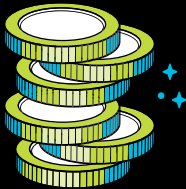


## How well do you know Fairtrade flowers?



**88% of**  
**Fairtrade Premium**  
**invested in income and social**  
**services improvements**  
**for workers**

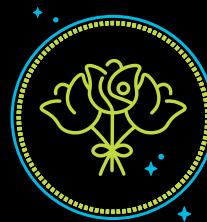
**11,364,107 CAD**  
**in Fairtrade**  
**Premium**  
**received by**  
**flower workers**



**54%**  
**of all Fairtrade**  
**flower workers**  
**live in Kenya**



**75 flower**  
**producer organizations**  
**are part of the Fairtrade**  
**system, representing**  
**71,060 workers**



**1.15 billion**  
**flower stems sold**  
**on Fairtrade terms**

• Figures shown indicate growth over last reporting year. According to Fairtrade International's latest Monitoring, Evaluation and Learning (MEL) data.



“ ”

**The women in our community have understood that they can do anything that men do. Look at me: I used to be a simple flower worker. Today, I am well-educated and work in a leading position.**

- Agnes Chebii  
Rose Farm Supervisor, Kenya, Fairtrade Partner



Learn more about flowers