

## **Biozertifizierung**

Questions, goals and advantages:

- Proper wages
- Interesting Market opportunities
- Adequate Tools for local & international Markets
- Creation of employment
- Competition to unfair Trade
- Transparency
- Fair prices for goods they sell
- Social Return of Investment
- Strengthening the corporate social responsibility
- Labelling confusion

⇒ A lot of money...

## **Fairtrade**

Some important questions and goals:

- Independence of farmers
- Good food production
- Transparency
- No (little) chemical additives
- Quality management
- Environmental impact (forests/irrigation)
- Transport criteria
- Formation of farmers
- Interesting market opportunities for South
- Cultivation of locally adopted food
- Conversion time

A lot of money...