

FAIR TRADE USA
2021
ANNUAL REPORT



Dear Friends,

Last year was truly extraordinary for Fair Trade USA and our movement. After a challenging 2020, we adopted the mantra “Return to Growth and Momentum” in 2021. We fully accomplished this mission, achieving record-breaking impact results for our organization and global stakeholder community.

We attribute part of this progress to improved underlying market conditions for our organization. It was also a result of the playbook that enabled us to survive 2020: innovation, strategic focus, and doing more with less.

Families around the world looked to us for support as they tried to get back on their feet throughout the COVID-19 crisis. With 16% annual growth across our certified product categories, we returned to financial health internally. More importantly, we generated a financial impact of \$85M in 2021 for farmers, workers, and their families. These funds fueled essential community development projects – from healthcare and education to reforestation, clean water, women’s empowerment, and nutrition. Once again, our model continues to be a source of wellbeing and hope for so many.

I’m proud to share that for every single dollar we spent growing the fair trade market and movement last year, we generated an extraordinary \$4 in impact. No other organization in our field has the market leverage necessary to create such positive change. Today, we directly serve over 1M certified farmers and workers in 51 countries. And in 2022, we are on track to achieve \$1B in cumulative financial impact since our founding!

Some of our organizational highlights from 2021 include:

- Launching the first Fair Trade Certified™ dairy products with yogurt pioneer Chobani®
- Helping Walmart® become the largest purchaser of Fair Trade Certified tomatoes in the world
- Supporting a dramatic increase in Fair Trade Certified coffee sales at Sam’s Club™, Kroger®, Target®, Albertsons®/Safeway® and other leading supermarket chains

- Achieving industry recognition from respected sustainability initiatives, such as Amazon’s Climate Pledge Friendly program
- Expanding our field services and training programs for farmers, workers, and fishers on four continents with a field staff of over 60 professionals around the world

Looking to the future, we are currently implementing a visionary Business and Technology Transformation Roadmap, which will evolve our operating model and its impact in the years ahead. The transformation we envision is not only about introducing cutting-edge technology into the organization to enhance efficiency, but more importantly, also modernizing every aspect of our business process and services to deliver best-in-class data, insights, and content to stakeholders alongside our traditional certification service. With this innovative approach, we aim to generate \$1B per year in impact by the year 2030.

I feel extremely excited and encouraged by the momentum in our market and the fair trade movement. Looking ahead to 2023, we are optimistic about our potential to positively affect the world and the continued macro shifts toward ethical sourcing and conscious capitalism across the globe.

I couldn’t be more proud and grateful for our team, industry partners, producer organizations, and philanthropic supporters who make our impact possible. Thank you all for playing such a vital role in our shared mission to harness the power of business to improve lives and protect the planet.

With gratitude and hope,



Paul Rice
Founder & CEO

Aurora de Jesus Encarnación, 38, started working at Wholesum along with her husband in January 2009. She has four children who currently benefit from the scholarship program funded by Community Development Funds. A highly valued employee at Wholesum, she currently works pruning tomatoes but has experience in all areas of production.



Granddaughters of CODECH Julia, Amy, and Ani, all Popti Mayan girls from Santiago Petatan, role play as if in a restaurant. CODECH (Coordinadora de Organizaciones Desarrollo Concepcion Huista) is a coffee cooperative located in Santiago Petatan and Concepcion Huista, Huehuetenango, Guatemala.

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ON THE FRONT COVER: Basingwa Maria, Dukunde Kawa Cooperative, Rwanda. Basingwa joined the cooperative in 2000, and due to increased income from fair trade has been able to bring running water to her home and invest in solar panels on her roof, as well as diversify her family’s nutrition. All of her children were able to attend school and two attended university. “After the war I never believed we could get this kind of life.”

ON THE BACK COVER: Ibu Armi Nirmah, picks coffee cherries at her family’s farm. Member of the KBQB coffee cooperative in Aceh, Sumatra, Indonesia for 15 years, fair trade has helped them provide for their children. Coffee farming and production is a main livelihood for many of the Gayo People (those living in the region of central Aceh).



About Fair Trade USA

Mission

Fair Trade USA is building an innovative model of responsible business, conscious consumerism, and shared value to eliminate poverty and enable sustainable development for farmers, workers, their families, and communities around the world.

Vision

We believe that all farmers deserve a fair price for their harvest so that they can 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.



“ *I educate my children with the income I get from selling coffee. One has graduated from university and another one currently works at a health post. And four of them are studying in high school.* ”

Tadelechi Gebresilasie
Homa, Oromiya, Ethiopia

Tadelechi Gebresilasie, 45, works at the coffee farm in her backyard in Homa, Oromiya, Ethiopia where she produces up to 2500kg of coffee every year.



How We Work





Impact Outcomes:

1

INDIVIDUAL AND COMMUNITY WELLBEING

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.

2

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 financial stability and ultimately sustainable livelihoods for farmers and their families.

3

EMPOWERMENT

Through worker engagement and training, farmers, workers and fishers are aware of their rights in the work place and the value of their products in the marketplace. When Community Development Funds return back to the community, the democratically elected Fair Trade Committee votes on behalf of all farmers and workers to invest these funds in the most meaningful project for their community. This participation leads to empowerment for the individual as well as the community.

4

ENVIRONMENTAL STEWARDSHIP

Sound environmental stewardship is essential for improving livelihoods for families. 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.

Theory of Change





Where We Work

OUR WORK IN

51 Countries

UNLOCKS TRANSFORMATIVE SOCIAL,
ENVIRONMENTAL & ECONOMIC IMPACT



Our Impact



FINANCIAL BENEFIT TO FARMERS AND WORKERS IN 2021

\$85 million



CUMULATIVE FINANCIAL BENEFIT TO FARMERS AND WORKERS BETWEEN 1999-2021

\$931 million



CONSUMER AWARENESS IN 2021

66%



NUMBER OF COUNTRIES WHERE WE WORK

51 countries



NUMBER OF FAIR TRADE CERTIFIED PRODUCERS WORLDWIDE

1.6 million



NUMBER OF NEW BUSINESS PARTNERS IN 2021

99



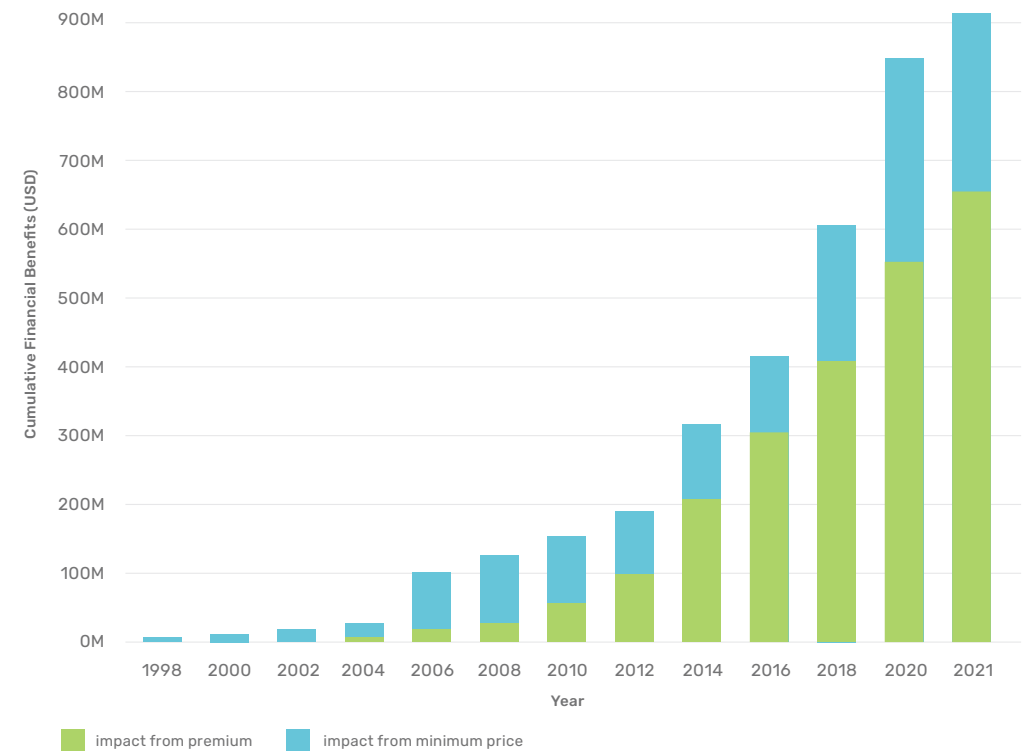
TOTAL NUMBER OF INDUSTRY PARTNERS IN 2021

1,500 partners

Social Return on Investment

In 2021, for every dollar we invested in growing the fair trade movement, we generated four dollars in impact.

Cumulatively, Fair Trade USA has generated over \$931 Million in financial benefit to producers since 1998



Fair Trade Certified guarantees coffee farmers a minimum price of \$1.60/pound as a safety net. This ensures that when market prices drop below the cost of sustainable production families are able to stay whole and on their land. 2021 saw a major increase in market price for coffee. This was a boon for farmers, who got a much higher amount for their coffee, while decreasing the financial impact of the fair trade minimum price.



ABOVE, Workers at Accurate Weave receive solar panels for their homes. (from left to right) Sanoj Kumar Maurya, Loom Weaver & Fair Trade Committee member; Ram Sagar Maurya, Loom Weaver; Rajendra Kumar Bind, Tufted Weaver & Fair Trade Committee member; Chandan Maurya, Loom Weaver & Fair Trade Committee member; Laxman, Helper & Fair Trade Committee member; Pramod Kumar Maurya, Fair Trade Committee member; Om Prakash Dhurrie, Weaver & Fair Trade Committee member; Santosh Kumar, Tufted Weaver. **BELOW, Workers with their new bikes.**



Impact Feature Story

The majority of workers at Accurate Weave's Fair Trade Certified rug factory in Uttar Pradesh, North India reside in rural villages where electricity is limited and temperatures run high. Many of the villages are far from the factory, requiring workers to use public transportation. These circumstances present challenges for health and well-being in normal times, but during a pandemic, the risk to residents young and old is dramatically higher.

Over the last year and a half, workers at the factory voted to use their Community Development Funds to mitigate both challenges – stabilize and extend their electricity access and find new ways to get to the factory as buses continue to be shut down due to COVID-19. They also committed to evaluating the environmental impact of their options as they conducted their needs assessment.

Community Development Funds put self-determination in the hands of communities that best know their challenges and how to solve them. Depending on scale, these funds often support multiple projects simultaneously, especially as needs evolve. When communities around the globe went back to work, Accurate Weave focused their efforts on ensuring a safe environment at the factory. However, the local bus system didn't reopen, leaving workers without

transportation. To address this, as well as the issues related to lack of electricity at home, they voted to invest in bicycles and solar panels. These allowed workers to get back to the factory and jumpstart their local economy, while providing much needed power to their homes to allow students to study with light, and to combat the high summer temperatures.

We are proud to see our model improve community well-being in a multitude of ways over time. The Accurate Weave investments in solar and bicycles will continue to support economic and social recovery from the pandemic and impact workers' lives well beyond current circumstances. From emergency money to investments that last generations, Community Development Funds provide a source of stability in a constantly changing world.



Industry Partners & Market Building

99

NEW INDUSTRY PARTNERS IN 2021

Our approach to expanding the impact of fair trade and delivering on our mission is rooted in industry engagement and growing the market for sustainably-sourced products. We demonstrate value to brands, manufacturers, traders, and retailers by tracking supply chains and contributing to their resiliency, while engaging consumers and working with our industry partners to do the same. This virtuous cycle of producers connected to businesses who connect to consumers creates a flywheel of mutual benefit.

1,550

NEW FAIR TRADE PRODUCTS LAUNCHED

As we make investments in growing and scaling our model, we track both industry and consumer trends. One of the encouraging signs to come out of the pandemic was a significant shift in consumer sentiment towards sustainability. Our investment in cultivating a community of conscious consumers, along with likeminded peers, is bearing tangible fruit. We added nearly 100 new partners in 2021, who are responding to the will of their shoppers and investing in supply chain resilience. This interconnected ecosystem of producers, consumers, and the market has never been more promising.

343

NEW PRIVATE LABEL PRODUCTS LAUNCHED WITH RETAIL PARTNERS

These are just a few of the 1,500 industry partners that continue to grow the market for Fair Trade Certified products, thus making our mission possible.





Produce

Coming out of 2020, a year of unprecedented growth in produce, we experienced sustained growth of 20% as major retailers from Walmart to Kroger upped their sourcing programs with fair trade. Suppliers like Driscoll's® and NatureSweet® played key roles in implementing fair trade across even more of their farms.



Coffee

Coffee continued its growth at 20% as well. Private label coffee underwent tremendous growth with partners like Albertsons, Aldi, Sam's Club, Target, and Kroger. CVS became the first drug store to convert 100% of their Gold Emblem® coffee to fair trade and Keurig Dr Pepper continued their run as the world's largest purchaser of fair trade coffee for the 12th year in a row.



Dairy

2021 also saw the first Fair Trade Certified dairy products hit the shelf as Chobani rolled out their fair trade selections. In all, across categories, over 1,500 new fair trade products were launched.



Seafood

Our seafood program also achieved impressive growth as a result of our dual focus on market development and engagement. We launched the first Fair Trade Certified aquaculture products in 2021, bringing social sustainability to farmed salmon, barramundi, and other finfish. Whole Foods Market® distinguished Fair Trade Certified as an approved certification for seafood as part of their Sourced for Good program.



Factory

The Fair Trade Certified factory program continues to expand and grow its impact. We received new commitments from major partners like Williams-Sonoma, Inc., J. Crew International, Inc., Gap Inc., Patagonia, Inc., and others. Walmart announced a plan to launch a fair trade denim program on the heels of Target's launch two years ago. And Crate & Barrel joined West Elm® and the Williams-Sonoma, Inc. family, becoming the second major home goods partner to source from fair trade factories.



Retail

Retail continues to unlock more and more opportunities to give shoppers the ability to make a positive impact with their purchases. 343 new Fair Trade Certified private label products were launched in 2021 across 80 retailers. They include coffee, candy, seafood, hot cocoa, baking, condiments, snacks, tea, coconut, produce, and more. Twelve major retailers made commitments to include Fair Trade Certification in their sustainable sourcing requirements, including Walmart, Albertsons, and Amazon.



Shyamsati Munda (left), Mallika Murah (middle) and Santana Boraik (right) display a bag filled with freshly plucked tea leaves at Jalinga Tea Estate, a Fair Trade Certified tea garden at Jalinga in Assam, India.

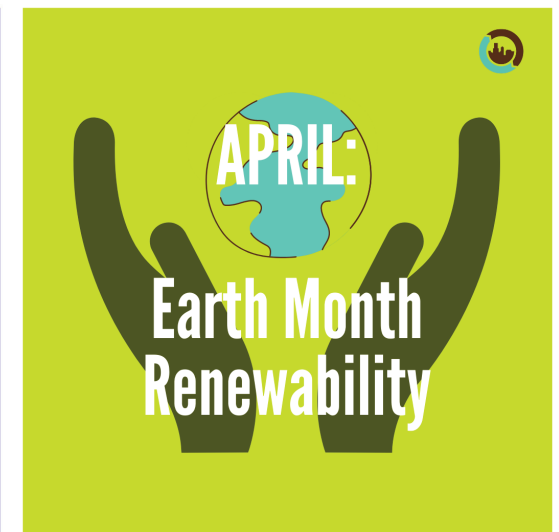
Growing the Movement

Our organization has always focused on consumer engagement to drive positive impact, with movement-building as a central pillar to our strategy. We were very proud to see awareness of fair trade, and commitment to it, continue to grow last year.

In 2021, 66% of consumers recognized the Fair Trade Certified seal. Once recognized, 78% put their trust in the rigor and values it represents. Many are Millennials and members of Gen Z – generations that we have helped equip to make an impact beyond their individual purchases. Since its inception in 2010, Fair Trade College & University campaigns have grown to make up nearly half of our over 250 local grassroots efforts. By providing a step-by-step structure to create lasting change on students’ campuses and with their classmates, we have invited them to create a world based on their values – and they continue to rise to the occasion.

Despite many campuses remaining closed in 2021, students’ creativity and leadership led to milestone achievements. Among campuses that earned the designation of “Fair Trade University,” we welcomed the University at Albany, the first in the State University of New York system. The University of Wisconsin-Madison, flagship campus of the UW system, joined three of its peers, as did University of California Santa Cruz – now the 6th UC campus – in earning that designation.

Monthly themes kept fair trade relevant in a world faced with a multitude of challenges. Along with webinar topics like Farmworker Awareness, Fair Trade and Climate Justice, and how to run a Fair Trade Buying Club, we helped keep the movement top of mind for thousands of fair trade enthusiasts.



66% of consumers recognize the Fair Trade Certified seal, recognition is highest among:

67%
OF GEN Z

76%
OF MILLENNIALS

78% of consumers who recognize it trust the Fair Trade Certified seal

81%
OF GEN Z

83%
OF MILLENNIALS



Chobani

66%

OF WORKERS REPORT FAIR TRADE HAS MADE A POSITIVE CHANGE ON THE FARM

0

INDICATED IT HAD A NEGATIVE IMPACT ON THE FARM

11%

OF THE WORKERS HAVE SERVED ON EITHER THE FAIR TRADE COMMITTEE OR THE SOCIAL ENGAGEMENT TEAM

63%

OF WORKERS SAID THAT FAIR TRADE HAS IMPROVED THEIR LIFE DURING THE LAST 12 MONTHS

Chobani Year 1

After developing and piloting the first Fair Trade Dairy Standard in the world in 2020, in partnership with Chobani, the yogurt hit the shelves in 2021, giving consumers their first opportunity to improve dairy workers' lives via fair trade. Their response was encouraging. Chobani saw a 4.6% sales increase in the six months after adding the seal to their yogurt, versus the same six months of the previous year.

Farmers and workers also benefited from the impact of fair trade dairy. Workers reported increased trust in how leadership addressed complaints, with 91% indicating that they trust farm leadership overall. Two thirds of workers surveyed reported increased income, with 71% saying that they can now cover basic needs and save a portion of their salaries. Based on a needs assessment, workers directed Community Development Funds to address food insecurity, buy winter clothes, and set up retirement funds.

Building on Chobani's pioneering effort and the lessons learned over the last two years, we aim to expand our work in the dairy sector. Given the distressed state of the industry, we believe our model is well-positioned to improve the lives of farmers and farmworkers while creating new value for industry partners.



Anulfo Espino is a truck mechanic who has worked on a dairy farm in Idaho for two years. Now certified, the extra money that he and his co-workers received through the Fair Trade Premium helped him make ends meet for his family of five.



Introducing Fair Trade Tomatoes at Walmart

In 2021, we brought fair trade tomatoes to the biggest retailer in the United States.

Last year we partnered with Walmart to add Fair Trade Certified tomatoes to their sustainable sourcing program as part of the retail giant’s commitment to becoming a truly regenerative company. One of 20 produce commodities that Walmart has committed to sustainably source by 2025, these tomatoes launched in 2021 and can now be found in 80% of their stores across the country. To support their sourcing strategy, Walmart worked with NatureSweet and other suppliers to begin a fair trade program. NatureSweet, the largest of the suppliers in the program, started with five farms employing over 6,000 workers to meet this request from Walmart, as well as to continue their investments in the farming communities across Mexico from whom they source. To date, this has resulted in \$1.2 million in Community Development Funds, which will be invested in community needs that arise from the needs assessments each worker group conducts. The farm workers will vote on which needs to meet first, addressing issues such as healthcare, infrastructure, and education. Across all suppliers, Walmart is now positively impacting 11,000 farmworkers

The positive impact on workers and their communities will only grow as NatureSweet and other participating suppliers continue to expand. And as a retail leader, Walmart’s influence goes beyond the growth and scale within its own supply chain, with others in the sector already piloting their own Fair Trade Certified tomato programs.

For farmworkers that means more funds to support housing improvements, education initiatives, and better food and nutrition. For suppliers it means a more reliable workforce as 89% of workers report an intent to return to the Fair Trade Certified farms, while 94% report that they would be very likely to recommend those farms to others. For Walmart this unlocks more data and insights to their impact and supply chain reliability. And for consumers, it means far more opportunity to make a difference with their purchases.

Maily Verdugo, 18, from Motozintla, Chiapas, packs Ruby Blossoms Tomatoes. She came with her cousins to work for her first season at Ciari in 2019. Campo Ciari, Triunfo Santa Rosa, Guaymas, Sonora, Mexico.

	OVER	OVER
	\$1.2M	11,000
	IN COMMUNITY DEVELOPMENT FUNDS GENERATED	TOTAL WORKERS



Unlocking Growth

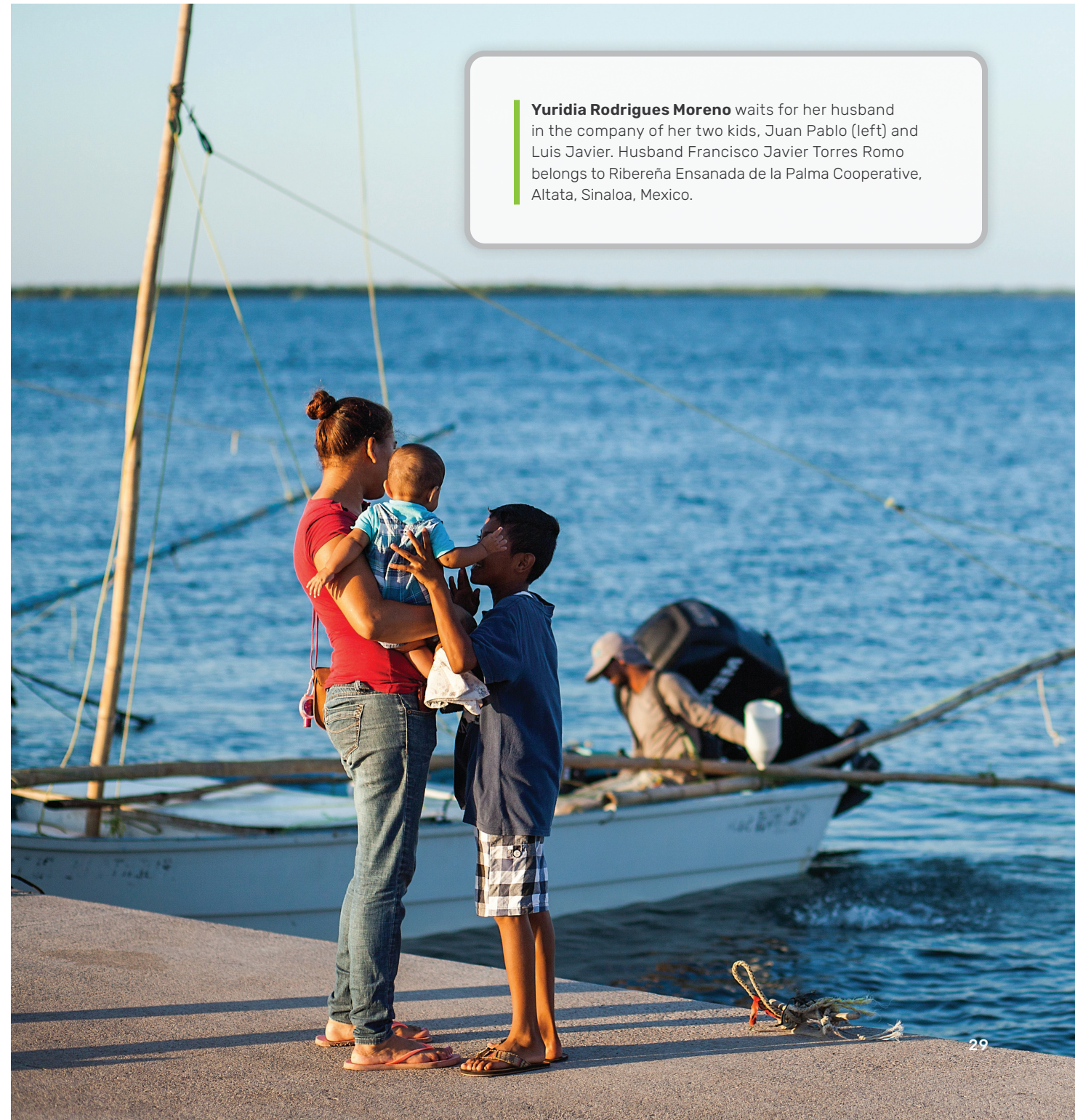
Our seafood program took significant steps forward in 2021, as a combination of investment and innovation added value across the sector. Though one of our smaller initiatives, we are excited about the traction it has gained in the market, creating optimism for its future.

Suppliers and distributors are joining the fair trade model to sustainably source seafood and our partnerships with retailers proved to be fertile ground for growth. In 2021, Whole Foods Market formally accepted social certification for seafood in its Sourced for Good program, driving important growth for this initiative.

The David & Lucile Packard Foundation invested in our work, funding audit and self-assessment tools, training for fishers and workers, on-the-ground technical assistance, and in-store promotional materials to educate and excite consumers. Support like this expands the impact of fair trade, making sustainable business possible now, not later.

We also successfully launched the world's first Fair Trade Certified aquaculture program for salmon with partner Kvarøy Arctic™, a third-generation sustainable Atlantic salmon producer. Their products are now available via Amazon, Whole Foods Market, and Kroger.

Additionally, Australis Aquaculture launched the first fair trade barramundi and we partnered with Fish Tales to launch canned fair trade skipjack tuna in Germany and the Netherlands. Through these new partnerships, Fair Trade Certified seafood grew by 109% year-over-year from 2020, impressive growth even for a relatively small category.



Yuridia Rodrigues Moreno waits for her husband in the company of her two kids, Juan Pablo (left) and Luis Javier. Husband Francisco Javier Torres Romo belongs to Ribereña Ensanada de la Palma Cooperative, Altata, Sinaloa, Mexico.



Strategic Philanthropy

Philanthropy is among the most important drivers of our work. Our approach to fundraising is rooted in our model: transparency and dialogue with all stakeholders to build partnerships delivering positive impact. Throughout our history, our biggest leaps as an organization have been driven by forward-thinking foundations and donors who understand the opportunity that fair trade at scale offers. In 2021, two such funders invested in taking the fair trade model to the next level.



David & Lucille Packard Foundation

As we continue to grow our impact, we are also keenly focused on organizational values and practices. With a model rooted in equity and inclusion, connected to an incredibly diverse set of stakeholders, we actively seek ways to ensure we are living these beliefs. In 2021, the David and Lucille Packard Foundation recognized these efforts by investing in our ongoing journey of improvement through a two-year funding commitment.

The foundation formed the Marine & Markets Equity Cohort (M2EC) in 2021 with a goal of helping provide better resources to transform organizations and create a community of learning for equity. The vision for M2EC is “an inclusive and diverse ocean conservation field rooted in principles and practices of equity and justice.”

We are honored to have been selected as members of the M2EC cohort and this unique program’s concentration on fairness for fishers and fishing communities in the sustainable seafood sector. With a focus on leaders, organizations, community engagement, strategy, and cohort-wide learning, their grant is helping us establish a vision of justice, equity, diversity, and inclusion for our organization. It has also inspired deep internal and peer learning and introduced new ways to embed these principles in our operations, program design, and implementation.

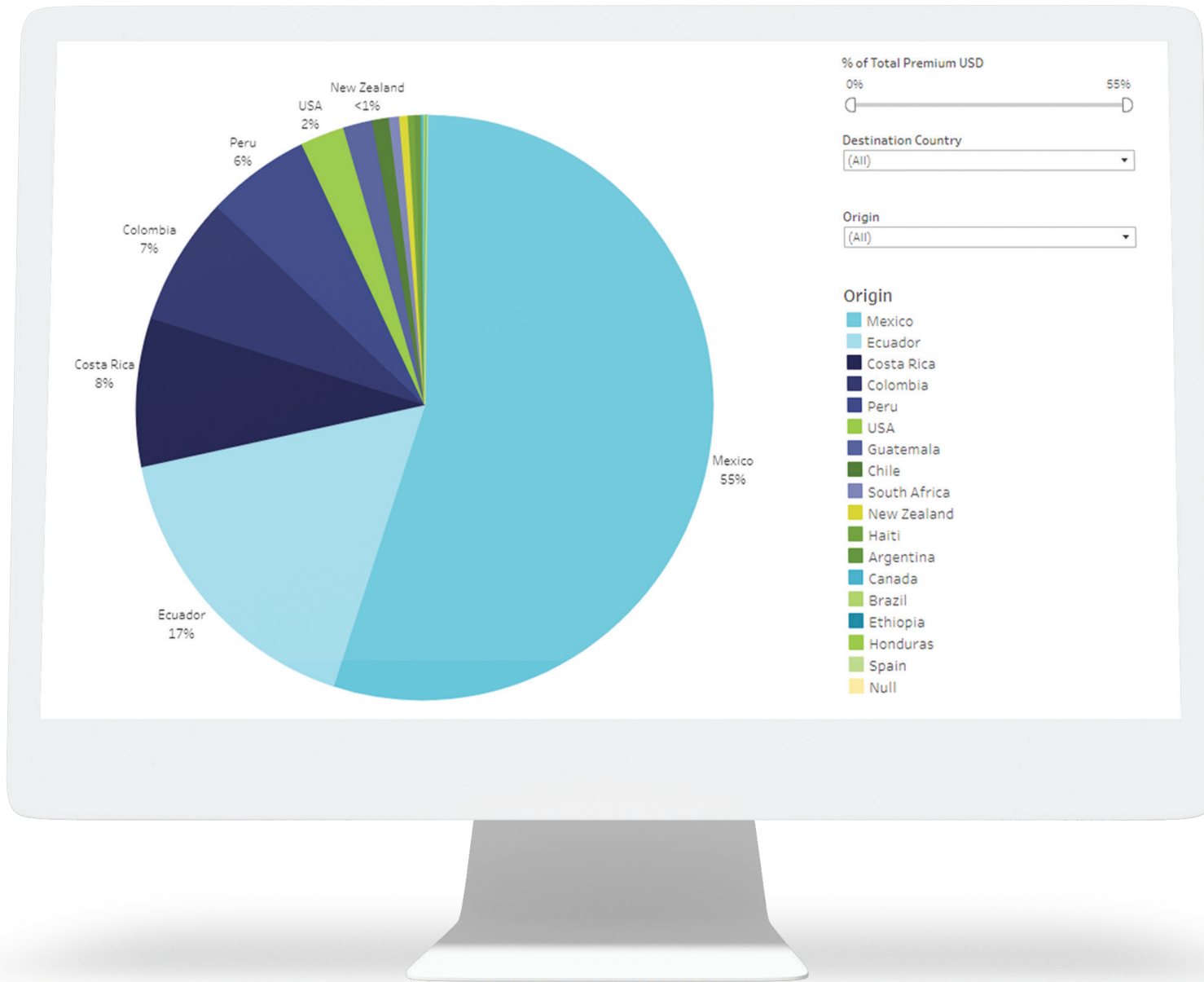


Patrick J McGovern Foundation

A global, 21st century philanthropy, the Patrick J McGovern Foundation is committed to bridging the frontiers of artificial intelligence, data science, and social impact. The foundation’s leaders believe philanthropy must play a significant role in supporting the diverse talent, courageous conversations, and new institutions needed to make change and reimagine the future.

The grant funded the technology leadership and expertise we needed to guide our Business and Technology Transformation initiative. As our transformation strategy unfolds, earned revenue will increase, covering those team costs in the future.

Funding organizations are often reluctant to cover staff and infrastructure expenses. The Patrick J McGovern Foundation’s willingness to invest in these critical areas is extraordinary, and it has enabled us to successfully launch the first phase of our transformation roadmap. Ultimately, our vision is to introduce technology into every aspect of our model, not only to enhance efficiency but also to increase the value of our certification service by delivering rich data, deep insights, and engaging content to stakeholders. By modernizing the model, we believe dramatic growth and impact are achievable. Thanks to the visionary support of the Patrick J McGovern Foundation, we are on our way.



Country-by-Country distribution of Premium Funds for the Produce & Floral category

Digital Transformation

LEVERAGING THE POWER OF A GLOBAL COMMUNITY

Global partnerships are the bedrock of fair trade. We team with local producer communities across 51 countries and work with 1,500+ industry partners to sustainably source high-quality products that meet consumer expectations.

In a digital world still navigating the effects of the pandemic, our impact is only as potent as our ability to optimize our technology. From supply chain management to consumer engagement, our digital capabilities need to be embedded deeply in the heart of our model.

On the producer end, we seek to provide digital products that make it easy to both become and stay certified. We also strive to provide producers with opportunities to showcase their products, grow their business, and tell their impact stories. For business partners, we continue to evolve our digital products with an eye toward end-to-end transparency, traceability, and supply chain insights. For consumers, our work aims to make it easier to find fair trade products and see the impact of their purchase choices.

Our digital transformation is oriented around three key pillars: to grow, innovate, and learn.



Our digital transformation:

- Captures and visualizes data across the supply chain
- Standardizes complex data streams
- Empowers supply chain partners and the sustainability ecosystem
- Leverages a combination of open source, licensed, and purpose-built solutions

Grow

Fair trade is a model based on equity that protects producer livelihoods, grows business, and preserves natural ecosystems. With our digital transformation well underway, we envision expanding our reach to millions more producers worldwide.

Innovate

Our goal is to make data accessible to our global community, enabling them to use it to garner targeted insights and drive impact through the fair trade model. We will continue to innovate technologies that benefit partners across our supply chain.

Learn

In an evolving world, continued learning keeps our work at the cutting edge. Partners use our Supply Chain Insights to constantly adapt and evolve their operations.

INNOVATING NEW TECHNOLOGY

Data technology empowers people to reach their full potential and join the fair trade movement. Our Automated Assurance Model will shift from retroactive compliance snapshots to proactive insights that empower workers, businesses, and consumers with data-driven tools.

The Automated Assurance Model will ease the burden of becoming certified and maintaining certification. As we evolve from macro to worker-level data, we will increase the fidelity and breadth of available insights.

LEARNING BEST PRACTICES

Production is more sustainable with actionable data. Our target indicators help reveal increased farm-level productivity, product quality improvements, decreases in rates of deforestation, and other climate change resilience activities. Supply chain traceability also helps producers develop strong commercial relationships, identify new market opportunities and prospective buyers, and capture emerging trends.

The insights generated from our data also support responsible business practices by our industry partners, creating value for those seeking to mitigate risk and make supply chains more secure and resilient.

Ultimately, we aim to transform our impact reporting into a self-service platform providing complex supply chain information and analysis, supported by user-friendly data visualizations. This will enable supply chain actors to learn how to make better, more sustainable business decisions with greater impact on families and ecosystems.

WHAT'S TO COME: DIGITAL AUTOMATIONS

The emergence of advanced technologies and big data make it possible to automate and evolve the fair trade model. Our ability to execute certification processes and producer services remotely will help drive our expansion.

We will work to evolve fair trade certification from a pass-fail model to a more transparent, data-rich model in which stakeholders can view, support, and reward the sustainability journey. This includes automating data acquisition at both the household and ecosystem levels. We believe transparency in global supply chains will become the new normal – and we look forward to leading this charge.



ON THE LEFT: Workers pass recently-harvested pineapples from the field to a pull-cart at Finca El Bosque, a Fair Trade Certified pineapple producer in Guacimo, Limon, Costa Rica.



“

I want people to think differently about the things that we consume, the places they come from, and the people who create them. Fair Trade is about making the invisible, visible.

Maya Spaul Johnson
Fair Trade Hero



In Memoriam: Maya Spaul Johnson

BELOVED COLLEAGUE AND FRIEND

Maya Spaul Johnson joined the Fair Trade Certified familia in 2004 as a bright, energetic idealist only a few years out of college. Immediately tasked with launching our tea program, which she completed quite capably despite her youth, her work helped improve the lives of thousands of farmworkers in India and Sri Lanka.

Maya quickly proved to be an innovative thinker, gifted program manager, and capable leader. She simply knew how to get things done. Over her 18-year career, she truly blossomed, becoming our leading intrapreneur and incubating numerous new products and initiatives, including tea, seafood, domestic fair trade, apparel, and home goods. During her last seven years, Maya was promoted to Vice President of our factory program, where she forged powerful strategic partnerships with Patagonia, J. Crew, Williams-Sonoma, Inc., Target, and other leading brands. Under her leadership, the factory program emerged as one of our fastest growing categories, generating meaningful impact for tens of thousands of factory workers around the world.

She was deeply admired and widely respected both within our organization and broadly among allies and stakeholders.

Maya was a trusted colleague, brilliant partner, and loyal friend. She brought love and light to everyone around her.

Maya tragically passed away in January 2022 at the age of 42. She had been battling cancer for the last two years and put up a truly heroic battle. She is survived by her husband Christian, her daughter Gemma, and her son Bodie.

Maya leaves behind a powerful legacy of impact on families and communities around the world. So many people's lives are better today because of her tireless efforts. For these outstanding accomplishments and her many contributions to the Fair Trade movement, we honored Maya with the Fair Trade Hero Award, our highest recognition. She is forever in our hearts.



Fair Trade Donors

President's Council

Tarang and Hirni Amin

Blue Haven Initiative

Jon Freeman

Allan Spivack

Bob and Christine Stiller

Individual Gifts

Abdulhameed Kutubi
 Aditya Adarkar
 Alan Davis & Mary Lou Dauray
 Alexandria Jones
 Alexis Endicott
 Alissa Gamberg
 Alix Smith
 Amanda Barber
 Amy Grey
 Andrew Ferren
 Andrew Knox
 Anna Bernard -Hoverstad
 Anonymous
 Anthony Marx
 April Marquet
 Barby Ulmer
 Brian De Los Reyes
 Brian Mackowiak
 Caitlyn Davis
 Cari Cantwell
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 Carlos Vargas Leiton
 Carol Port
 Carter Brown
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Chris & Kathy Duda
 Clay Brown
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 Daria Jazz
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 Eli Martiska
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 Elizabeth Levy
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 Grant Stansbury
 Gregory Wolfe
 Hannah Villarreal
 Huijun Suo
 Ira Josephs
 Janaye Perry
 Janet Nezhad Band
 Jennifer Joaquin
 Jerry Dodson
 Jessica DeMay
 John Carroll
 John Lloyd
 Jooyoung Eom
 Joseph Poulos
 Joseph Tallent
 Julianne Maguire
 June Cole
 Karen Elizabeth LaDuke
 Helgesen
 Kellan Mclemore
 Kendal Hocking
 Kevin Lieberwirth
 Kevin McMahon

Kianna Cooper
 Kimi Hosoume
 Konnie Twiddy
 Kristina Loukusa
 Kylie Nealis
 Larry Ruff
 Laura Tyson
 Lauren Mulder
 Liliana Aspajo
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 Michelle Viado
 Myco Villain
 Natalya Chuguevskaya
 Nathalie Marin Gest
 Nathaniel Davis
 Nicholas Bessette
 Nishant Bagadia
 Olivia Herbert
 Patrick Sheridan
 Paul Rice
 Perella Weinberg Partners
 Peter Aronson
 Priscilla Staten
 Rachel Thompson
 Rebecca Shimshak
 Rebekah Jorgensen
 Robert Jackson
 Robin Evitts
 Ronnie Robinson
 Ron Rankin Estate

Sarah Geller
 Scott Chauncey
 Sean Foote
 Shannon Music
 Siddharth Sanghvi
 Stephen Sellers
 Susanna Johnson
 Tammy Hermann
 Thomas Orth
 Tyler Barnett
 Valerie Viterbi
 William Jones
 Yavor Stoyanov

Corporate & Foundation Support

Amazon Smile Foundation
 Bank of the West

Community United Presbyterian Church
 Cotopaxi
 Equator Coffee
 Facebook
 Good Today
 Google
 ISEAL Alliance
 J. Crew
 Kroger Foundation
 Lake Champlain Chocolates
 LinkedIn
 Microsoft
 Mindful Mixtures
 Mitsubishi Corporation
 Foundation for the Americas
 Montana Cahill Family Foundation
 Multiplier
 Network for Good

Patagonia Incorporated
 Patrick J McGovern Foundation
 Pilot House Philanthropies
 Rippleworks
 Skoll Foundation
 Stronger2Gether
 Strongtree Organic Coffee Roasters
 The David and Lucile Packard Foundation
 Union Bank of California
 Walmart Foundation

In-kind Services

Google
 Goulston & Storrs
 Salesforce.org
 Taleo



Bernard & Sarah Nyirimana are founding members of Maraba coffee cooperative in Butare, Huye District, Southern Province, Rwanda. Thanks to Community Development Funds, Bernard and Sarah have been able to purchase livestock for both food and fertilizer for their coffee plants, as well as investing in the cooperative's savings plan.

Leadership*

Board of Directors

Nishant Bagadia

Janet Nezhad Band

Ricardo Crisantes
BOARD CHAIR

Robin Evitts

Paul Rice
FOUNDER & CEO

Ronnie Robinson

Larry Ruff
PRESIDENT

Liesel Pritzker Simmons

Robert Stiller

Carlos Vargas Leitón

Advisory Council

Lindsey Bolger

Pei-Ying Chen

Ron Cordes

Aishetu Fatima Dozie

Andrew J. Ferren, Esq.

Sean Foote

Olivia Herbert

Scott Leonard

Angela Pelaez

Monika I. Pelz, CPA

Michael Perman

Siddharth Sanghvi

David Sherman

Johann Zueblin

Senior Management

Paul Rice
FOUNDER & CEO

Larry Ruff
PRESIDENT

Leilani Latimer
CHIEF COMMERCIAL & MARKETING OFFICER

Clay Brown
CHIEF PROGRAM OFFICER

Tammy Hermann
CHIEF INFORMATION OFFICER

Carlos Ruiz
HEAD OF FINANCE

Jeanne-Marie Ryan
HEAD OF PEOPLE & CULTURE

Ryan Owen
HEAD OF PARTNERSHIPS & PHILANTHROPY

Letter from the Chairman

Dear Friends and Supporters,

As Chairman of the Board at Fair Trade USA, I have the honor of working closely with the team that is driving so much impact. I am proud of the progress our leadership and staff have made in building momentum across categories like coffee, produce, and apparel, among others.

As a third-generation organic farmer, our mission has special meaning to me and my family. Fair Trade Certified is a program that drives profound change for our farmworkers and the communities in which we live. The workers on our tomato, cucumber, and pepper farms continue to benefit from Community Development Funds (generated by fair trade sales) that have helped fund daycare centers, health and education programs, soccer fields, grocery stores, and more. I have personally witnessed how the solutions to farm workers' challenges are better addressed by a system that engineers solutions from the farm worker community – a truly bottom up approach to impact that is lasting and driven by the beneficiaries.

In 2022, Fair Trade USA will reach its one billionth dollar of cumulative impact. Ever hungry to grow our ability to make positive change, the team is now asking how they can continue making this level of impact not every 24 years, but how we can achieve similar impact every single year. I am incredibly inspired by this noble mission – led by a team with equal parts grit and heart – and fueled by the growing commitment of businesses and consumers to do the right thing with every product they make and consume.

We are so grateful for your support.

With excitement,

Ricardo Crisantes
Chairman of the Board



**As of July 2022*



2021 Financials

Assets

CURRENT ASSETS

Cash & Cash Equivalent	\$12,305,625
Service Fees & Other Receivables	\$5,575,025
Grants Receivable, short term	\$234,000
Prepaid Expenses	\$404,442
Other Current Assets	\$109,890
TOTAL CURRENT ASSETS	\$18,628,982

OTHER ASSETS

Property & Equipment, net	\$158,973
Security Deposits	\$255,563
Other Assets	\$13,398
TOTAL OTHER ASSETS	\$427,934

TOTAL ASSETS	\$19,056,916
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Liabilities & Net Assets

CURRENT LIABILITIES

Accounts Payable	\$2,722,711
Accrued Payroll and Vacation	\$1,538,579
Deferred Revenue	\$382,394
Accrued Liabilities, other	\$114,428
Notes Payable, short term	\$351,575
TOTAL CURRENT LIABILITIES	\$5,109,687

LONG TERM LIABILITIES

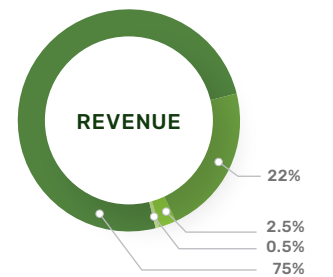
Notes Payable, long term	\$1,076,486
TOTAL LONG TERM LIABILITIES	\$1,076,486

Net Assets

Beginning Unrestricted	\$4,692,282
Total Temporary Restricted Net Assets	\$1,722,132
Total Unrestricted Net Income (Deficit)	\$6,456,328
TOTAL NET ASSETS	\$12,870,742
TOTAL LIABILITY AND NET ASSETS	\$19,056,916

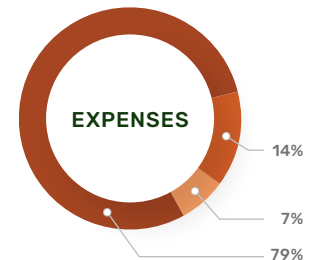
Revenue

Services Fees, net	\$19,832,085
Grants & Contributions	\$3,638,488
In-Kind Donations	\$614,911
Other	\$2,441,639
TOTAL REVENUE & SUPPORT	\$26,527,123



Support (Expenses)

Program	\$15,866,311
General & Administrative	\$2,765,906
Fundraising	\$1,438,579
TOTAL EXPENSES	\$20,070,796





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