Fairtrade International is a non-profit, multi-stakeholder association which brings together all actors in the Fairtrade system to coordinate Fairtrade global strategy. Fairtrade International is responsible for setting the Fairtrade Standards and owns the FAIRTRADE Mark.

**The Fairtrade System**

**Organization**
- Latin America, Asia, Africa Producer Networks
- Producers
- Exporter/Importer
- Manufacturer
- Supermarket
- Consumers

**Supplier Chain**
- Supporting and representing producers, building markets, implementing projects
- Advising businesses and licensing use of the Fairtrade Marks
- Advocacy and dialogue with civil society
- Audits and Certification by FLOCERT