



# WHY SMALL FARMERS?

## Small farmers transform LOCAL ECONOMIES

The farmers who work with Equal Exchange earn a reliable income year-round. As small business owners, farmers are able to support their families and create local employment opportunities.



## Small farmers create VIBRANT COMMUNITIES

Farmers have a stake in community development projects using the fair trade premium fund they earn for each box of Equal Exchange bananas. Through a democratic process, farmers vote on how this money is used within the community.

## Small farmers make FOOD PERSONAL

Equal Exchange builds open and honest long-term personal relationships with small farmers in Latin America. As partners on a level playing field, Equal Exchange and farmer co-ops work together to bring top-quality bananas to the US market, sharing challenges, accomplishments, and friendships along the way.



#SmallFarmersBigChange

LEARN MORE AT:  
[beyondthepeel.com](http://beyondthepeel.com)