

# Interrupcion\* Fair Trade Early Cherries



- \*Varieties: True Bing, New Star, Stella, Lapin
- \*Fruit Sizes: 9 Row - 12 Row
- \*Pack: 5KG Box
- \*Box Contains 11 1LB bags
- \*Pallet Contains 116 Boxes

\*Cherries are premium quality from Patagonia, Argentina and meet interrupcion\* Fair Trade entry level standards.

\*Price includes 5% Fair Trade premium paid to cooperatives

## WHY FAIR TRADE?

- \*Premium, high quality products come from thriving farmers, working healthy land, living in strong communities
- \*The Fair Trade market is growing faster than organics in the US - 42% last year, an emerging trend and significant opportunity
- \*Consumers care and appreciate the Fair Trade experience when presented with the option
- \*Marketing materials and promotions are available to effectively educate, and engage consumers through the values of Fair Trade.

## FAIR TRADE MEANS

- \*Outstanding, quality products
- \*Above Market Price for Farmers
- \*Dignified wages & safe working conditions
- \*Social Premium for investment in producing communities
- \*Environmentally Sustainable Farming
- \*Long term relationships

