



MESH'S Fair Trade Fact Sheet:

About World Fair Trade Organization:

WFTO aims to improve the livelihoods of marginalized producers and workers

- It is a global network of organizations representing the Fair Trade supply chain
- WFTO operates in over 70 countries across 5 regions
- It provides credibility and identity by way of an international guarantee system

Defining fair trade:

‘Fair Trade is a movement for change which is for the upliftment of marginalized producers’.

Fair Trade Supply Chain:

Producer/
Cooperative → Fair Trade
Distributor → Store → Customer



Conventional Supply Chain:

Producer Exporter Multi National Corporation Store
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Middle Man buyer Broker Distributor Customer

The more direct fair trade supply chain allows producers to develop long term relationships with their trading partners and earn higher prices for their products.

Principles of Fair Trade:

1. Creating Opportunities for Economically Disadvantaged Producers
2. Transparency and Accountability
3. Fair Trading Practices
4. Payment of Fair Price
5. Ensuring no Child Labor and Forced Labor
6. Commitment to Non Discrimination, Gender Equity and Women's Economic Empowerment and Freedom of Association
7. Ensuring Good Working Conditions
8. Providing Capacity Building
9. Promoting Fair Trade
10. Respect for the Environment

WFTO Guarantee System:

In 2011, World Fair Trade Organization (WFTO) had introduced the Guarantee System (GS) for its members under which the members have to comply with the WFTO principles in order to continue its membership. Therefore, MESH would also be audited by WFTO to ensure that we implement the standards.

- The Guarantee System (GS) is not a product certification system.
- It is an assurance mechanism that Fair Trade is implemented in the supply chain and practices of the organization.
- Members that passed the Guarantee System (GS) process attain the 'Guaranteed Fair Trade Organization' status and may use the WFTO Label on their products.



Reference:

Green America's Guide to Fair Trade - <http://www.greenamerica.org/PDF/GuideFairTrade.pdf>

WFTO Guarantee System - <http://wfto.com/standard-and-guarantee-system/guarantee-system>