

## WHY FAIR TRADE?



# Fair Trade Certified™ Teas

FREQUENTLY ASKED QUESTIONS AND ANSWERS

## What is Fair Trade Certified tea?

Fair Trade certification identifies teas produced by gardens and cooperatives on the leading edge of social responsibility in tea production.

Fair Trade Certified tea standards:

- Guarantee fair wages and decent working conditions
- Establish a Fair Trade premium (provided by Fair Trade tea importers) that is collectively managed by the workers for the benefit of the community
- Promote the use of sustainable farming methods that are safer for humans and the environment
- Adhere to national and international labor protections, including those established by the International Labor Organization of the UN and, in India, by the Plantation Labor Act

The Fair Trade certification label on a package of tea is your guarantee that every step in growing and trading your tea—from the crop to your cup—has been monitored and certified by a neutral third party certification agency (TransFair USA) to ensure compliance with internationally recognized Fair Trade standards.

## Why is Fair Trade certification needed?

On many estates, tea workers work long hard hours for extremely low wages that leave them unable to afford anything beyond their most basic needs. By guaranteeing tea workers a fair wage along with Fair Trade premiums and democratic participation in their workplace, Fair Trade provides opportunities for workers and their families to improve their living standards. Fair Trade is not based on charity but rather allows workers to help themselves by meeting their own communities' specific needs.

## Is Fair Trade Certified tea also organic?

To become Fair Trade Certified, tea estates must encourage the use of sustainable farming practices that respect the environment and wildlife. This does not mean that an estate must meet the strict requirements for organic production. However, all of Choice Organic Teas' Fair Trade teas are certified organic.

## Why isn't more tea Fair Trade Certified?

Currently there are 70 Fair Trade Certified tea estates in 11 countries across Asia and Africa, benefiting hundreds of thousands of workers and their families. Since Fair Trade focuses on supporting the workers most in need, typically in developing nations, tea estates in Japan (a fully developed nation) are not eligible for Fair Trade certification. Some tea-producing countries simply have no Fair Trade Certified tea estates yet, but this is changing as the market continues to develop.

## What is the difference between Free Trade and Fair Trade?

Conventional or "free trade" favors multinational corporations by dissolving barriers to trade—often at the expense of the worker, the local community, and the environment. Fair Trade, on the other hand, directly lends support to improving the livelihood of tea estate workers, their communities, and the health of the environment.

**For more information about Fair Trade teas or Choice Organic Teas, visit us at [www.choiceorganicteas.com](http://www.choiceorganicteas.com) or email us at [choice@granum-inc.com](mailto:choice@granum-inc.com)**