



# Premium Fair Trade Fruit: Argentina Positive Impact from the FARM to YOU

## Fair Trade Pears & Apples Available 2008 Programs

**Weeks 7-12, Start February 11:**

**Pears: \*Bartlett**

**Apples: \*Gala**

**Weeks 13-28, Start April 1:**

**Pears: \*Packham's Triumph \*D'Anjou**

**Apples: \*Gala \*Cripps Pink \*Fuji  
\*Red Delicious \*Granny Smith**

**\*USDA Organic Certified available**

### 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

### 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.