

# GUIDE TO ETHICAL SHOPPING

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## **WHAT IS FAIR TRADE?**

Products that come from farmers and workers who are justly compensated. Fair Trade helps farmers in developing countries build sustainable businesses that positively influence their communities.



## **WHAT IS SOCIAL RESPONSIBILITY?**

A growing movement where individuals and organizations are encouraged to consider the impact their actions have on the world.





**DON'T PANIC!** - After becoming aware about slavery in the supply chain, the first trip to the store might feel paralyzing. Try to remember shopping for ethical products isn't meant to stress you but empower you!



**START WITH WHAT YOU LOVE-** a certain brand of coffee, chocolate, or product? Check into it. You may find it's already a sustainable product.



**IMPLEMENT AS YOU LEARN-** You will find products you use do not get good ethical ratings. As you learn, start replacing those products with ethical ones or try writing to your favorite companies asking them for more ethical options

# TEN PRINCIPLES OF FAIR TRADE



\* image from [www.wfto.com](http://www.wfto.com)



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Choose the **Fair Trade Certification** model designed and audited to ensure equitable **trade** practices at every level of the supply chain.

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This certification seal indicates that a farm, forest, or tourism enterprise has been audited to meet standards that require environmental, social, and economic sustainability

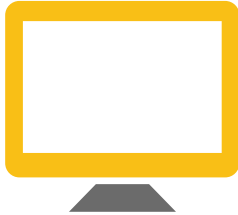
UTZ certification shows consumers that products have been sourced, from farm to shop shelf, in a sustainable manner



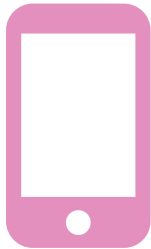
## RESOURCES



For an ethical comparison guide Visit the [www.thegoodshoppingguide.com](http://www.thegoodshoppingguide.com). Research your current products & future buys!



Learn more about the products you use and their impact on slavery in the supply chain & how many slaves work for you. [www.slaveryfootprint.org](http://www.slaveryfootprint.org)



Download the “[Good Guide](#)” App to help you make the best choices on food, personal care and household products!

