

# Why buy fair trade?

- Help improve the lives of people who are discriminated against. Fair trade provides safe working conditions and fair wages for producers, farmers, and craftspeople.
- Encourage environmental conservation. Ecologically friendly farming practices help maintain important ecosystems, improving the health of workers and buyers.
- Promote a structure that allows investment—for education, health care, and housing. Farmers and artisans can construct their own businesses and help support others in the community.
- Connect culturally. Fair-trade products are distinctive to the regions they come from, and by purchasing them you encourage diversity and a unique form of cultural exchange.
- Get high-quality products without chemicals or pesticides. You help nature, boost your health and create a more socially responsible world.

