

Fair Trade USA

Fair Trade USA is the leading certifier of fair trade products in North America. Fair Trade USA's model empowers farmers, workers, and fishers to alleviate poverty and earn additional money to improve their communities.



The challenge

Fair Trade USA holds a common goal to eliminate poverty and enable sustainable development for farmers, workers, their families, and their communities around the world.

In 2016, they sought to assemble a skilled external team to build Salesforce solutions that met their high standards. Modelit's engagement model and proven tech capabilities were exactly what they'd been missing!

The solution

We began with only 1 person working alongside the growing, internal technical team at Fair Trade USA team. We worked to define their needs and determine exactly how we could help them to thrive.

Our extensive experience within the Salesforce platform helped Fair Trade USA to cut back on the time it would have otherwise taken them to develop such proficiency internally. Besides, working with Modelit proved to be more cost-effective than going with local Bay Area tech experts.

Over time, we added more resources to the team, adding to Fair Trade USA's capabilities in a fast and flexible way. We processed a large amount of data and delivered great solutions for them.



How we help

At the end of this process, Fair Trade USA™ got:

Knowledge of how to make best use of technology to drive positive impact and make progress toward goals. Automated systems to date collection and analysis and to support partners' interactions.

Better

Use of technology

12

Dedicated Resources

2x

Collected Analytics
and Data