

FOR A BETTER WORLD

IDEAS AND ACTION FOR A JUST ECONOMY

REAL MEALS

NOT DIRTY DEALS

The Economy Has Been Rigged.

We Can Change That!

The High Cost of Cheap Meat

Farmworkers Organizing for a

Better Future





Fair World Project is a non-profit that advocates for fair trade policies that support small-scale farmers, artisans, and workers. We publish the perspectives of farmers, farmworkers, mission-driven business people, and activists working to build a better world.

WHY WE EXIST:

- Conscious consumers, armed with informed purchasing power, can create positive change and promote economic justice.
- Family-scale farmers and workers in both the Global South and Global North often face volatile prices, low wages and poor working conditions as a result of unfair trade policies and corporate practices. FWP promotes policy changes and market-based initiatives that address these systemic problems.
- Existing certifiers and membership organizations vary in their criteria and philosophy for qualification of products and brands certified to display eco-social labels or claims, such as fair trade. FWP educates organizations, retailers and consumers on the standards reflected in various certification schemes, and works to keep eco-social terms meaningful.

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TELL US WHAT YOU THINK!

Send letters to **Fair World Project** or email comments to: editor@fairworldproject.org.

NOTE: Editorial team may shorten & edit correspondence for print & clarity.



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ISSUE 18

COVER

Dokeo Sayamoungkhoun is a Lao rice farmer. With the System of Rice Intensification (SRI) she has dramatically fewer and lighter seedlings to manage compared to conventional rice growing (see page 17).

Credit: ©Sue Price/SRI4Women

FROM THE DIRECTOR

The food we eat defines us in so many ways. Our meal times divide up the day. What we put on our plates influences our health and well-being. What we grow, who grows it, and how it is grown have a tremendous impact on the world around us.

We are proud to be part of the broad coalition that launched the Real Meals Campaign in 2018. The goal is to get the three biggest food service providers to shift the millions of meals they serve each year to what we are calling “real food” – food that, in the words of our partners at Real Food Challenge, “... truly nourishes producers, consumers, communities and the earth.” In this issue, we hear more about that campaign and the people all around the globe who are working every day to make that vision for “real food” a reality.

Around the globe, on every continent, people are coming together. They are not waiting on a better policy or a new standard. Instead, they are building the future they envision today. Lotus Rice’s goal is to cultivate rice that not only uses fewer resources but is less taxing on the women who grow it. Meanwhile, in Washington state, farmworkers have gone beyond organizing for their rights; they are developing their own cooperative, taking ownership of their work, and showing that it is possible to grow food without exploiting workers or the planet.

Exploitation is not just the price of doing business, argues Erinch Sahan of the World Fair Trade Organization. There is a lot of momentum to use business as a force for good in the world, and he breaks down the four key common elements of those businesses who hold that commitment at the heart of what they do.

Another part from Real Food Challenge’s definition of “real food” states that “Food is where our celebrations, ceremonies, histories and bright futures come together.” That is my true inspiration, as we advocate every day for better standards and a fairer food system – to make each meal a celebration, one that honors our histories and the hard work of everyone who brought it to our plates. I hope this issue inspires you, too, to build a brighter future.

To a Better World,

EXECUTIVE DIRECTOR



DAVID BACON

Writer and documentary photographer. A former union organizer, today he documents labor, the global economy, war and migration, and the struggle for human rights. His latest book, *The Right to Stay Home* (Beacon Press, 2013), discusses alternatives to forced migration and the criminalization of migrants.



JULIANNA FISCHER

Community organizer for Northwest Atlantic Marine Alliance. She grew up on the coast of southern Maine, working at her family's seafood restaurant from a young age. Julianna holds a bachelor's degree in Environmental Policy from Western Washington University.



CARYL LEVINE

Co-founder and co-CEO of Lotus Foods. She leads marketing and sales and is primarily responsible for the image and positioning of the brand, the development of all packaging and merchandising materials, and new product development. She holds an MPA in Public Administration from the University of Hartford.



AMY MACKOWN

Community organizer for Northwest Atlantic Marine Alliance. She brings conservation and policy experience from her background with various organizations, including NOAA, the U.S. Fish and Wildlife Service and the Atlantic States Marine Fisheries Commission. She holds a master's degree in Environmental Policy and a graduate certificate in Ecological Economics from the University of Maryland.



ERINCH SAHAN

Chief Executive of the World Fair Trade Organization. He founded Oxfam's Future of Business Initiative and has worked in various business settings. Erinch holds degrees in law and business, has lectured at various universities, and has written extensively on the role of business in tackling poverty and inequality.



CHLOË WATERMAN

Senior food campaigner for Friends of the Earth where she implements policy and market campaigns to advance a sustainable and just food system. Chloë holds a bachelor's degree in Environmental Studies and Philosophy from Lewis & Clark College.

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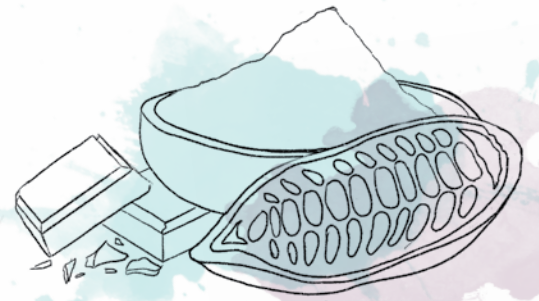
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PHOTO: Febe Surmaq Tipe with Diamanta, Peru. PHOTO CREDIT: Isabel Cortthier/Diamanta.

Fairtrade International Increases Minimum Price for Cocoa



Fairtrade International announced that fair trade minimum prices for both conventional and organic cocoa will increase 20% in October of 2019. These price increases are a timely step in the right direction, as global cocoa prices have plunged and deforestation and child labor continue to plague the industry.

In addition to the mandatory minimum price increase, Fairtrade International has also issued guidelines for a living income for cocoa producers. Instead of starting from the market price, this calculation starts with what it costs to actually live and uses that to calculate a farm gate price.

Meanwhile, no other major ethical label has a mandatory minimum price for cocoa. Fair Trade USA has a "suggested reference price." Rainforest Alliance/UTZ Certified has no minimum price (for cocoa or any other products), and, in addition, premiums paid for their certified cocoa have fallen in recent years.

For more information, see:

FairWorldProject.org/fair-trade-cocoa-price-to-increase

GROW AHEAD CROWDFUNDS TO SPREAD AGROECOLOGY, RENEGENERATIVE AGRICULTURE

Grow Ahead, a crowdfunding initiative of Fair World Project, successfully funded trainings and scholarship projects for small-scale farmers in 2018. Farmer-to-farmer trainings have been shown to be the ideal way to spread best practices, yet they often struggle to find conventional funding. Thanks to a network of generous donors, over 200 farmers - many of them women - from Chile, Ghana, Honduras, India, Nicaragua and Zimbabwe were able to participate in trainings focused on regenerative, organic farming techniques and agroecological

methods that marry traditional farming skills with new research and movement building.

Through a partnership with Cooperative Coffees, Heine Brothers' Coffee and the National Cooperative Grocers Association's network of 200+ stores, Grow Ahead also worked with fair trade Cooperativa Norandino in Peru on a comprehensive agroforestry project, replanting 135,000 coffee seedlings and 69,000 native trees.

For more information, see:

GrowAhead.org



NEW VOICE FOR THE FAIR TRADE MOVEMENT

The Journal of Fair Trade, an independent, international publication, launched in early 2019. Unafraid to be outspoken, it aims to share voices from cooperatives, producer organizations, academics, businesses and the broader movement for trade justice. Those interested in learning more and engaging in the debate can join the Fair Trade Society which publishes the journal.

Learn more at: www.joft.org.uk



LA VIA CAMPESINA WINS UN SUPPORT FOR PEASANTS' RIGHTS

In December of 2018, the United Nations (UN) voted to adopt a "Declaration on the Rights of Peasants and Other People Working in Rural Areas." This declaration provides a global framework for creating laws and policies to protect the rights of small-scale farmers and to improve livelihoods in rural areas. Protections against land-grabbing and for the rights to save, plant, and share heirloom seeds are some of the issues included.

La Via Campesina, a global peasant movement, has campaigned for nearly two decades for this resolution and now turns their attention to national and regional implementation.

Learn more at: ViaCampesina.org/en/information-note-un-declaration-on-rights-of-peasants-and-other-people-working-in-rural-areas



U.S. Legalizes Hemp Farming

After decades of campaigning by advocates, the 2018 Farm Bill included language which legalizes hemp farming and removes hemp from the Controlled Substances Act. This means that hemp and its derivatives, such as CBD (cannabidiol, a non-intoxicating compound found in Cannabis), will now be legal at the federal level.

While the details of implementation are still to be determined, advocates applaud the victory for the positive impacts that hemp farming will have on rural economies and farming communities across the U.S. Currently, manufacturers of food, health, and beauty products, that contain hemp derivatives like CBD must import the ingredients from abroad.

Learn more at: VoteHemp.com



Real Meals, **NOT** Dirty Deals

A NATIONAL COALITION CALLS
FOR FOOD JUSTICE

WRITTEN BY JULIANNA FISCHER & AMY MACKOWN

Imagine a world where the food we eat nourishes not only our bodies, but the land and seas around us. This is a world where farmers, fishers, and all those who work in fields, boats, packaging and distribution are paid fair wages and are afforded lives with dignity, lives free from racism, income inequality, and environmental destruction. This is a world where the ecosystems that produce our food are cared for wisely and not exploited.

Unfortunately, we're far from that reality right now. The way our food is produced and distributed is directly linked to society's most urgent problems of climate change, ecosystem degradation, income inequality, and racism. We live in a society where immigrants are abused in the fields; fishing communities are collapsing; Black farmers are systematically shut out of their local markets; and students either go hungry or have no choice but to eat overly processed foods in their schools.

The massive, multinational food and beverage corporations are responsible for these problems. These are the same Big Food companies who have rigged the food economy in their favor at the expense of people and the planet. Just like we have come to understand the problems with Big Oil and Big Tobacco, we also need to talk about the problems of Big Food and the power these consolidated industries wield.

A CAMPAIGN TO CHANGE THE FOOD SYSTEM

A national campaign launched this Fall is doing just that, taking an honest look at how our country feeds itself and focusing on the food service providers who choose what's on the menu for so many people.

The Real Meals Campaign was launched by the Community Coalition for Real Meals, a coalition of farmers, fishers, ranchers, food workers, students, educators, and environmental advocates who recognize how better food is a solution to some of our biggest problems.

The Real Meals Campaign is about leveraging the massive food purchasing power of the three largest food service management companies that dominate the cafeteria market: Compass Group, Aramark, and Sodexo. We're calling on these three companies to shift to a purchasing system that is fundamentally oriented toward Real Food and phases out a system of exclusive relationships with Big Food. Unfair business practices common to this industry lock in Big Food manufacturers like Tyson, Cargill, and Coca-Cola and lock out independent family farmers, ranchers, and fishers whose supply chains are based in fairness and sustainability.



The goal: to redirect approximately \$800 million away from Big Food and towards food production that protects our environment and fairly compensates farmers, fishers, and workers.

For context, the largest of these companies, Compass Group, earns over \$20 billion each year in global revenue. That's almost as big as McDonald's globally. Together, these three companies control 83% of our food service market. This means they have tremendous amounts of buying power, and, therefore, a tremendous potential to be a force of positive change.

Specifically, we are asking these three corporations to ensure that a minimum of 25% of their food is ecologically sound, fair, humane, local and community based. This includes asking that they increase racial justice and equity by expanding their purchasing from historically underserved producers. Additionally, we ask that they do their part to fight climate change by reducing carbon emissions and factory-farmed meat purchases.

This shift would collectively redirect approximately \$800 million away from a system that extracts wealth and wellbeing from communities, and towards food production that protects our environment and fairly compensates family farmers, fishers, and workers. But what is real food? Real food is a holistic term defined by the organization Real Food Challenge, a member of the Community Coalition for Real Meals, to describe food that "truly nourishes consumers, producers, communities, and the earth - all aspects of the food system."

The Community Coalition for Real Meals is a nine organization coalition including the Domestic Fair Trade Association, Fair World Project, Friends of the Earth, HEAL Food Alliance, the Northwest Atlantic Marine Alliance, Operation Spring Plant, Organization for Competitive Markets, Public Justice, and Real Food Challenge. An additional 60 organizations have endorsed the campaign as well.

The Coalition is well on its way to exceeding a goal of 100,000 petition signatures in early 2019. Please join us by visiting our website, RealMealsCampaign.org and sign the petition to send a strong message that these changes are urgent, important, and necessary.

This coalition is about working together to change our food system, no matter where you fit into it - whether as a food producer, an eater, or somewhere else along the supply chain.

To learn more, sign the petition, and get involved, visit:
RealMealsCampaign.org

Product Picks

Bigger, faster, cheaper: so often that is the demand of our industrial food system. But there are so many people working to build something else. What if the food we eat supported thriving communities, economies, farmers and workers? What if it could nourish us, and the planet, too?

Our staff and editorial board share some of their favorite foods (and drinks!) that offer their own answer to those questions – and are delicious, too.

Find them online or at your favorite natural food store!



TWIN OAKS TOFU

As a vegan of twenty years, tofu has long been a staple in my diet. Tofu gets a bad reputation for being bland but I love to show people that, properly prepared, it's delicious. Twin Oaks tofu is produced using organic soybeans grown in Virginia where it is made. Twin Oaks is a worker-owned cooperative that seeks to encourage collectivism and democratic decision-making. Their 100+ members pool what they earn through their community businesses, and that is just another way the makers of this glorious tofu are changing the food system. – FLETCHER

twinoakstofu.com



FREY VINEYARDS ORGANIC ZINFANDEL

Frey Vineyards has been a pioneer in the organic wine industry for almost forty years. The first organic and biodynamic winery in the U.S., Frey Vineyards has an amazing selection of organic and biodynamic wines. My favorite wine is their biodynamic Zinfandel. It is a bold red wine, perfect for winter evenings. Additionally, the Frey family has been a strong advocate for organic standards and GMO-free agriculture. – RYAN

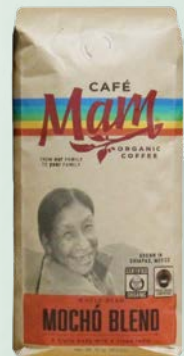
freywine.com



SWANTON BERRY FARMS ORGANIC STRAWBERRIES

Organic strawberries from Swanton Berry Farms are by far the best strawberries I have ever tasted. They are fresh, organic and union-grown. It makes sense that Swanton strawberries are the tastiest, since their farmworkers are treated with respect and dignity through union contracts, living wages and good health care. This is the way all of our produce should be grown! – DANA

swantonberryfarm.com



CAFÉ MAM ORGANIC MOCHÓ BLEND

With so many choices of coffee, my personal favorite morning wake-up cup is Café Mam. Arabica beans, native to Ethiopia, are grown in the Mam region of Chiapas, in the Sierra Madre mountains, by organic, small-scale farmers. With a belief in honoring and healing the earth, sustainable development, education in organic agriculture, and so much more, Café Mam is setting a high standard for ethical coffee production. Their love of the land can be tasted with each sip. My personal favorites are the Italian Roast and Mochó Blend. – STUART

cafemam.com



EQUAL EXCHANGE PALESTINIAN FARMER BOX

Last spring, I took a chance and placed an order for a box of food that I knew I would not taste for nine months. It paid off, and I got to sample the most delicious, rich dates I had ever tasted, as well as some of the most flavorful almonds – when shelled, each tasted like it had the essence of two or three ordinary almonds concentrated inside. Equal Exchange is a long-time leader in the fair trade movement, and this project is an innovative way to engage eaters directly in supporting small-scale farmer supply chain development. I am looking forward to seeing some of the treats from this box show up in their regular product line-up – and for more opportunities to engage in these kinds of projects. – ANNA

equalexchange.coop



Land & Liberty:

How Migrant Farmworkers Are Organizing for a Better Future

WRITTEN BY DAVID BACON

Familias Unidas por la Justicia (FUJ) was born when migrant indigenous Mexican blueberry pickers refused to go into the fields of Sakuma Brothers Farms after one of them had been fired for asking for a wage increase. Workers then organized work stoppages for the next four years to raise their piece-rate wages. At the same time, they organized boycott committees in cities on the Pacific Coast to pressure Sakuma's main customer, the giant berry distributor Driscoll's Inc. In 2017, the farm's owners agreed to an election, and the union won. Familias Unidas then negotiated a two-year contract with Sakuma Brothers Farms.

"We know this contract is going to change our lives," says Ramon Torres, Familias Unidas president. "We have always been invisible people, but now our children will have the opportunity to keep studying. It is not that we want to get them out of the fields, but we want them to have an opportunity to decide what they want. Our members understand that we are not just farmworkers. We are part of a community."

Since signing the contract, work stoppages have occurred on many nearby ranches. Most of those workers are also Mixtec and Triqui migrants from Oaxaca and Guerrero in southern Mexico, who now live permanently in rural Washington. Familias Unidas has been able to help workers in these spontaneous strikes. The piece rate for picking berries at Sakuma Brothers Farms has increased dramatically, with some workers earning as much as \$30 per hour. Now farmworkers at other farms have taken action to raise their own wages.

"The wages on the other farms are much lower," Torres explains. "So, our vision is to help form independent unions and negotiate contracts there also. Everything is led by the workers. The purpose is to grow the union, so that all of us have fair wages."

After winning its contract, Familias Unidas members organized the Cooperativa Tierra y Libertad. Rosalinda Guillen, director of Community2Community Development in Bellingham, helped workers form both the union and the cooperative. "Today, the production of food is based on how much profit a farmer or a corporation can make," she charges. "Farmworkers are a cost. Growers do not invest in us because they do not believe we are worth it."

But she believes the culture of indigenous farmworkers is a resource for developing sustainable agriculture. "Many migrants coming to the U.S. were farmers in Mexico and Central America. Because of trade agreements like NAFTA, they were displaced and moved north. Many are in the caravans and now in the detention centers in the U.S. But they know how to grow food with no chemicals, how to conserve water, how to take care of the land. We have to organize these farmers and see them as a resource, because the corporate food system is poisoning

the earth and the water. Farmworkers suffer illness from pesticides and broken bodies because of the pressure to work fast under bad conditions. The average lifespan of a farmworker is forty-nine years. Fourteen years ago, it was forty-seven years."

In the eyes of Torres and the workers, the cooperative is an alternative for workers to the wage exploitation they have suffered since coming to the U.S. This cooperative uses the tradition of mutual help that is part of the indigenous culture of the workers themselves. "In the cooperative, we are educating workers," he says. "We want to be an example. We do not need supervisors or managers. We do not need owners. We can be the owners - we just need land."

Tierra y Libertad has just signed an agreement to purchase sixty-five acres in Everson, in addition to the two acres it is already farming near Sumas. Twenty acres are planted in red raspberries, seven in blueberries and four in strawberries. In addition to the handful of founding members, five more families are being trained in the cooperative's operations. Last year, it sold berries in community food cooperatives, stores on Kamaso Island, local fruterias, and even in front of churches after services. When the harvest begins in the spring, they hope to expand to other areas as well.

"We want a system in which we can live and buy locally," Torres says. "Where our gains stay here in the county. At the same time, we will compete with the corporations that have been making money from us."

Basic to the vision of both Familias Unidas and the cooperative is the idea that farm work is skilled, and it should provide a decent life and respect for those who do it. One of the biggest obstacles, however, is the growth of the H-2A visa program that treats immigrant farmworkers as temporary labor, contracted for the harvest and then sent back to Mexico once it is over.

Companies using the H-2A program must apply to the U.S. Department of Labor, listing the work, living conditions and wages workers will receive. The company must provide transportation and housing. Workers are given contracts for less than one year and must leave the country when their work is done. They can only work for

the company that contracts them, and, if they lose that job, they must leave the country immediately.

In 2017, Washington growers were given H-2A visas for 18,796 workers, about 12,000 of whom were recruited by the Washington Farm Labor Association (WAFLA). In 2017, about 200,000 H-2A workers were brought to the U.S., and in 2018, the number exceeded 242,000. "In the capitalist system, we are disposable and easily replaceable," Guillen says. "The guest worker program is a good example. You bring people in and ship them out and make money off of them. It is time to end that. We are human beings, and we are part of the community."

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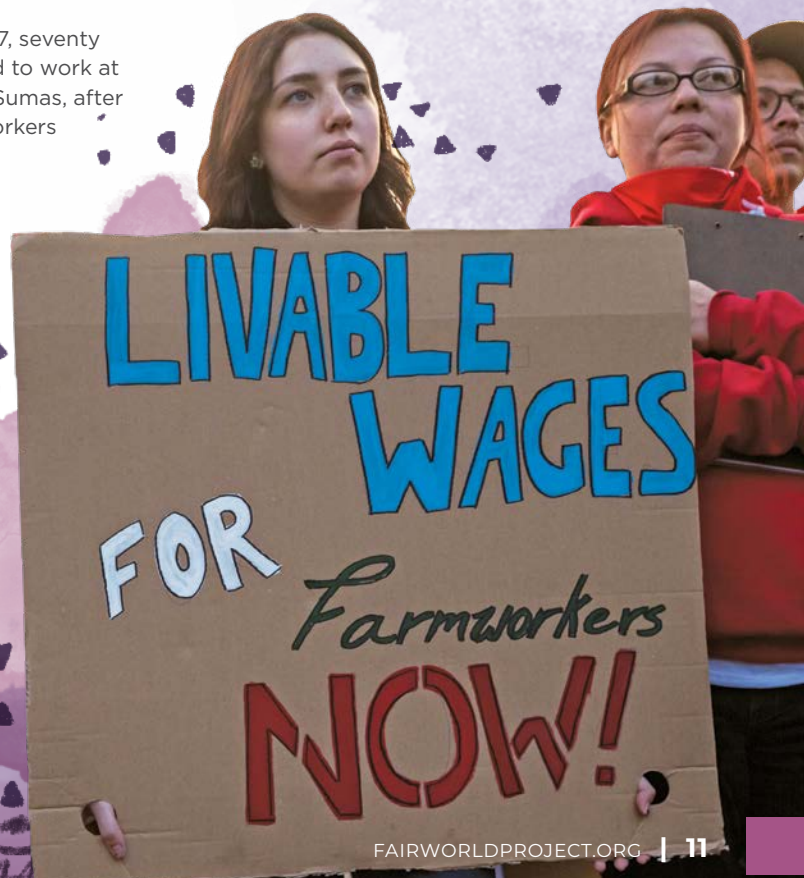
In the summer of 2017, seventy H-2A workers refused to work at Sarbanand Farms in Sumas, after one of their fellow workers collapsed in the field and later died. The strikers were

then deported because workers with these visas have no right to strike. "The impact of this system on the ability of farmworkers to organize is disastrous," Guillen charges. Workers faced replacement at Sakuma Brothers Farms as well, before the union contract was negotiated.

The flow of workers is not the only cross-border issue facing Washington farmworkers. Recently, two leaders of the new independent union for agricultural laborers in Baja, California's San Quintin Valley visited Familias Unidas and the new cooperative. "Workers in Mexico and the U.S. work for the same companies, like Driscoll's," says Lorenzo Rodriguez, the General Secretary of the National Independent Democratic Union of Farmworkers (SINDJA). "It is important to form alliances with the workers of different countries. That is the only way we can face the companies. They are all coordinated. We must cooperate also."

Adds Abelina Ramirez, SINDJA's Secretary for Gender Equality, "Regardless of what country we live in, we have basic rights to education, to health care, and to the welfare of our children. If we unite and organize, we can win these rights."

PHOTO CREDIT: David Bacon.





THE Economy Has Been Rigged.

We can change that!

WRITTEN BY ERINCH SAHAN

With growing inequality, entrenched poverty and a pending ecological crisis, it is time to revisit the central design feature of business and explore the alternatives that exist the world over.

Business was invented by humans. In order to employ humans, trade products and services, facilitate investments and foster production, we as societies designed business to meet human needs. We have a choice about what business looks like – its purpose, priorities and structure. So, we do not need to accept that business must have a one-track mind, focused only on growing profits for shareholders.

The business world is diverse, but in most countries it is dominated by businesses that exist primarily to grow the capital of their investors. This is especially the case for larger companies. In the past few decades, corporations have gone to an extreme end of the spectrum, where only one stakeholder group matters – the shareholder. In the 1970s, a typical corporation in the U.S. would return about 33% of its profits to shareholders.¹ Today, it is 70%.² The trend of increasingly channeling growing profits to shareholders is happening everywhere. From the UK to the U.S. to India, shareholder capitalism has become supercharged.³ This is central to the global story of rising inequality.

INEQUALITY HURTS AND BUSINESS IS DRIVING IT

Rising inequality destabilizes societies, democracies and economies⁴, and it is hindering our fight to end global poverty (according to the World Bank)⁵. Since the turn of the century, the poorest half of the world's population has received just 1% of the total increase in global wealth.⁶ Meanwhile, half of new wealth has gone to the richest 1%.⁷ By 2017, only eight men owned as much wealth as the world's poorest 3.6 billion people combined.⁸ Inequality is rampant and has been getting worse. This is bad for all of us.

What does business have to do with this? Businesses populate our economies, channel investments and wages, and are pivotal to determining how the fruits of our economies are shared. For some time now, profits have grown, but real incomes have not.⁹ Economies are expanding, but farmers and workers are getting a decreasing share of the pie.¹⁰ In the 1980s, a cocoa farmer would get about 18% of the value of a chocolate bar, while today that same farmer gets below 6%.¹¹ Similar trends can be found across the board, as workers overall get a decreasing share of the global economy.¹² In global supply chains, prices paid are failing to cover the costs of sustainable production in products

from tea¹³ to t-shirts (as covered in the film, *True Cost*).¹⁴ These are the decisions of businesses to squeeze suppliers, grow margins and maximize profits. Most companies are doing what they are designed to do – extracting maximum returns for their shareholders. But this does not have to be the case.

"THE SHAREHOLDER REVOLUTION DEVOURS ITS CHILDREN"

Are not most people shareholders anyway, through their pension funds, for instance? And is it really so bad that corporations are increasingly obsessed with growing the wealth of their shareholders? Yes, this is a big problem. The majority of shares are owned by a small group of people. In the U.S., the richest 10% own 84% of shares.¹⁵ As so eloquently put by Mike Konczal in his article "The Shareholder Revolution Devours Its Children" in *The Nation*, "The economy has been rigged to channel wealth to a tiny elite" and "these shareholders are also probably not you."¹⁶ Put another way, if we share the fruits of the economy based on the size of peoples' wealth, we will make business obsessed with growing dividends, and the dividend checks to the richest will get exponentially larger and larger. If business is fixated on growing those dividend checks, they will squeeze their workers and suppliers, cut costs and think short-term. That is a scenario where we have designed business and the economy to drive up inequality. And that is exactly where we have ended up.

But there is hope. Businesses are emerging around the world that show it is possible to prioritize a broader range of stakeholders – and purposes – than just the wealth of shareholders. These range from employee and farmer ownership, to hybrid ownership structures and fair trade enterprises, to social enterprises and cooperatives.

BUSINESS OUTSIDE THE BOX

Let us start by looking beyond the fair trade movement. In the U.S., initiatives like Working World are supporting conversion of traditional businesses to worker cooperative models, from Arizona to the Bronx.¹⁷ Meanwhile, the B Corporation initiative has helped businesses broaden their agenda from a pure focus on profit maximization, spreading to over 2,600 companies around the world and encompassing major brands from Ben & Jerry's to Eileen Fisher.¹⁸ In the UK, the John Lewis Partnership has redefined retail through a model where 83,000 workers co-own the successful department store chain with annual sales of over £11 billion.¹⁹ Farmer-owned processing in agriculture (such as KTDA tea in Kenya) and worker-ownership in heavy industry

(such as Mondragon in Spain) are also bucking the trend and channeling more of the value generated by the business to their farmers and workers. Meanwhile, mission-led businesses like Fairphone are demonstrating that business governance models can be shaped to prioritize a mission other than profit maximization.

These are not businesses making every decision based on the pursuit of forever-growing profits. Instead, they are businesses that focus on balancing a social mission with achieving commercial viability. They are not confining themselves to doing good only when it is the path to greatest shareholder wealth.

FAIR TRADE ENTERPRISES: A FUNDAMENTALLY DIFFERENT POWER RELATIONSHIP

The fair trade movement is full of business models that are designed to prioritize the interests of workers, farmers, artisans and communities. The organization I lead is the verification body and the global community for these fair trade enterprises. These enterprises provide a fundamentally different kind of power relationship for workers, farmers and artisans who would otherwise have little power or priority within a typical business. Some of the models are cooperatives. Others are hybrid models that have combined collective ownership with a social mission.

Take, for example, CORR - The Jute Works in Bangladesh, structured to give their 5,000 artisans majority control on their board and ensure profits are used to benefit these artisans. Other examples are Township Patterns in South Africa and Global Mamas in Ghana- businesses that exist solely to support artisan-owned producer groups and reinvest profits for that purpose. In Ecuador, Maquita runs several social businesses, investing all profits to benefit their communities and ensure they are represented on their boards. In India, models like Creative Handicrafts and Last Forest demonstrate that worker and farmer ownership can compete with profit-hungry apparel factories and clothing outlets. And consider Mahaguthi in Nepal, which protects its social mission by requiring all profits be reinvested to benefit its workers and artisans.

The chief executives of such businesses are not pressured to drive down costs and squeeze their suppliers. On the contrary, the voices of workers and farmers dominate their board rooms, forcing management to run the business in their interests. There are now 330 such fair trade enterprises that span over seventy countries, remaining commercially viable by prioritizing a social mission. The experiment is indeed working.

MISSION-DRIVEN BY DESIGN

I was captivated by this diversity of businesses that are bucking the mainstream business trend. So, I dug deep and analyzed all 330 World Fair Trade Organization (WFTO) members to find that they all share some common trends in the way that they are structured. They all had at least one of these four features to ensure that their business is mission-led:

- a board that represents a diverse range of stakeholders,
- a limit on the profits being extracted for shareholders,
- an explicit mission in their governing documents, or
- part ownership by a mission-led organization (such as a community organization).

In essence, such models all have liberated themselves from the need to maximize returns to shareholders. When this single-minded focus is removed, a broader mission is possible.

In her book *Doughnut Economics*, best-selling author Kate Raworth describes the need to “design to distribute” in ensuring that the business world and our economies create a society and planet that thrives.²⁰ Since design thinking is now in vogue, I wonder if we can allow ourselves to apply it to business. But if we are to design businesses differently, we must look beyond the design of products, or even their models of generating income. It is about revisiting the design of the very core of business - its purpose. This means giving ourselves the liberty to rewire business in order to pursue what society needs from it. The fair trade movement is showing that this is possible, and our audacious experiment may be ready to inspire something bigger.

Citations can be found at: fairworldproject.org/for-a-better-world-publication.





THE HIGH COST OF CHEAP MEAT

WRITTEN BY CHLOË WATERMAN

The meat at the center of many Americans' plates is also at the center of some of our world's greatest ecological and public health threats: deforestation, biodiversity loss, water scarcity, climate change, water pollution, diet-related disease, antibiotic resistance and more. The vast majority of animal products sold in restaurants and supermarkets, and served at institutions like schools and hospitals, in the U.S. comes from factory farms. On factory farms, billions of animals are raised in intensive, inhumane confinement. These factory farms generate a huge amount of toxic pollution that contaminates our air and water and deprives rural communities of the right to raise their families in a safe and healthy environment. This harm is exacerbated by agricultural policies that favor industrial animal agriculture.

THE TOLL OF INDUSTRIAL ANIMAL AGRICULTURE ON OUR PLANET

The climate impacts of industrial animal agriculture are particularly alarming. Livestock production accounts for about 16.5% of global greenhouse gas emissions, which is more than the emissions from all of the cars, trucks, trains, buses, boats and planes across the globe.

It takes an enormous amount of feed to raise the nine billion animals confined in our country's feedlots. For every one pound of steak, a beef cow requires seven to ten pounds of grain. Producing that quantity of feed requires massive amounts of fuel, fertilizers, pesticides and land. Animal products also require significant amounts of water— as much as 2,000 gallons of water per pound of beef. In other words, producing an eight-ounce steak requires as much water as eight showers. Aside from using a staggering amount of water and diesel fuel, GMO feed grain production requires the use of energy-intensive pesticides and fertilizers,

which often end up in our rivers, streams and groundwater. These inputs also impact our atmosphere: when fertilizer is applied to soil, it generates nitrous oxide, a greenhouse gas with 300 times the warming effect of carbon dioxide.

Eventually, all of that subsidized animal feed will turn into mountains of toxic manure, which is spread back onto the fields or stored in big lagoon pits. This often leads to the leaching of pollutants found in animal waste, such as antibiotics and nitrates, into the groundwater or nearby streams. This waste also generates large amounts of methane, a greenhouse gas that is eighty-six times more potent a gas than carbon dioxide over a 20-year period.

Animals are pumped full of antibiotics to keep them alive in crowded and unsanitary conditions. In fact, 80% of all antibiotics are given to animals, and this overuse contributes to the rise of antibiotic-resistant "superbugs," a major public health crisis.

CONSEQUENCES BEYOND CLIMATE AND PUBLIC HEALTH

Industrial animal agriculture hurts rural communities and workers, too. Factory farms are disproportionately located in low-income communities and communities of color, where people are forced to withstand noxious odors and contaminated air and water. An estimated 50% of farmworkers do not have legal authorization to work in the U.S., exacerbating the dangers that they face, such as a fear of retribution for reporting injuries, workplace hazards and illegal conditions. Slaughterhouses are particularly dangerous workplaces, with a turnover rate exceeding 95-100% annually.

PUBLIC POLICIES TO FIGHT INDUSTRIAL ANIMAL AGRICULTURE

We can drastically reduce the impacts of

industrial animal agriculture by changing public policies at the local, state and federal levels. We need to end the stranglehold that the meat industry has over our government and the market. Meat and dairy companies should have to pay for the environmental and public health damages that they cause. And instead of subsidizing industrial animal agriculture, governments should be incentivizing higher welfare, pasture-based, organic farming systems. In addition, we need to ask institutions – like restaurants, schools and hospitals – to use their purchasing power to promote sustainable, plant-based foods and better meat that is healthier for people and the planet. For instance, K-12 schools serve seven billion meals each year. If every public school swapped out a beef burger for a protein-rich veggie burger on the school lunch menu just once a month, it would save the equivalent of 1,407,533,657 pounds of CO₂, the equivalent of over 1.5 billion fewer miles driven.

WE CAN MAKE CHANGE

Each of us has a role to play in advocating for a just and sustainable food system that does not rely on factory farming. To start, here are three things you can do as a citizen to fight industrial animal agriculture:

- Ask food purchasing businesses that you patronize, such as restaurants and hospitals, to serve less factory-farmed meat and dairy in favor of more plant-based meal options and pasture-raised, organic meat and dairy.
- Ask your city or county representatives to pass a policy that directs public dollars away from factory-farmed meat and dairy.
- If you have a child or grandchild in school, contact their school administrators and ask them to offer more plant-based meal options for lunch.



CHANGING How Rice is Grown AROUND THE WORLD

WRITTEN BY CARYL LEVINE

We take rice for granted. It is a cheap starch available in diverse forms in our supermarkets, ranging from rice that cooks in one minute to prized heirloom varieties. By now, most people are aware that rice is not just white. It can be brown, red or black. However, because U.S. consumption patterns are traditionally more wheat-based than rice-based, few consumers know how rice is produced except that it is grown with lots of water. The reality is that current rice production methods are at the root of serious environmental and social crises.

Worldwide, most fresh water withdrawals are for agriculture, and the lion's share of that water goes to irrigate rice. With global population on track to add two billion people by 2050, the amount of water used for agriculture is expected to increase further, creating intense competition from domestic, energy, and industrial sectors. And this comes at a time when major rice-producing nations are suffering from increasing water scarcity.

Flooded rice fields are also a major contributor to global warming. When soils are continuously covered in water

and deprived of oxygen, they release methane gas which is a more powerful greenhouse gas in the short term than carbon dioxide.

Women's work is often unpaid, unrecognized, and taken for granted by researchers and policymakers.

WOMEN PLAY A MAJOR ROLE IN RICE PRODUCTION

Rice production has a huge, often overlooked, impact on women. The labor to produce most of the global rice crop, which feeds half of the world's population, is provided by women under conditions that most of us could not tolerate for more than one hour, let alone a lifetime.

It is estimated that about half a billion women are engaged in rice farming. They

simultaneously shoulder household, farm production and community responsibilities. They work mostly barefoot, using their hands and various small tools that have changed little over the centuries. They bend over in backbreaking postures in hot, humid and wet conditions with their hands and feet immersed in water for long hours over many days. Women's work is often unpaid, usually unrecognized, and taken for granted by researchers and policymakers. Rarely is any investment made to improve women's working conditions by providing better technologies and resources. Instead, billions of dollars are spent on improving rice productivity through developing new varieties and applying agrochemical inputs, assuming the availability of cheap or unpaid female labor. Yet, according to the United Nations Food and Agriculture Organization, providing more and



better resources to women could increase food production and reduce hunger among 100-150 million people.

MORE CROP PER DROP: A NEW APPROACH TO GROWING RICE

The good news is that there are solutions, like the System of Rice Intensification (SRI), which we have dubbed “More Crop Per Drop™,” so that consumers better understand what it is all about – essentially producing more rice with less water. What is SRI? SRI is an agroecological rice-growing method that enables farmers to produce more productive rice plants through optimum management of water, soils and inputs. It can enhance the yield of any variety, from heirloom varieties to the latest hybrids, from 25% to more than 100%, which translates directly into improved household food security and income.

SRI practices involve planting younger seedlings further apart to reduce competition among plants; doing frequent weeding; maintaining non-flooded moist field soil conditions to promote soil microorganisms and root growth; and relying mostly or only on organic inputs. These practices are dramatically different from how farmers have been advised to grow rice over the last sixty years, which emphasizes using new seeds, synthetic fertilizers and pesticides, and constant irrigation.

BETTER FOR WOMEN, BETTER FOR THE CLIMATE

These changes not only reduce the use of water by 25-50% and cut methane emissions by about 40%, but they also fundamentally alter the working conditions for women rice farmers. With 80-90% fewer and lighter seedlings to transport and transplant, their burden is drastically reduced. A simple mechanical weeder enables them to weed standing upright rather than constantly bent over, and since it is a mechanical tool, often men take over that onerous task. Most importantly, they no longer have to work in standing water, reducing their exposure to parasites, chemicals and water-borne diseases. Sabarmatee, our colleague in Odisha, India, which has done pioneering research into the impact of SRI on women’s bodies as compared with conventional methods, has estimated that SRI

can reduce the labor of women by as much as 380 hours per acre, or forty-seven eight-hour days!

What we have learned from formal and informal interviews with women in our supply chains who have adopted SRI is that women are able to spend less time in the fields and can work when the sun is not so hot. They say they have more time to take care of their children and their homes, they have less muscle pains and fewer infections because their hands and legs are not constantly immersed in muddy water, and thus they are spending less on medical bills. And they feel generally healthier eating rice grown without chemicals. Some even have time to start small entrepreneurial enterprises or focus on higher-value cash crops.

More resources for women could increase food production and reduce hunger among 100-150 million people.

SUPPORTING SMALL-SCALE FARMERS IN BUILDING BETTER LIVES

Lotus Foods is proud to be a leader in working with families that have embraced SRI and in raising awareness about the social and environmental consequences of rice production. With climate change, and the high cost of inputs and credit, most smallholder rice farmers are barely able to make ends meet. But with the combination of higher yields from SRI and organic and fair trade premiums, we are helping the farmers from whom we source our rice to stay together, farm together, and improve their quality of life. We are hopeful that as more consumers become aware of these issues, they will request – even demand – that more vendors provide rice grown using this women-, water- and climate-smart method.

More information on SRI can be found at:

LotusFoods.com, SRI4women.org and sri.cals.cornell.edu

PHOTO: Contrast the labor intensity of seedling transport in conventional rice production (below) with SRI (cover photo).



PHOTO CREDIT: ©Sue Price/SRI4Women/2017.



Reference Guide

FAIR TRADE AND WORKER JUSTICE PROGRAMS

Use this guide to differentiate program claims and help you match your purchasing practices to your values.

KEY CREDIBLE PROGRAM NOT CREDIBLE PROGRAM APPROACH WITH CAUTION NOT APPLICABLE

Fair trade is intended to benefit small-scale farmers and ensure fairness for producers. The principles of fair trade include*:

- Long-Term Direct Trading Relationships
- Prompt Payment of Fair Prices
- No Child, Forced or Otherwise Exploited Labor
- Workplace Non-Discrimination, Gender Equity and Freedom of Association
- Democratic & Transparent Organizations
- Safe Working Conditions & Reasonable Work Hours
- Investment in Community Development Projects
- Environmental Sustainability
- Traceability and Transparency

FAIR TRADE AND SOLIDARITY LABELS








LABEL	FAIR TRADE PROGRAM	GLOBAL NORTH SOLIDARITY PROGRAM	ANALYSIS
	—		The Agricultural Justice Project (AJP) sets standards for the “Food Justice Certified” label and includes strong requirements for the buyer/farmer relationship for U.S. farms of all sizes, focusing on empowering farmers to negotiate with buyers on fair terms.
	—		The Domestic Fair Trade Association (DFTA) is a North America-based solidarity membership organization that brings together all sectors of the domestic agriculture system to advocate for social justice.
			Fair for Life (FFL) is a fair trade labeling program developed by the Institute for Marketecology (IMO) and now held by Ecocert. The program has strong eligibility requirements, with a focus on marginalized producers.
		—	The Fair Trade Federation (FTF) is a North America-based fair trade membership organization exclusively for brands and retailers dedicated to fair trade for all products and practices. Members may use the membership logo on products even though supply chains are not audited.
		—	Fair Trade USA (FTUSA) is a standard-setter that has attempted to expand the fair trade model into new areas (such as the U.S.) and new sectors (such as seafood).
		—	Fairtrade America is the U.S. fair trade labeling member of Fairtrade International (FTI), a strong standard-setter for organized small-scale producers in the Global South.
		—	The Small Producers' Symbol (SPP) is the only farmer-led fair trade certification. The program has strong requirements for eligibility and focuses on farmer empowerment.
		—	The World Fair Trade Organization (WFTO) is a global fair trade membership organization requiring strong internal control systems, peer review and external audits to guarantee that members comply with fair trade standards. Members must be fully committed to fair trade principles in all of their trading practices and may use the “WFTO Guarantee” label.

*These fair trade principles apply to traditional South-to-North trading. A similar set of principles has been adopted for North-to-North trading in the U.S., and we refer to these North-to-North fair farmer programs as “Global North Solidarity Programs” in this guide.

Voluntary labor certifications allow companies to opt into following a set of standards to improve pay and working conditions for farm and factory workers. The principles of worker justice include:

- Inclusion of International Labor Organization (ILO) core conventions
- Freedom of Association and Collective Bargaining
- Improving Wages with the Goal of Living Wages
- No Child, Forced or Otherwise Exploited Labor
- Workplace Free of Discrimination, Abuse and Harassment
- Safe and Healthy Workplace
- Reasonable Working Hours
- Clear and Adequate Grievance Mechanisms with No Retaliation
- No Termination Without Just Cause

Though Fairtrade America, Fair for Life and Fair Trade USA may have different levels of credible farmworker and factory worker justice programs, they are misleadingly labeling products complying with their programs as “fair trade.” This guide evaluates the standards used for these programs, but does not address the misuse and co-option of the term “fair trade.”

LABEL	FACTORY (APPAREL)	DOMESTIC FARMS	INTER-NATIONAL FARMS	ANALYSIS
	—	✓	—	The Agricultural Justice Project (AJP) sets standards for the “Food Justice Certified” label and includes strong requirements for the farmer/farmworker relationship for U.S. farms of all sizes, focusing on empowering farmworkers to negotiate fair wages and employment conditions.
	—	✓	—	The Domestic Fair Trade Association (DFTA) is a North America-based solidarity membership organization that brings together all sectors of the domestic agriculture system to advocate for social justice.
	—	✓	⚠ *	The Equitable Food Initiative (EFI) sets standards for the “Responsible Grown - Farmworker Assured” label for food safety and farmworker justice. There is a strong leadership development component, but democratic worker committees and collective bargaining are not required.
	—	✓	—	The Fair Food Program (FFP) sets and oversees a legally-binding code of conduct for employment conditions on farms and a direct economic transfer from end buyer to farmworkers as part of their “penny a pound” program. Starting with farmworkers on tomato fields in Florida, FFP has developed a successful monitoring and accountability program to address abuses and increase wages.
	—	⚠	⚠	Fair for Life (FFL) focuses its farmworker justice program on marginalized workers and includes living wages and democratically administered premiums. These products would more accurately be labeled as “fair labor.” FFL is neither farmworker-led, nor includes farmworker representatives in formal governance positions and should therefore be approached with caution.
	✗	⚠	⚠	Fair Trade USA (FTUSA) includes health and safety requirements and democratically administered premiums in its hired labor standards but lacks collective bargaining and living wage requirements. Its apparel standards do not include all steps of the supply chain. FTUSA is not a farmworker-led program and should therefore be approached with caution.
	✓	—	✓	Fairtrade America and its international umbrella organization Fairtrade International (FTI) include collective bargaining and benchmarks for living wages in their worker justice standards, applicable to apparel factories and a limited number of agricultural commodities. These products would more accurately be labeled as “fair labor.”

*EFI was started by domestic farmworker organizations and it is not yet clear whether its international expansion will include collaboration with local farmworker organizations.

HOW TO CHOOSE AUTHENTIC FAIR TRADE PRODUCTS

Five steps to choose fair trade products in line with your values.



EVALUATE. Look for full company commitment, membership organizations and strong fair trade certifications to distinguish products made by dedicated fair trade brands.



AVOID BAD ACTORS. Do not buy from corporate bad actors who happen to have a few fair trade products.



LOOK BEYOND CERTIFICATIONS. Learn which brands positively impact the communities where they operate and source from.



READ LABELS. Determine which ingredients (and what percentage of those ingredients) in the product are certified fair trade.



BE AN ACTIVIST. Ask your local grocer to carry more authentic fair trade products and get involved to change policy.



PHOTO CREDIT: Fair World Project.

THE *High cost* OF Industrial Food

CLIMATE CHANGE

Our food system produces 1/3 of global greenhouse gas emissions, almost half of that from animal agriculture.

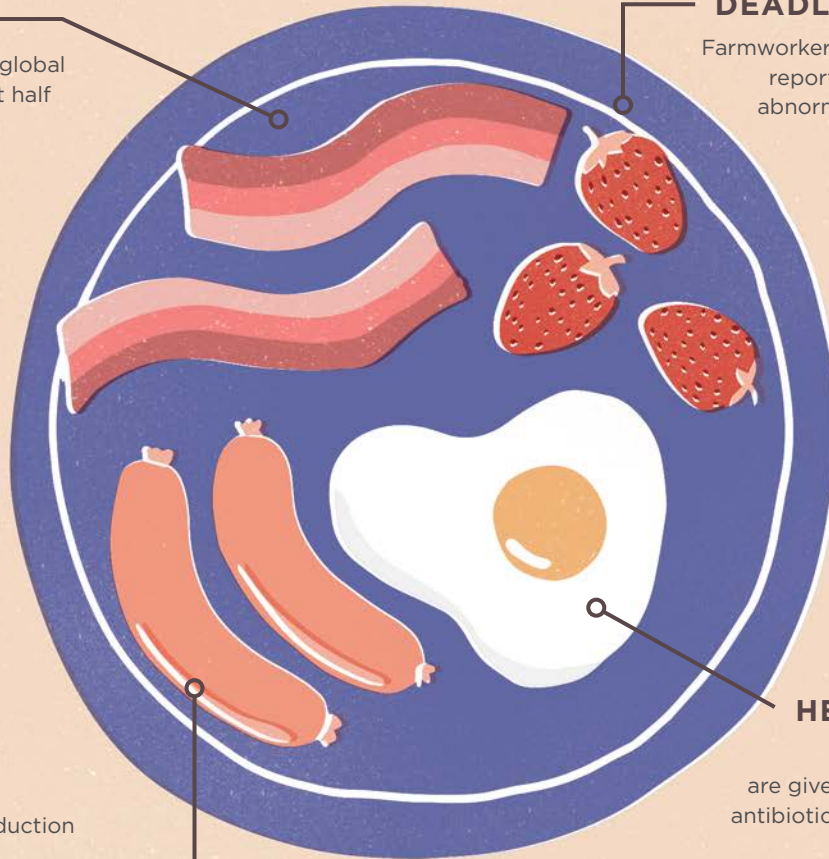
DEADLY PESTICIDES

Farmworkers handling pesticides report higher rates of birth abnormalities, miscarriages, and cancers.



EXPLOITATION

Low prices below the cost of production drive malnutrition, migration, and environmental degradation.



HEALTH CRISES

80% of all antibiotics are given to animals creating antibiotic-resistant superbugs.

CONSOLIDATION

Just one company (Tyson) supplies 1 in 5 pounds of chicken, beef, and pork in the U.S.

BIG FOOD IS SICKENING PEOPLE AND OUR PLANET.
JOIN THE MOVEMENT to change our food system.

- ✓ K-12 schools serve seven billion meals each year. **ASK SCHOOL ADMINISTRATORS FOR MORE ORGANIC, PLANT-BASED, AND FAIRLY TRADED OPTIONS.**
- ✓ Cafeterias have enormous purchasing power. **SIGN ONTO THE REALMEALSCAMPAIGN.ORG** to transform that to a force for good.

- ✓ **INVEST IN SMALL-SCALE FARMERS** making the transition to regenerative, climate resilient farming at GrowAhead.org.
- ✓ Engage with policy initiatives in your city or county that **SET STRONG STANDARDS FOR PUBLIC SPENDING ON FOOD.**

Learn more and get connected to campaigns for a more fair food system at FairWorldProject.org