

# FAIR TRADE PROGRAM

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## The World's First Fair Trade Certified Seafood



**FISHERMEN**  
catch Yellowfin Tuna and meet the Fair Trade standard



**PROCESSOR**  
prepares and packages fish



**IMPORTER**  
purchases tuna products and imports to consumer countries



**BUYER**  
retailers and food service providers label and sell Fair Trade Certified product



**CONSUMER**  
make their seafood purchase matter by choosing Fair Trade certified Yellowfin tuna



**FISHERMEN ASSOCIATIONS**  
decide on how to invest Community Development Premium



**FISHERMEN COMMUNITIES**

benefit from the Fair Trade premium. Fair Trade USA tracks that payments are made back to the Community

## What is Fair Trade?

When consumers purchase a Fair Trade certified seafood product, they know the fishermen and workers who produced it go a fair deal for their hard work. This means:



### Better prices and wages

Fishermen get a premium of additional 10% of the dock price



### Environmental protection

Fishermen re-invest 30% of their premium in environmental projects



### Safe working conditions

Fishermen receive First Aid and Safety-at-Sea trainings



### Community Development & Empowerment

Fishermen are organized in associations and support the development of their community



### Human rights

The Fair Trade standard is very strict on aspects such as child labour and human rights abuse



### Sustainability

A Fair Trade certified fishery supports the sustainability of the fishery through data collection, bycatch mitigation and a management plan