



POSITION ON:

Fair Trade

What's the issue?

What is the global economy for? Creating endless corporate profits? Or serving people equitably around the world as they pursue meaningful and prosperous lives?

The answer is clear to us: it's people, not merely profits. But in the last few decades, the global economy has been warped through national policies and trade agreements into a system that benefits the few at the expense of the many. Current global trade rules make it easy for corporations to move wherever labor is cheapest and environmental protections are weakest. Global trade rules can undermine local laws, making it hard for workers to organize and difficult to ensure the safety of imported food and other products. They also gut the policies that developing nations use to fight hunger and ensure food security.

The point is that the global economy is not a free market – it's an unfair market with big winners and big losers. And there's a better way, if we're willing to embrace it.

What's it mean for Ben & Jerry's?

Ben & Jerry's stands for a different approach to global trade, built on the principles of fair trade. Fair trade puts people first – and it starts with the idea that we have an ethical responsibility to pay everyone in the global economy – including farmers and workers in developing countries – fair wages for the products they make, grow or harvest. Fair wages allow them to stay on their land, use environmentally responsible practices, invest in their communities, and build a hopeful future. The fair trade approach celebrates the fact that in the global economy, sometimes cooperation can deliver better outcomes than competition – for all players.

But the fair trade model also recognizes that we need profound reform of current global trade rules to make systematic changes in the global economy so that it serves people, not only corporate profits. Reform needs to be truly democratic, inclusive and lasting.

What concrete actions will we take going forward?

1. Ben & Jerry's is committed to sourcing Fair Trade Certified ingredients where we can make a significant impact on farmer livelihoods.
2. Where possible, we seek to go beyond Fair Trade compliance in our supply chain. We aim to support small-holders and producers in our supply chain as they build resilient and responsible businesses that create social, economic, and environmental benefits.

3. Through our product packaging, website, and other communication channels, and through our NGO partnerships, we will be a vocal advocate for the fair trade model in everything our business does.
4. We seek to build partnerships with leading NGOs to raise public awareness of the need for trade justice – and build momentum for meaningful reform of global trade rules.
5. Through our Fair Trade partners, we will advocate for climate justice for developing countries and for a coordinated approach to advocacy and adaptation to climate change.
6. We will look for opportunities to partner with progressive Alternative Trading Organizations, which are businesses partly owned by producers, to identify other meaningful ways to improve the market opportunities for small-scale producers. ●

