

Saffron Road

Spectrum

Sun World

Sunspire

TCHO Chocolates

Vosges Chocolate

West Elm

Wholesome Sweeteners

Wholesum Harvest

Wildfish

## In-kind Services

Aramark

California Environmental Associates

Google

Goulston and Storrs

Salesforce.org

Taleo



# Leadership

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Robin Evitts

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Scharffenberger

David Sherman

Carlos Vargas

Johann Zueblin

## SENIOR MANAGEMENT

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Clay Brown  
CHIEF IMPACT OFFICER

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Mary Hedahl  
CHIEF DEVELOPMENT OFFICER

Mary Ostafi  
CHIEF OF STAFF

Paul Rice  
FOUNDER AND CEO

Bennett Wetch  
CHIEF INNOVATION OFFICER

## LETTER FROM CHAIRMAN OF THE BOARD, JAMES D. WHITE

For as long as I can remember, I've always wanted a job that would make my parents proud. I've been fortunate to work for well-known brands such as Coca-Cola, Gillette, and Jamba Juice. And my parents were always pleased. But I think they're most proud of my newest endeavor as Board Chair for Fair Trade USA.

In fact, it was my parents who instilled in me a strong work ethic and commitment to community. Being part of Fair Trade USA enables me to live both of those values by helping to promote conscious capitalism—not just business for profit, but business with a purpose. During my two decades as a corporate executive—the same two decades we're celebrating for Fair Trade—I've experienced the rise of more conscious business leaders and more conscious consumers. It's a tide that continues to rise and I'm honored to have an opportunity to be at the forefront of that tide with Fair Trade USA.

We have a unique opportunity before us—to bring the benefits of Fair Trade to more farmers, workers, fishermen, businesses, and consumers.

I invite you to join us in the next steps along this journey, whether you're a farm or factory worker, fisherman, advocate, company, conscious consumer, donor, or volunteer. With your investment of time, money, skill, effort, and ideas, the ambitious goal of Fair Trade for All is within reach.

In partnership,



James D. White,  
Chairman of the Board



## 2018 Financial Statements

### CURRENT ASSETS

Cash and Cash Equivalent	\$ 4,419,918
Other Current Assets	\$ 150
Service Fees and Other Receivables	\$ 5,161,160
Grants Receivable, Short Term	\$ 1,044,276
Prepaid Expenses	\$ 378,086

**TOTAL CURRENT ASSETS \$ 11,003,589**

Property and Equipment, net	\$ 410,229
Deposits	\$ 50,450
Grant Receivables, long term	\$ 295,000

**TOTAL ASSETS \$ 11,759,268**

### LIABILITIES AND NET ASSETS

Current Liabilities	
Accounts Payable	\$ 430,166
Accrued Liabilities	\$ 1,485,842
Deferred Revenue	\$ 191,229
Notes Payable, current portion	\$ 121,912

**TOTAL CURRENT LIABILITIES \$ 2,229,146**

Notes Payable	\$ 978,088
Accrued Lease Incentive	\$ 111,125

**TOTAL LIABILITIES \$ 3,318,362**

### NET ASSETS

Unrestricted	\$ 7,455,361
Total Restricted	\$ 985,546

**TOTAL NET ASSETS \$ 8,440,907**

**TOTAL LIABILITIES and NET ASSETS \$ 11,759,269**

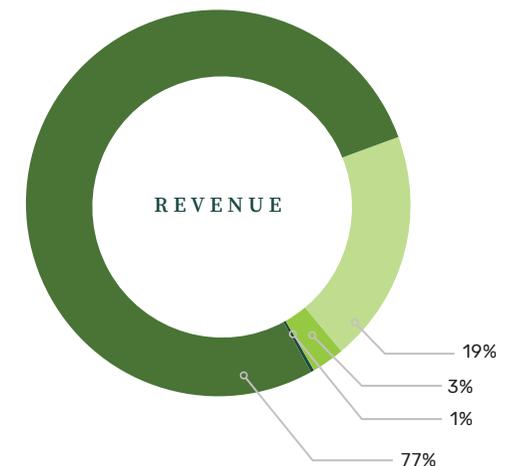
# Financials

## 2018 Revenue and Support

### REVENUE

Services Fees, net	\$ 14,915,892
Grants and Contributions	\$ 3,757,675
In Kind Donations	\$ 571,002
Other	\$ 1,371

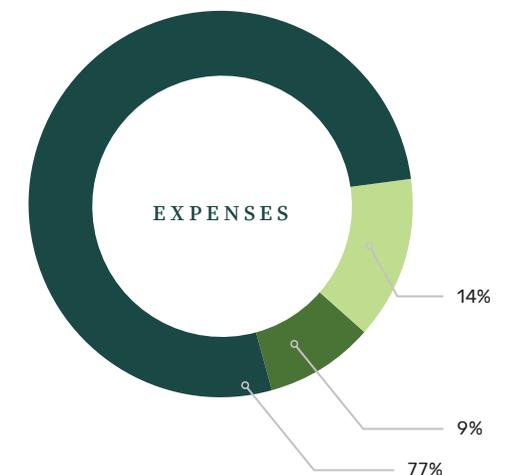
**TOTAL REVENUE AND SUPPORT \$ 19,245,940**



### EXPENSES

Program	\$ 16,232,094
General and Administrative	\$ 2,849,834
Fundraising	\$ 1,899,749

**TOTAL EXPENSES \$ 20,981,677**



“  
Why Fair Trade?  
For the health of my  
family, for the health of  
the planet, and for the  
health of the consumer.”

**JOSE EDWAR MUÑOZ,**  
Colombian organic Fair Trade Certified™ coffee grower,  
a member of COSURCA

## Thank you

Fair Trade depends on all of us—producers, consumers, business partners, donors, supporters, and advocates. Together we make Fair Trade. Together we make the world a better place.

**Thank you for buying Fair Trade Certified™ products. Thank you for being a part of the Fair Trade community. Thank you for your generous contributions to Fair Trade USA.**



“  
**Jose Edwar Muñoz,** Colombian  
organic Fair Trade Certified™ coffee  
grower, a member of COSURCA.



