



Letter from the Director

The beautiful smiling women on the cover remind me of why I started in the Fair Trade movement in the first place: to see people around the world gain happiness and hope in their lives and feel content and satisfied during their workday. Fair trade programs empower people such as AIDS victims in war-torn Rwanda, farmers in the remotest regions of Ecuador and Bolivia, and members of banana cooperatives fighting against major corporations to have dignity in their work and dictate their own outcome in life.

But with the growth of the fair trade movement tough questions are emerging as well. What happens when a traditional staple crop sees a sudden spike in demand, increasing local prices? Are companies and manufacturers thinking about these issues when exporting primary food crops abroad?

With growing fair trade certification for commodities, the fair trade craft community is being forced to look at their practices differently. The fair trade craft movement was not created to address entire supply chains or workers' rights, but rather to help build livelihoods, keep traditions alive and indigenous cultures intact. Is certification necessary to help build consumer confidence with artisan goods? Is it too complicated and costly for companies that sell thousands of items of craft products, comprised of dozens of different raw materials? Could an alternative to commodity certification schemes work?

While fair trade certifiers and advocacy organizations work on craft certification and strengthening standards in the commodity sector, consumers make the real difference when making purchasing decisions by asking the tough questions, demanding retailers stock shelves with dedicated fair trade brands, and continuing to increase their knowledge of the realities in fair trade.

We invite you to join Fair World Project's conversation on our blog and send letters to the editor. We look forward to hearing from you.



To a day when all trade is fair,
Dana Geffner
Dana Geffner
Executive Director

Letter to the Editor
Tell Us What You Think. We would like to hear your thoughts. Send letters to:
Fair World Project -
PO Box 42322, Portland, OR 97242
or email comments to editor@fairworldproject.org.
Include your full name, address, daytime phone and email.
The editorial team may shorten and edit correspondence for clarity.

Distribute Fair World Project's *For A Better World*

"For a Better World" is a free semi-annual publication that features articles from a variety of perspectives, including farmers, farm workers, consumers and committed fair trade brands. FWP helps consumers decipher fair trade certification schemes and is an excellent educational resource.

Distribute "For a Better World" for free at your business or organization.
Order now by visiting our website at
www.fairworldproject.org

CONTACT US

For more Information on Fair World Project please visit
www.fairworldproject.org

Fair World Project
PO Box 42322
Portland, OR 97242
800-631-9980
info@fairworldproject.org

Dana Geffner
Executive Director
dana@fairworldproject.org

Ryan Zinn
Campaign Director
ryan@fairworldproject.org

Sue Kastensen
Project and Creative Advisor
sue@fairshake.net

Cover Photo Credit
Jonathan Wallen