

**BUSINESS  
IN THE  
COMMUNITY**



## Fairtrade – A guide for your business



**There is a growing recognition that integrating responsibility into business is not just the right thing to do, but the smart thing to do, with a wealth of business benefits provided through working responsibly. The challenge for companies has now moved beyond integrating responsibility into their own business to helping integrate responsibility into those with whom they DO business. A simple switch to Fairtrade can help ensure that your supply chain is as committed to working responsibly as you are.**

## **What is Fairtrade?**

The Fairtrade mark stands for better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives. Currently, over eight million people in 63 different countries of the developing world benefit from the international Fairtrade system.

## **Why is Fairtrade unique?**

While there are other ethical labels, Fairtrade is the only certification whose purpose is to tackle poverty and empower producers in developing countries. Fairtrade delivers unique benefits throughout the food chain from producer to retailer to consumer. By choosing the Fairtrade option you are receiving

high quality products that we all readily consume but are not produced in Northern Ireland. All Fairtrade certified products are produced under the strictest environmental and social conditions, respecting the environment and eliminating child labour or exploitation.

## **The FAIRTRADE Mark guarantees:**

- Farmers in the developing world a fair and stable price for their products
- Extra income for farmers & workers from a social premium fund, unique to Fairtrade, that is invested directly back into their own communities to improve their lives
- Greater respect for the environment and adoption of sustainable practices
- Developing world farmers a stronger position in world markets
- A closer unique link between producers, businesses and consumers

## How to switch to Fairtrade

Switching to Fairtrade is easy, simple and you have the confidence that you are making a real difference.

### What GRAHAM did

The logo for GRAHAM, featuring the word "GRAHAM" in a white, serif, all-caps font, centered within a green rectangular box with a thin white border.

GRAHAM incorporated Fairtrade products into its business through its sustainable procurement policy. The company switched to Fairtrade tea and coffee and added Fairtrade chocolate to vending machines in all of its offices and construction sites. The company raised the profile of Fairtrade internally during Fairtrade Fortnight and added incentives for sites to take part in the 'Big Swap', with chocolate, bananas, fruit juices and cereal bars substituted for Fairtrade products. GRAHAM's Sustainability Department was pleased to support Fairtrade, "Introducing Fairtrade to our business, not only promoted the range of Fairtrade products available to our staff, but also demonstrated to clients that we are committed to being socially responsible in all aspects of our business. Many visitors have actually commended our efforts in using Fairtrade certified products and we have the confidence we are supporting farmers and communities in developing lands. In choosing Fairtrade products, we were able to make annual cost savings too!"

Request your supplier/caterer to provide a list of Fairtrade products



Commit to supply at least two different Fairtrade products



Develop and/or review your sustainable policy to include Fairtrade



Encourage your clients, staff and family to choose Fairtrade



Encourage other businesses to supply Fairtrade or as a requirement when tendering for a contract have a Fairtrade policy



**Look for the FAIRTRADE Mark on products. It's your guarantee that disadvantaged farmers and workers in the developing world are getting a better deal.**

For further information, visit:

**Fairtrade Belfast**

[www.fairtradebelfast.org](http://www.fairtradebelfast.org)

**Fairtrade Foundation**

[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

**Fairtrade Ireland**

[www.fairtrade.ie](http://www.fairtrade.ie)

**Fairtrade Labelling Organizations International**

[www.fairtrade.net](http://www.fairtrade.net)



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Business in the Community is a unique movement in the UK and Ireland of over 800 member companies (over 250 of which are in Northern Ireland), with a further 2,000+ engaged through our programmes and campaigns. We operate through a local network of more than 100 business led partnerships and 60 global partners.

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