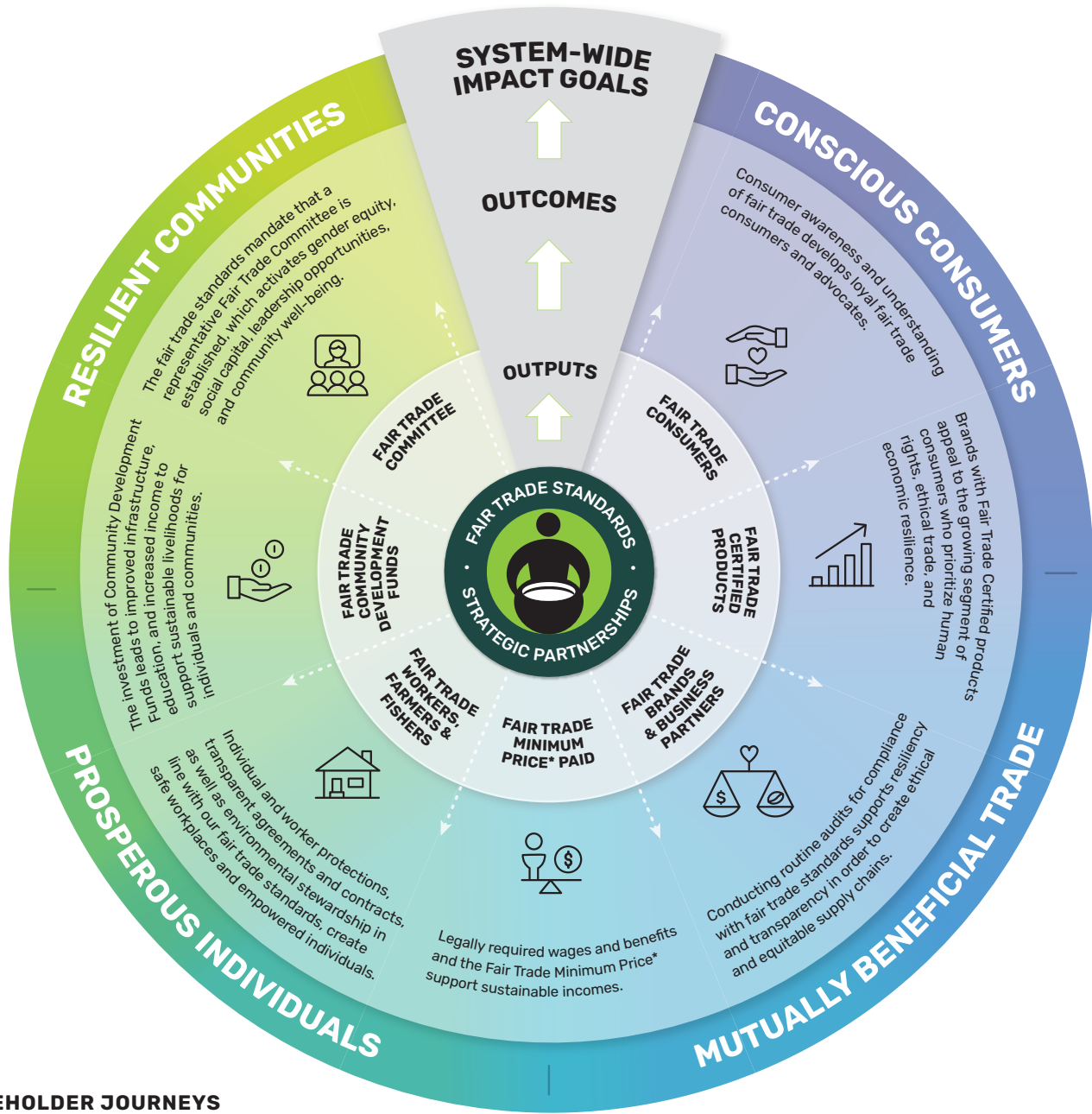


# Theory of Change

Fair Trade USA's Theory of Change frames a model where people prosper in resilient and sustainable communities through building a market for responsible business & mutually beneficial trade that cultivates conscious consumption.



## STAKEHOLDER JOURNEYS



We support producer and worker **COMMUNITIES** through stakeholder engagement, capacity building, and participatory and equitable decision making, all of which lead to increased social capital and community resilience.



We protect our **WORKERS, FARMERS, and FISHERS** through certification, auditing, and compliance with our standards which grant access to safe environments, additional capital and resources, and education along their fair trade journey.



We change **INDUSTRIES** and empower communities by educating our farms, factories, fisheries, and brands on responsible business practices and developing ethical supply chains.



We engage **CONSUMERS** by celebrating and promoting brands that sell Fair Trade Certified products, as well as educating consumers to advocate for sustainable supply chains.

\*in certain supply chains