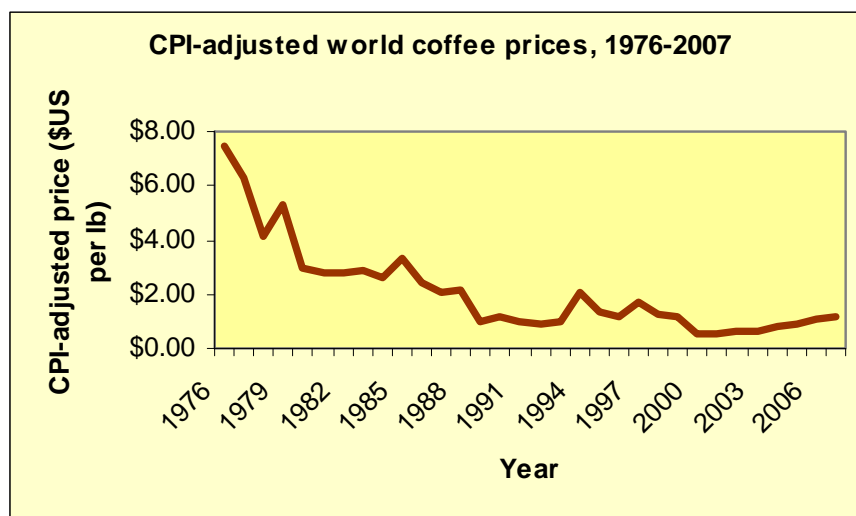
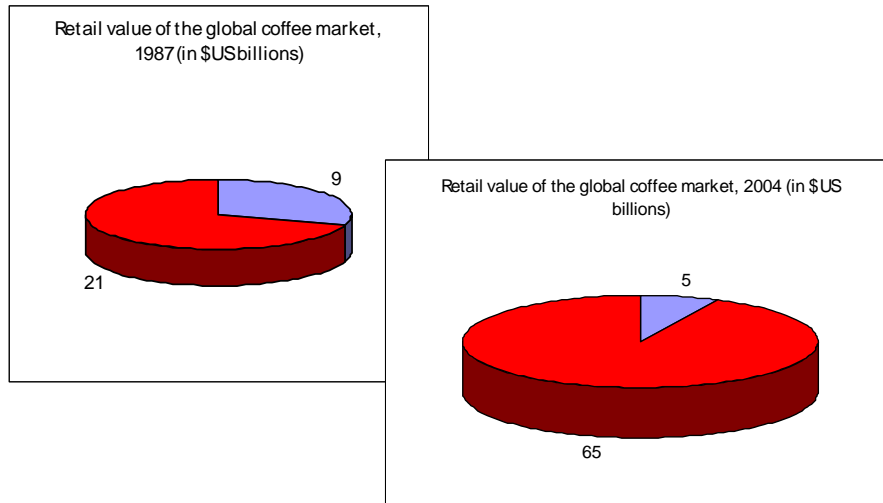




The Problem: food producers in the developing world receive fluctuating and ever-diminishing prices



The Problem: food producers in the developing world receive a shrinking share of the value of their harvest



The Problem: Low and inconsistent prices for producers often means...

- Lack of food security
- Limited access to health care
- Lack of access to clean water supplies
- Few (or no) education opportunities for children



The Solution: Fairer trading conditions which allow farmers to earn a living wage

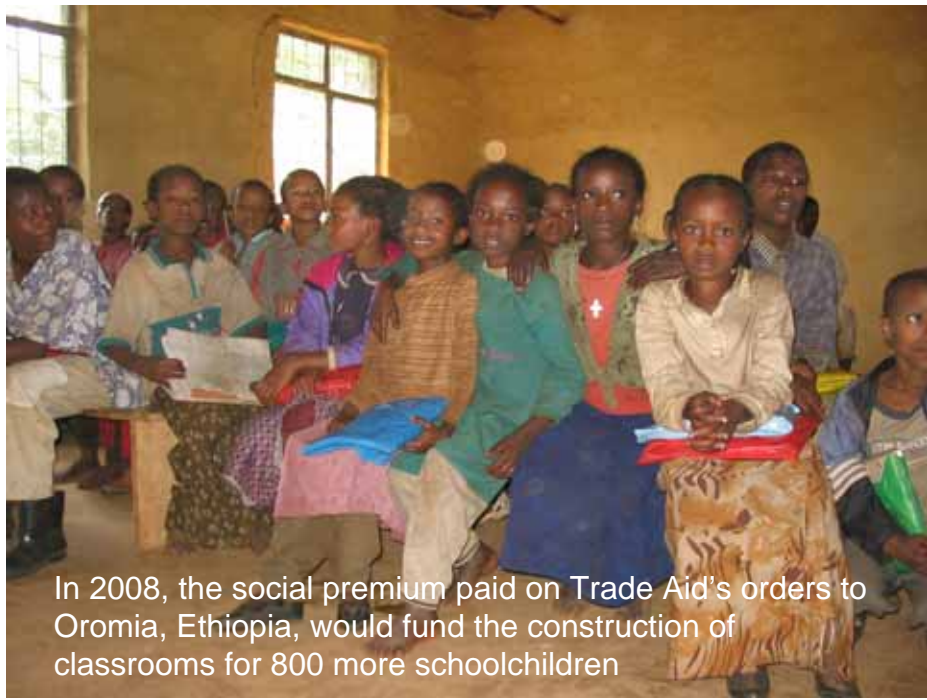
- **BASIC** fair trade practice
- Guaranteed minimum prices
- Social premiums to fund community projects of producers' choice: more education options, better health services, cleaner water
- Support of co-operatives, who together can maximise benefit for their members
- Create an expectation of reliable future orders

The Solution: Fairer trading conditions which allow farmers to earn a living wage

- **Trade Aid's additional**, unique practice:
- Active advocacy for significant changes to the way global trade is conducted, which will make trade fairer for all
- Provision of interest-free pre-finance, which gives co-operatives money when they need it and without punitive interest charges
- Sharing of surplus profits
- Self-assessment through regular social audits



The impact of Trade Aid's fair trade



In 2008, the social premium paid on Trade Aid's orders to Oromia, Ethiopia, would fund the construction of classrooms for 800 more schoolchildren



“With fair trade income we have made improvements to our community. Before we slept on the ground and did not have basic amenities. Now some of us have floors, some furniture and potable water. If we sold all of our production at fair trade prices our dreams would come true” - Alexa Marin Colindres, PRODECOOP,

“Guaya’b Asociacion Civil is in a difficult situation as the bank which held our account has gone into bankruptcy. Thanks to the advance payments that we received from you (Trade Aid) at the beginning of this year we were able to pay our members on time”

– Guaya’b Asociacion Civil, Guatemala.



‘We have not had any clients like you before, who have even shared with us their trading results (whether good or bad) much less one who is willing to share any profits with their suppliers!’ – CENFROCAFE co-operative, Peru



"Now that we are almost 100% dependant on coffee because of larger populations and a shortage of land, the future needs to change. We want to teach our children to be employed in other sectors other than farming because even if they want to be farmers there is no land." Kebele and Elema, elders of Negele Gorbitu Co-operative, Oromia CFCU, Yirgacheffe, Ethiopia



"We understand that Trade Aid is very concerned about the disadvantaged situation of the producers of the south and we perceive you to be a partner in the daily fight against poverty"

