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## **Fair Trade**

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Fair trade is defined by News! (the European network of fair trade shops) as “a partnership among producers and consumers who strive to overcome the difficulties of the former ones, in order to encourage their access to the market and to promote the process of sustainable development. Fair trade aims to create the means and opportunities to improve the producers’ living and working conditions, especially the small disadvantaged producers. Its mission is to promote social equity, environmental protection and economic security through commerce and the promotion of awareness-raising campaigns.

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