

Patrick Struebi

Fairtrasa



“ I saw an opportunity to support marginalized farmers while simultaneously providing high quality produce and wine to North American and European markets. ”

COUNTRY	Mexico
INDUSTRY	Consumer
EMPLOYEES	24
YEAR SELECTED	2011
WEBSITE	www.fairtrasa.com

COMPANY SNAPSHOT

Patrick went from jet-setting in first class to taking the bus in Mexico – and he did it all by choice. After more than a decade in the corporate sector, including five years working for the commodities trading giant Glencore, he left his secure position (and its generous bonus checks) to found Fairtrasa, a fair trade and organic produce company based in Michoacan, Mexico. Fairtrasa works with over 300 small farmers in Mexico and an additional 700 in other emerging economies (Argentina, Peru, and India) to produce and distribute high-quality organic and fair trade fruits, wine, and spices. With both the organic and fair trade markets growing at a rate of at least 25% annually, Fairtrasa’s growth potential is enormous. With guidance from Endeavor Venture Corps on expansion strategies, this is poised to be one smooth ride.