



fair trade futures: living a fair trade life

Action Guide



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the Fair Trade Futures conference

2005 fair trade conference

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held September 30-October 2, 2005 in Chicago, IL,
and convened by the Fair Trade Federation
and Fair Trade Resource Network



Fair Trade conference Planning council:



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We, of course, are truly grateful to those of you who stepped up to the plate with your own personal and collective Fair Trade tales and triumphs. We are happy to shine the light on these in a small way!

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A Greater Gift/SERRV, Severine Calcagni/Sarah Zipkin Oxfam America, Ten Thousand Villages

Introduction

Dear Fair Trader:

You buy a pound of Fair Trade coffee. Or maybe you drop off a comment card asking for Fair Trade products. You pass a resolution promoting Fair Trade purchasing. You tell a friend about the producer who handcrafted your favorite blouse. You call your senator to voice your concerns about the rights of small farmers being undermined by an unfair free trade agreement. Maybe you show up to a conference to learn from others. In a variety of ways, you take action on behalf of Fair Trade.

These actions translate into improved quality of life, to cross-cultural partnerships, to conscious consumerism, to more just and sustainable terms for international trade. Your commitment to Fair Trade—alongside the actions of thousands of others like you—is making a difference. Sales of Fair Trade products are growing, and the deepening commitment of organizations and individuals is testimony to Fair Trade's continuing success.

As always, there is more to do. This guide has been developed to tell you about the basics of Fair Trade, to inspire you with tales of others' actions and to help you chart the future of Fair Trade in your home, your community, your church, your workplace, your business. We hope that if you are committed to *Living a Fair Trade Life* and making a difference you will find something to help you!

Tell us what you think and how you've acted! Our organizations—along with a variety of allies who made the Fair Trade Futures conference in September 2005 possible—are committed to building social justice and change through the market, to celebrate the best, learn from our experiences, to create strategies to work collaboratively to strengthen the Fair Trade movement. We look forward to the Fair Trade Future with you as a partner in our efforts.

Sincerely,

Jacqueline DeCarlo, Director
Fair Trade Resource Network
202-234-6797
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Fair Trade Federation
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Photo: Sarah Anders

What is Fair Trade?



Photo: A Greater Gift / SERRV

The Fair Trade movement is a global network of producers, traders, marketers, advocates and consumers focused on building equitable trading relationships between consumers and the world's most economically disadvantaged artisans and farmers. "Fair Trade" is a term that over centuries has meant many different things in different contexts. There is, though, one internationally agreed upon definition:

"Fair trade is a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.

Fair trade organizations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade." (IFAT)

Strategically speaking, Fair Trade is about giving marginalized producers a chance to succeed in the global market that generally excludes them and offers Fair Trade consumers the means to make their purchasing power a tool for real social and economic change in the world.

History of Fair Trade

Fair Trade dates back to the late 1800s when the cooperative movement sprung up in Europe with the desire to better link the producer and consumer in a cooperative economy. More recently, in the post World War II era, Fair Trade has been seen as an international development tool and a more dignified and sustainable alternative to aid. North Americans and Europeans started trading relationships with people in the poorest countries, many of which were or were soon to become ex-colonies. Fair Trade became in some parts of the world—such as in South Africa with the fight against the Apartheid System and Nicaragua and the struggle for self-determination—a symbol for solidarity, and standing alongside

disadvantaged countries as they attempted to step up onto the ladder of development.

As with many movements, Fair Trade has been fueled by passionate people working at the community level and committed grassroots advocacy. In the United States (US), faith affiliated organizations have played a major role in contributing to the development of "alternative" or Fair Trade. The methods of "alternative trade" have varied from place to place, though all with the intention of trade being carried out on a fairer and more level playing field for the most vulnerable in the trading system. Commodities, like coffee and tea, were not the first things on the Fair Trade market; but rather handmade products, crafts and artwork. By the late 1980s many new types of Fair Trade organizations and coalitions were beginning to be developed bringing "alternative trade" into the mainstream marketplace and finding new ways to connect producers in the global south and consumers in the global north.

Today, Fair Trade is an ever-growing market. The Fair Trade Federation (FTF) 2005 publication *The Fair Trade Trends Report* covering the US, Canada, Mexico and the Pacific Rim countries shows us that the market is growing very significantly – with total sales in 2003 of \$291.75 million – a 52% increase over 2002 and a continuing if not accelerating trend in 2003-2004 with total estimate Fair Trade sales in 2004 of \$376.42 million. Fair Trade is blossoming and now accounts for more than \$276.10 million in North America alone.

The Principles of the Fair Trade Federation

The Fair Trade Federation and other international bodies like the International Fair Trade Association (IFAT) operate their memberships and coalitions based on organizations and individuals agreeing to operate in their work and daily activities according to certain values and principles. In screening its members, the FTF has principles specifically governing the trading relationships between producers and Fair Trade organizations or businesses that are accepted and recognized as Fair Traders. These include:

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- Producers of a product are paid a fair wage
- Workplaces offer safe conditions and equal employment opportunities
- Business and farming practices are environmentally sustainable
- FTF members offer credit and payment upfront to producers
- FTF members are publicly accountable for their actions
- Long-term relationships are maintained

Product Certification and Labeling Systems

Consumers in industrial economies have become used to seeing independent marks – symbols or seals - on a product which convey an objective or guaranteed set of standards or values. The most common of these indicate safety standards or designate the nature of the material used (e.g. 100% pure wool). More recently, organics joined this group and so now has Fair Trade. The Fair Trade standards of a specific food product can now be signaled to consumers, based on a certification and labeling system that has been created and is governed by an international non-profit called the Fair Trade Labeling Organization International, or FLO. FLO International, working collaboratively with stakeholders including producers, has set out the Fair Trade

standards that ensure that farmers are receiving a fair wage for the products that they harvest. FLO promotes a global framework that enables trade to take place under fairer conditions to small scale farmers organized into cooperatives or farmers unions. To do this FLO i) creates registers of producers who can supply goods, ii) sets out fair terms and conditions for the purchases (e.g. price and credit) and then iii) audits these activities to provide comfort to consumers that what companies SAY they are doing is true! At country level, national bodies, which are members of FLO, encourage industry and consumers to support and purchase Fair Trade products in their territory. Products that are certified by FLO carry a Fair Trade Mark or label, as an independent consumer guarantee that farmers in the developing world get a fair deal for this product. In the US, TransFair USA provides this service. ♦



Photo: Donna Morris/Oxfam America

Photo: Paradiso: Jewels of Bali



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Living the "Fair Trade Life" as an individual



Photo: Rori Kelleher

INDIVIDUAL PROFILES:

Larry Krantz/Bemidji, Minnesota – Small town success: One inspired retiree brings Fair Trade to his town

Larry Krantz is one inspiring Fair Trade advocate who has shown that one person truly can make a difference.

Larry Krantz, retired public health nurse, was first inspired on a trip to Mexico with Global Exchange. Traveling into the hills of southern Mexico, he was unaware of the extent of poverty and environmental degradation in other parts of the world, though he himself knew the hardships of rural life having grown up on a farm in southern Wisconsin. Moved by his experience, Larry returned to Bemidji with a personal mission, to share the story of what he saw so others can understand the value of Fair Trade for these marginalized communities.

Larry began by collecting an assortment of resources from the Fair Trade Resource Network, Oxfam, Global Exchange and others, to put together his own informational packets, brochures, and panel display that he uses in his Fair Trade advocacy. Ever since then, Larry has bit by bit begun to change the face of Bemidji. Larry connects the issues of small-scale coffee farmers with some of the issues affecting Minnesotans in their own communities. He focuses on educating about fair trade alternatives while supporting the local economy by promoting local Fair Trade coffee roasters and coffee shops.

Every individual is a citizen of the world and member of the global economy! Even as one individual, you can make a difference in the lives of many small-scale farmers and artisans currently living in poverty.

According to the Fair Trade Resource Network (FTRN), the average US household spends nearly \$8500 each year on food, clothing, and home furnishings. The FTRN challenge to consumers is:

Shift 5% of that budget (just \$425) to products from Fair Trade businesses!

Even with such a small percentage of your purchases being funneled into the Fair Trade sector, you will make a big difference in the lives of artisans and small farmers at home and overseas. And it is getting easier and easier to find businesses offering Fair Trade products. Here are a few ways to start:

Check out members of the Fair Trade Federation at www.fairtradefederation.org. Look for the Fair Trade Federation logo on the websites of businesses.

Co-op America's *National Green Pages*[™] also lists green businesses across the country that offer Fair Trade products. Visit www.greenpages.org or order a print directory by calling 1-800-58-GREEN.

TransFair USA maintains a "Where to Buy" section of their web site listing retail locations offering Fair Trade Certified[™] products. Check it out at www.fairtradecertified.org.

What if you cannot find Fair Trade retail stores in your

area? Thanks to the simplicity of the Internet and catalog ordering, Fair Trade is an option no matter where you live. But beyond your daily Fair Trade purchases you can also add your **voice** to the movement to promote Fair Trade! Again, here are a few suggestions:

Educate your friends, family and co-workers about Fair Trade. Tell them why it matters to you and why you think that Fair Trade can help create a more just and sustainable global economy. Many organizations working on Fair Trade provide fact sheets and resources on their Web site. Some offer free print material you can pass out or give with Fair Trade gifts. Check out the resource section of this guide.

Advocate. Ask the stores you patronize to carry Fair Trade products. **Don't be shy!** Store managers really listen to customer feedback. Download talking points and other creative tools and ideas at Oxfam America's website at www.oxfamamerica.org/coffee. Encourage your workplace to serve Fair trade coffee and tea and offer delicious fair trade chocolate for guilt free treats! Get involved in local initiatives to support Fair Trade in your community. Be the person that has the facts at hand! ♦

Photo: Oxfam America



Living the "Fair Trade Life" as a school

The university has long been a site for innovation as well as launching ground for social change. This fact most certainly holds true within the Fair Trade movement. Students have played a variety of critically important roles within the movement, from pushing their dining halls to look at their purchases, to educating students and the surrounding community, to playing a crucial role in connecting their ideas and energies to work with or for producers.

One of the main focuses of students over the past few years has been converting the coffee available in their dining halls to 100% Fair Trade. Many FTF coffee members, for example, Pura Vida and Equal Exchange, will directly aid students in pushing either their school or food service provider (the company that is contracted to put all of the food in the dining hall) to make the change to Fair Trade.

Getting the change to happen can be as easy as having a conversation with the dining services manager, but it can also be a bit more challenging than one might expect. When this is the case, students have found that they are much more effective as a united front, buoyed by the resources of other experienced student organizers.

Oxfam America has supported student coffee campaigns around the country both through its CHANGE Initiative and by encouraging student networks such as the United Students for Fair Trade.

Oxfam's CHANGE Initiative (www.oxfamamerica.org/change) offers an excellent opportunity for US college students entering their sophomore or junior year to continue their activism beyond the conclusion of the academic year. The CHANGE Initiative is a highly competitive national leadership and advocacy training program that develops capable leaders who are informed voices for positive social change, and who inspire greater global awareness in others. During one week of intensive training over the summer, students are exposed to the international development issues that direct Oxfam's work. CHANGE Leaders return to campus in the fall to apply their new skills and insights

to run campaigns focused on Fair Trade, trade and agriculture, and extractive industries both on their campuses and in their local communities.

United Students for Fair Trade (www.usftf.org) was born out of a vision of two Oxfam America CHANGE leaders and was created as a national network of student organizations advocating around Fair Trade products, policies, and principles. The United Students for Fair Trade (USFT) functions to:

- Organize and consolidate the work of over 100 student groups into a unified effort
- Invest time in leadership development via national conferences and international engagements
- Act as an educational resource for students looking for their way in the Fair Trade movement

USFT has organized around Fair Trade fundraisers as well. In recent years, they organized a Fair Trade chocolate fundraiser with Divine Chocolate and established a competition among all participating schools. While giving students the change to explore just how tasty Fair Trade chocolate can be, they also raised over \$10,000 to further Fair Trade efforts!

Another national student group, the **Student Trade Justice Campaign**, has shifted all of its efforts to trade policy in the US. Work concentrates on halting neo-liberal free trade agreements, encouraging students to use their individual political power as a citizen, a voter, a tax payer, to influence and make trade policy fairer. You can find more information about their work at www.tradejusticecampaign.org.

But Fair Trade activism is not just for the college campus! Many high schools are now forming initiatives to have their school promote and educate others on Fair Trade. ♦



Photo: Oxfam America

SCHOOL PROFILES:

St. Norbert College – De Pere, WI – Leveraging faculty support for success

Chase Powers, a recent graduate of St. Norbert College in De Pere, Wisconsin, brought Fair Trade Certified™ coffee to his campus by teaming up with a knowledgeable professor and community activist who cared about coffee-growing communities. Powers first met Sister Sally a well-respected professor on campus, when he took her class on social movements. That's also when Powers first learned about Fair Trade and the coffee crisis. With her support, he started a campaign to get all the coffee sold on campus converted to Fair Trade. First, they met with the university's dining services and reminded them of St. Norbert's mission statement, which mentions a commitment to equality and support for global causes. Providing Fair Trade Certified™ coffee on campus, they said, would send the message that St. Norbert wanted to combat social injustice and promote positive change on campus. Then, Powers and Sister Sally worked on establishing partnerships with key professors and administrators on campus, including the president. That helped the campaign gain ground and build up its credibility in the community. The results were overwhelming; the main cafeteria, the main coffee shop on campus, and the faculty offices are now converted to Fair Trade coffee. For more information: <http://www.snc.edu/pjc>

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Living the "Fair Trade Life" as a faith community

Many congregations in a variety of denominations have already switched their purchases to Fair Trade. Serving Fair Trade coffee at a fellowship hour is generally the easiest way to start educating people in your faith community. From there, you can introduce your congregation to Fair Trade chocolate and tea as well as crafts.

The Interfaith Fair Trade Initiative works to better link Fair Trade coffee roasters with faith based religious organizations to catalyze Fair Trade projects in faith congregations around the country. Faith affiliated nongovernmental organizations (NGOs) with Fair Trade projects include the American Friends Service Committee, American Jewish World Service, Catholic Relief Services, Church of the Brethren, Episcopal Relief and Development, Lutheran World Relief, Jewish Fund for Justice, Mennonite Central Committee, Presbyterian Church (USA), Religious Action Center (Reform Judaism), Unitarian Universalist Service Committee, United Church of Christ, United Methodist Committee on Relief, and World Vision. See the Resource section of this guide to find out how to contact each of these organizations for more information.

One of the pioneering faith based NGOs is Lutheran World Relief. LWR

established a Coffee Project in partnership with Equal Exchange, a crafts project in partnership with SERRV International/A Greater Gift, and a Chocolate Project with SERRV and Divine Chocolate.

LWR works to promote the church as a ground for the nourishment of Fair Trade principles. Last year they put themselves up to the 90-Ton Challenge, with the hopes of purchasing at least 90 tons of Fair Trade coffee over the year. At 99.04 tons, they exceeded their goal and hope to continue the trend! Catholic Relief Services and the United Methodist Committee on Relief have similar programs and have teamed with the Lutheran World Relief to make their efforts more effective. Catholic Relief Services in 2005 is launching a new chocolate project with Divine Chocolate to encourage parishes to extend their Fair Trade commitment and to help address poverty in Africa.

Many churches have also organized Fair Trade craft fairs. By displaying the beauty of the Fair Trade global marketplace, churches have been successful in educating others and opening their communities to a more conscious way of purchasing. Such fairs are especially well received during the holidays. Many members of the FTF are willing to work with faith congregations to make their craft fairs a success. Visit the FTF web site at www.fairtradefederation.org ♦

Photo: Oxfam America

FAITH PROFILE

Kathryn Buckley-Brawner – Springfield, MA – Crafts, Coffee, and Consumer Power

Kathryn Buckley-Brawner, Catholic Relief Services Diocesan Director, catches the attention of parishioners casually curious about Fair Trade at a Fair Trade chocolate tasting. "Do you like this apron?" she asks, then launches into an explanation of its origins and availability through CRS's Work of Human Hands Program, a Fair Trade crafts project. "There is Fair Trade chocolate too" she might continue, as she encourages her "customer" to participate in a Fair Trade tasting. These tastings are one of the elements of the Diocese's approach to Fair Trade. Kathryn and others host the events directly, showing parishes how easy and satisfying the events can be. Then they try to galvanize parishioners to continue on their own. The tastings have actually evolved into food and craft sales because the easily converted parishioners began asking for Fair Trade items on the spot! Kathryn quickly learned to provide products for sale at the tastings, especially making sure appropriate products are available: hand-woven baskets for Easter, nativity scenes for Christmas. Another way she has showcased Fair Trade in Springfield is to start with the youth. After a parish has participated in the "Catholic Call to Justice" workshops designed for teens, adults are asked to "step up" and raise awareness for Catholic Social Teaching through Fair Trade. Kathryn notes, "When talking about the problems of the world it all can seem overwhelming. What can I do as one person to change the situation? Fair Trade answers that question in a beautiful way...you don't have to be a missionary. You can make a difference right here and right now in doing something you already do: buy something."



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Living the "Fair Trade Life" at work

Forget about gossip around the water cooler. Your workplace can be the perfect place to start a buzz about Fair Trade. Here's how:

Brew Fair Trade coffee at work: Making sure that your office coffee pot is always brewing Fair Trade coffee is a great way to start. Place a sign in the kitchen, best if over the coffee pot, to let people know that the coffee they are drinking is helping to support small-scale coffee farmers. Next, move on to Fair Trade tea and hot cocoa. For more resources and great ideas, see Transfair USA's website at www.transfairusa.org.

Give the gift of Fair Trade: Have gifts to purchase for co-workers? Global Exchange has created a Corporate Gift Program that allows you to choose to purchase gifts "with a socially conscious twist." Order online at www.globalexchange.org

Start a lunch-time conversation group: Ask co-workers to join you for lunch one day for an informal discussion about Fair Trade. Make sure you have materials available for them to read over after your conversation. Order materials or download them from organizations listed in the Resources section of this guide.



Photo: Sarah Zipkin/Oxfam America

Use your office leverage: Does your company newsletter have room for including something on Fair Trade? You could write your own piece or contact an organization with already established newsletters for help. Check out the resource section of this guide. ♦

Jacqueline DeCarlo/FTRN

WORKPLACE PROFILE:

Young's Service Center – Portland, ME – Employing Fair Trade

For over 84 years Young's Service Center has provided full service auto repair to their community in Portland, ME. Recently they have branched out their offerings to include local advocacy for Fair Trade. Owners Carl and Mary Harriman believe in paying their employees a living wage and they believe that should be the case worldwide. That's why they buy Fair Trade coffee, tea, cocoa, and chocolate for their lunchroom. In addition to offering Fair Trade products in their shops, they also make educational materials, such as Co-op America's *Guide to Fair Trade*, available to their customers so they can learn how their own purchasing power can make a difference for people worldwide. Visit Young's Service Center and you'll find a sign that reads, "When patronizing our local markets we let them know we appreciate the Fair Trade products they offer, and ask them to carry any that they don't." See www.coopamerica.org for more information and to order materials.



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Living the "Fair Trade Life" as a business and entrepreneur



Photo: Ten Thousand Villages

FTF PROFILES:

JAMTOWN – Seattle, WA – Fair Trade is not just coffee but art, culture and experience too!

Since 1995, John Hayden has traveled the globe working directly with artisans, cooperatives and NGO's specializing in the production of musical instruments. His company, JAMTOWN, offers high quality, fairly-traded, indigenous musical instruments, multicultural packs and musical craft items through national and local retailers. The JAMTOWN line further includes facilitation guides and lesson plans, artisan videos and the JAMTOWN Play-Along-Songs CD. The JAMTOWN Junior Rhythm Pak has won national recognition through Parent's Choice Gold Award (1999) and Oppenheim Toy Portfolio Gold Seal (2000). John also facilitates community rhythm events and workshops throughout the Northwest including frequent appearances at Experience Music Project Museum (EMP), schools, community events, and camps. His workshops have been presented at National Montessori Conferences, and The National Conference of the Canadian Music Therapists Association, among others. You can learn more about JAMTOWN online at www.jamtown.com.

Is purchasing Fair Trade coffee and educating others not enough for you? Do you feel inspired to create new Fair Trade market links? Starting your own Fair Trade business may be just the outlet for you!

Many others before you have fortunately already blazed the seemingly scary trail towards a Fair Trade business. Many of these

experiences have been written about. FTRN has published *A Guide for Retailers: Creating a Successful Fair Trade Business*. If you are interested in receiving a copy, contact Stevik at 410-629-1786 or info@fairtraderesource.org.

Filled with practical, proven advice from a variety of Fair Trade entrepreneurs, this guide will help you dedicate your business aspirations

in the service of Fair Trade principles. It will give you step-by-step guidance for preparing yourself, building a successful foundation, and enjoying the benefits of a well-run Fair Trade business.

Once you have established your business, you can apply to be a part of the FTF. The Fair Trade Federation is the organization working within the US to bring together businesses that sell and support Fair Trade. If your business is committed to selling 100% Fair Trade, you can apply as a Trade Member, either as a wholesale or retail business. Currently, there are 178 businesses within this network. As a trade member, you receive the benefit of increased networking with other similar businesses, the right to display proudly the FTF logo in your shop or on your website, be part of the FTF online and hard-copy directory, and gain access to the various publications of the FTF specifically for its business members.

If your store is not yet ready to launch itself as 100% Fair Trade but wants to be more of a carrier for Fair Trade products, you can apply to the Fair Trade Federation as a Business Friend Member, of which there are about 30. For more information on membership in the FTF, see the website www.fairtradefederation.com. ♦

Zumi's Espresso & Ice Cream – Ipswich, MA – Combining a passion for Fair Trade with work and life

Zumi's offers only Fair-Trade organic coffees, an aspect of the business that is integral to the Bhujus' worldview. A native of Nepal and a former guide for Mt. Everest climbers, as well as an entrepreneur with an MBA, Umesh Bhuju said he is deeply committed to the ethical principles that inspired the Fair-Trade movement. "As citizens of the world — and consumers within it — it is vital that people understand where the products they buy come from, and that they help to ensure that the workers who produce those products are paid well enough that they

can invest in their own communities," he said. Joining her husband is Zillie Bhuju, who in addition to her work with Zumi's is a licensed social worker with an MBA. The Bhujus both say they view Zumi's "as more than just a coffee shop." They see it as a focal point for the community where issues such as Fair Trade, caring for and enjoying the environment, and local issues and politics all blend. The two proprietors plan to continue their tradition of devoting a bulletin board to the adventures of their customers, posting photographs and postcards that customers send from their travels around the country and the world. You can read more at www.zumis.com

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Living the "Fair Trade Life" as a community

You want to promote Fair Trade in your community, but how do you get started? While there's a lot you can do on your own, you can be even more successful if you create a group or bring together many groups and organizations in your area into a coalition. Your local government can also be a way to promote change and spread the word about Fair Trade.

Forming a Group of Committed Fair Trade Advocates—Coalition Building

Start with the resources you already have. If you are already part of a group, your task is to persuade the other members to take on Fair Trade as part of their agenda. You can start by educating them about Fair Trade, showing the linkages between Fair Trade and the group's mission.

If you're not part of a group, and you can't find one interested in working for Fair Trade, you can help build one from the ground up. Many successful campaigns start from a gathering of friends in a living room. It's important to emphasize that Fair Trade is about justice for people around the world, and doing the right thing. Find the connections between Fair Trade and the other issues that are important in people's lives. It is often easiest to start by talking about products, as just about everyone buys and consumes food and goods made in other parts of the world. Think about where you shop for and consume these products socially, in a coffee shop, at your work, at your place of worship, or at home. Each of these places presents an opportunity to talk with others about the benefits of fair trade for farmers and artisans worldwide and begin to build your own local Fair Trade community coalition.

By joining with other groups to form a coalition, your campaign can broaden its influence and base of support, helping you dramatically increase the chances of success. The first step in building a coalition is to identify and approach individuals, groups and institutions whose missions already encompass the goals of Fair Trade. This list might include faith-

based groups, and groups committed to the environment, labor rights, immigrants, sustainable farming, and responsible consumerism. Set a date for a meeting, send out invitations, send emails, make follow up phone calls and try to build interest and enthusiasm.

There are many creative ways to invite people to learn more and get involved. You can host a Fair Trade house-party and invite friends and family for Fair Trade coffee, tea, and banana-chocolate cake. At your party, have a few Fair Trade crafts available for them to try on or buy, or screen a movie with a trade justice theme and lead a discussion afterwards. Request a table at a local farmer's market, and talk with both farmers and shoppers about the right of small-scale producers everywhere to be able to make a decent living. Offer to lead an Oxfam Hunger Banquet at your local church, synagogue or community center. This is a powerful and interactive way to show people how unfair trade keeps people in poverty, and encourage them to take action and make a difference. Use every opportunity to spread the word and gather support for your campaign. Once you generate some interest, invite people together for a meeting and you're on your way to success! See the resources section for where to access resources. Download Oxfam America's Just Add Justice guide at www.oxfamamerica.org. See the resources section for where to access additional resources."

Public support of Fair Trade— Passing a Fair Trade Resolution

City and county governments frequently issue resolutions (sometimes



Photo: Connie Bransilver/Oxfam America

COALITION PROFILES:

Ithaca Fair Trade Coalition – Ithaca, NY – Connecting local to global issues

Ithaca, New York is a model for Fair Trade organizers everywhere. Many stores, coffee shops, and supermarkets offer Fair Trade products. Student organizers have launched a successful campaign to get Fair Trade coffee served at the local colleges. A local entrepreneur has even started the first US Fair Trade certified chocolate company. Local Fair Trade activists decided that more could be done. Under the sponsorship of CUSLAR, a Latin American solidarity group, organizers from Ten Thousand Villages, and a regional living wage coalition formed the Ithaca Fair Trade Coalition. The group organizes an annual fair to educate consumers and highlight Fair Trade vendors. With support from student groups, the IFTC has brought representatives of Central American coffee cooperatives to speak at area high schools, community groups, and businesses. After one of these meetings, a popular local coffee roaster agreed to start marketing the coop's Fair Trade coffee. The group also had the opportunity to show a movie about the banana industry, which prompted one coop in the area to become one of the first in the country to start selling Fair Trade bananas.

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called proclamations) expressing official recognition and support for issues that affect their communities. A resolution can be a very useful symbolic tool to promote awareness around Fair Trade in your community. It sends a strong message that you have official support, which can bolster your credibility when you are trying to win over local businesses, the media and the public. Getting a resolution passed is one of the easiest things your group can do to demonstrate your community's support for Fair Trade. It might be as easy as writing a few letters and making a phone call, or it could take a little more effort. Either way, your odds of success are much greater if you do some groundwork first. Take the

following steps to ensure that your tactics are successful:

- Identify a target who has supported social justice issues before. Use this individual to submit the bill before the entire council.
- Continue to send letters to your target to ensure that he/she understands that there is popular support behind the cause.
- Set-up a meeting to speak directly with the council member.
- Use the media to speak to the public. Alert the appropriate editors with specifics on the resolution.
- Once your resolution has passed, be sure to use it as a teaching tool for others. Celebrate your victory! ♦

RESOLUTION VICTORY PROFILE:

New York City Resolution – Writing Fair Trade into local legislation

The New York City Council passed a resolution in July 2005 introduced by Council Member Gale Brewer, that encourages the purchase of Fair Trade Certified coffee by city agencies and food service venues. The resolution also acknowledges the work of local groups that have been working to promote Fair Trade in New York City.

“By supporting this resolution and calling for the purchase of Fair Trade products by the city government, the City Council is sending an important message that global trade can bring quality products without exploiting farmers, their families, and the environment,” said Gil Kulick, of Congregation B’nai Jeshurun, whose Environmental Action Committee has been active in promoting passage of the resolution. “This resolution shows the world that New York City supports, in a tangible way, justice and fairness for struggling farming communities around the world.”

You read the full resolution online at http://www.transfairusa.org/content/about/n_050624.php

Photo: Carmen Henriquez/Oxfam America



Living the "Fair Trade Life" around the world

Imagine this: you get up in the morning and walk to the corner store to buy your cup of Fair Trade coffee and a Fair Trade banana muffin. You sit down to the local newspaper. In the World news, you read how a Fair Trade sewing cooperative in Nicaragua is making some of the most popular women's fashions in the country.

In the local news you see that community owned, Fair Trade grocery stores are on the rise, and you can now get Fair Trade fruits and vegetables, rice, bread, cereals, coffee, sugar, juice, and more just five blocks from your home to complement those you can buy in season at your local farmer's market. In fact, Fair Trade businesses in your community have become so popular that big box stores are packing up and leaving town. The empty stores are being turned into community centers, galleries for Fair Trade artisans, and independent bookstores.

Later that day you go to meet your children after school. They tell you that today they learned about where chocolate comes from and how poverty is being alleviated through Fair Trade. They ask you to stop on the way home to pick up their favorite Fair Trade chocolate ice cream made with milk from a cooperative of US family dairy farmers.

As we move toward a vision of Fair Trade in our daily and community lives, Fair Traders are exploring how we can all move forward together to launch a US Fair Trade Towns Initiative in 2006 as a way of weaving together the activities of so many dedicated people in homes, schools, businesses, and places of worship, across the country. The idea of Fair Trade Towns is not new. In May 2000, the town of Garstang in Lancashire, United Kingdom (UK) declared itself the world's first Fair Trade Town. In March of 2005, the 100th Fair Trade Town in the UK was declared. Similar initiatives have sprung up in other countries, and even in some spots in the US. Fair Trade Towns share a set of common goals that include getting governmental agencies, businesses, cafés, schools and churches to start enjoying and promoting Fair Trade, a demonstration of

popular support for being a Fair Trade Town, and a commitment to raising awareness about Fair Trade throughout the town/city/ municipality etc.

If you and your organization are interested in providing insights on how to launch a similar initiative for the US as a way of galvanizing grassroots support for Fair Trade, please fill out the provided survey and return it to FTF or FTRN.

Movements are also arising around the country to help bring the rights of small-scale farmers in the US to the forefront to receive fair prices for products. One such example is the Federation of Southern Cooperatives (FSC), a technical assistance and advocacy organization of African-American farmers and landowners in nine southern states. Through cooperative development, networking, loans and access to markets they strive for "the development of self-supporting communities with programs that increase income and enhance other opportunities." With the support of Oxfam America, FSC has also developed a long standing partnership with Red Tomato, a non-profit marketing organization in Massachusetts, to market FSC seedless watermelons in the northeast.

The seeds for this vision of the future are already planted. As you have read in this guide, people all across the country have already begun to make Fair Trade a meaningful part of the fabric of their daily lives, their faith communities, their schools, and their local commerce.

As we work in alliance with one another we are creating a network that builds on each others' strengths. Every purchase, action, and event supporting Fair Trade is a seed that cultivates a stronger and more cohesive movement. We are the roots of the Fair Trade movement, and by growing together we are nurturing our vision of a Fair Trade world and raising our voices together means we are being heard!



Photo: eShopAfrica.com

COMMUNITY PROFILE:

Seattle, WA – A diverse, broad-based coalition for success

Seattle is hoping to become the United State's first Fair Trade Town. The Fair Trade Puget Sound group has pledged to work to double the amount of Fair Trade Certified coffee available in Seattle. The group has set up an impressive agenda to meet this ambitious goal, beginning with educating people and groups from various sectors of Seattle's local economy. They engage people from small businesses, faith communities, and larger icons of Seattle business. They hope to have a resolution passed in the city council in support of Fair Trade coffee. Angelina Godoy, a passionate member of the coalition, said that the group is using the Fair Trade Town model established in the UK and tweaking it to create measurable standards of progress. They're launching the Seattle initiative during Fair Trade Month October 2005. Contact Angelina Godoy, agodoy@u.washington.edu

fair trade futures: living a fair trade life

OTHER NATIONAL AND INTERNATIONAL INITIATIVES TO PROMOTE FAIR TRADE

World Fair Trade Day –

championed in the US by the Fair Trade Resource Network, the second Sunday of May is an opportunity to work with members of IFAT to promote Fair Trade around the world. www.fairtraderesource.org

Fair Trade Month –

hosted in October by TransFair USA the goal of Fair Trade Month is to expand the Fair Trade movement in the US overall, with different organizations promoting their own areas of involvement, in every way possible www.fairtradecertified.org

Make Trade Fair – Millions strong and growing, The Big Noise is a global petition that calls upon elected officials, corporations, and other decision makers to change the unjust rules that govern global trade and to Make Trade Fair. Add your voice to the Big Noise at www.maketradefair.com.

Check Out Fair Trade

Supermarket Campaign – Oxfam America, working with partners and allies around the world, is calling on consumers to ask their local supermarkets to stock Fair Trade Certified™ products, to place them prominently on shelves, and to advertise them to customers. See www.oxfamamerica.org/coffee

International Trade Justice

Campaign – During one week in April 2005, more than 10 million people in 80 countries around the world participated in a Global Week of Action for Trade Justice. In October 2005, there will be another call to action around the Global Mass Lobby for Trade Justice, and in December 2005 for the World Trade Organization Ministerial in Hong Kong – go to www.april2005.org for more information.

The global picture

Living the Fair Trade Life is about more than just our consumer voice. It is about strengthening our citizen's voice as well. Fair Trade provides a choice for you, as a consumer, to use your purchasing power in a positive way that makes a difference in favor of poor and marginalized producers. Fair Trade provides substantial benefits to small-scale producers, however it is just one part of the trade equation. Trade should be a mechanism for growth and development for poor and rich countries alike. The current rules and regulations that govern global trade create unfair advantages for rich countries and for established multi-national companies, and often prevent small-scale producers from gaining a fair and decent price for their skills and labor. By supporting the Fair Trade movement, you are showing how trade can actually work to improve people's lives and opportunities. But we can make an even bigger impact for producers in the US and around the

world when we also work together to change the unfair global trading rules.

As part of a growing movement of citizens and consumers who are saying no to the unfair trade rules and agreements which define international trade, we are in a powerful position to foster partnerships based on respect and dignity. In the summer of 2005 a global effort by people like you succeeded in putting poverty relief at the top of the G8 agenda. Now, is a critical time for pressuring world leaders to deliver on their promises to make trade fair for the poor. When we demand trade with justice, we are building sustainable relationships between producers and consumers that benefit all of us.

The real power to make change in the world comes from you- the people whose voices, votes, and values can pressure decision makers to ensure a fairer set of rules. Join millions of people, from global leaders to Fair Trade advocates, rock singers to Indian and Ethiopian farmers, who have joined the Big Noise, Oxfam's global petition to Make Trade Fair. ♦

Photo: Oxfam America



Resources

Advocacy and Educational Organizations:

Co-op America
www.coopamerica.org
202-872-5307

Fair Trade Federation
www.fairtradefederation.org
202-872-5338

Fair Trade Resource Network
www.fairtraderesource.org
202-234-6797

Global Exchange
www.globalexchange.org
415-255-7296

Oxfam America
www.oxfamamerica.org
800-77-OXFAM

TransFair USA
www.transfairusa.org
510-663-5260

World Vision
www.worldvision.org
202-572-6300

International Fair Trade Organizations:

European Fair Trade Association (EFTA)
31-43-256-917

Fair Trade Labeling Associations International (FLO)
www.fairtrade.net
49-228-949230

International Federation for Alternative Trade (IFAT)
www.ifat.org
+31 (0) 345 53 59 14

Student Organizations and Networks:

Student Trade Justice Campaign
www.tradejusticecampaign.org

United Students for Fair Trade
www.usft.org

Domestic Fair Trade:

Federation of Southern Cooperatives
www.federationsoutherncoop.com

Organic Consumers Association
www.organicconsumers.org
218-226-4164

The Rural Coalition
www.ruralco.org

Interfaith Resources:

American Friends Service Committee
www.afsc.org
215-241-7000

American Jewish World Service
www.ajws.org
202-387-2800

Catholic Relief Services
www.catholicrelief.org
410-625-2220

Church of the Brethren
www.brethren.org
800-323-8039

Episcopal Relief and Development
www.er-d.org
800-334-7626 ex. 5129

Interfaith Fair Trade Initiative
<http://www.lwr.org/advocacy/tradejustice/ifti/index.asp>

Jewish Fund for Justice
www.jfjustice.org
212-213-2113

Lutheran World Relief
www.lwr.org
800-LWR-LWR-2

Mennonite Central Committee
www.mcc.org
717-859-1151

Presbyterian Church (USA)
www.pcusa.org
800-872-3283

Religious Action Center (Reform Judaism)
www.rac.org
202-387-2800

Unitarian Universalist Service Committee
www.uusc.org
202-868-6600

United Church of Christ
www.ucc.org
866-822-8224

United Methodist Committee on Relief
<http://gbgm-umc.org/umcor/>
212-870-3816



Photo: Sarah Zipkin/Oxfam America



**Fair
Trade**

Resource Network

*Improving People's Lives
Through Fair Trade Alternatives*

www.FairTradeResource.org



www.FairTradeFederation.org