

JUST ECONOMY INTRODUCTION



The Global Economic System is rife with abuse and injustice. Most of the people that grow, process and produce our food and apparel suffer poverty wages, unsafe work conditions and other rights violations. The Fair World Project (FWP) supports diverse mechanisms and pathways to justice in the marketplace. While not a panacea, these mechanisms provide concrete opportunities for consumers to support products that reflect their values, educate others, and provide a lifeline to farmers, workers and artisans, while we simultaneously work in conjunction to improve the global system that impacts us all.

The food and apparel economies are extremely varied and often complex, and reforming and transforming them requires different approaches. Visit our Just Economy Interactive Tool online to learn more about the different approaches: www.fairworldproject.org/justeconomy.

Four programs -- Fair Trade, SweatFree Apparel, Family Farm, and Labor Justice -- support broader movements for systemic change in our food and apparel systems, which aim to transform an unjust economic system. Together, they drive a larger movement for justice and sustainability.



FAIR TRADE

Small-scale farmers in the Global South not only form the backbone of our global food system, but according to the United Nations Special Rapporteur on the Right to Food, small farmers hold the key to doubling food production while mitigating climate change and alleviating rural poverty. Fair trade provides an important tool to keeping small farmers on their family's land by providing access to ethical markets, that ensure fair prices without child or otherwise exploitative labor conditions.

Artisans in the Global South have been designing and crafting products for over 60 years to financially support their families and create a pathway to people centered development in their communities. Fair trade artisans and farmers are often part of the same families and communities, mutually supporting each other. Unlike agriculture products, fair trade crafts are not certified by 3rd party agencies.



SWEATFREE APPAREL

The apparel industry has a long history of widespread abuses from top to bottom. Sweatfree Communities defines a sweatshop as a "workplace where workers face very poor conditions, including poverty wages, exceedingly long hours, unsafe and unsanitary environments, harassment and discrimination. Sweatshops offer employees few benefits, and frequently fire workers for involvement in unions and in the event of pregnancy or injury." Years of organizing by apparel workers, students and other allies have propelled the

plight of apparel workers to the forefront of ethical consumer awareness, and provided such consumers, universities and government institutions sweatfree apparel alternatives.

POLICY AND CAMPAIGN WORK

FWP is an advocacy organization focused on advancing a Global Just Economy by educating and activating consumers in partnership and support of small farmers, artisans and workers, at home and abroad. Through marketplace campaigns and policy advocacy, FWP aims to transform the global economic system in favor of disadvantaged and vulnerable communities.

SYSTEM CHANGE FOR A BETTER WORLD

Our vision is of a just global economy where humans are treated justly and with dignity, where the environment is respected and nourished, where commerce fosters sustainable communities and a global society based upon cooperation and solidarity. We envision an economic culture in which values, defends and supports the contributions of farmers, workers and artisans. To achieve this, FWP educates, advocates and agitates at home and abroad.



FAMILY FARM MOVEMENT IN GLOBAL NORTH

Family-scale farmers in the Global North, including North America and Western Europe, face numerous challenges from corporate agribusiness, unfair domestic policies and so-called "free trade agreements." Maintaining family farmers' livelihoods is essential to national food security, rural community development and a safe and nutritious food system. Holding government agencies accountable, enacting

fair trade policy and purchasing products from certified farmers contribute to efforts to support family farmers.



LABOR JUSTICE

According to the Food Chain Workers Alliance, over 20 million people work in the food system in the U.S., and millions more around the world toil in the food sector. These workers are among the most exploited and poorest in the world, planting, harvesting, processing, packing, transporting, preparing, serving, and selling food. Labor justice efforts include supporting farmworkers both at home and abroad and strengthens food workers' ability to organize by transforming both

institutions and markets to provide livable wages and safe and equitable workplaces. A number of initiatives are emerging to advance the rights of workers in the food chain.



**TO LEARN MORE ABOUT FWP'S JUST ECONOMY VISIT
WWW.FAIRWORLDPROJECT.ORG/JUSTECONOMY
TO VIEW OUR JUST ECONOMY INTERACTIVE MAP**

Contributors in this Issue



Rudi Dalvai

Rudi Dalvai, an Italian born economist, started his Fair Trade tenure in 1985 as a founding member of the World Shop in Italy. He was managing director of EZA (Austrian FTO), and helped start EFTA (European Fair Trade association) and IFAT (now WFTO). He co-founded Ctm-Altromercato (first Italian FTO), helped start TransFair Italy, is a member of the "Coffee Register Committee" of FLO, and is past and current President of WFTO.



Peter Dreier

Peter Dreier, is the E.P. Clapp Distinguished Professor of Politics at Occidental College, chair of its Urban & Environmental Policy Department, and author of The 100 Greatest Americans of the 20th Century: A Social Justice Hall of Fame, which Nation Books is publishing in June.



Erin Gorman

Erin Gorman is the founding CEO of Divine Chocolate's USA operating company. She joined Divine because bringing cocoa farmers and chocolate lovers together to make the chocolate industry better was a simply irresistible idea. She is mom to a very active two year old and lives in DC.



Robert Hardy

Rob Hardy combines an educational background in agriculture and ecological agriculture with extensive farming experience in the UK and developing countries. In recent years he has been responsible for quality management for organic/ fair-trade certification for two smallholder projects in India and Kenya. He now plays a key role in developing Dr. Bronner's supply chains for organic/fair-trade products.



Gero Leson

As Dr. Bronner's Director of Special Operations, Gero Leson coordinated the conversion of their raw material supply to certified fair trade and organic sources. This included setting up farmer groups and oil mills in Sri Lanka and Ghana. His background in physics and environmental science/engineering helped find solutions to technical, environmental, economic and management problems



Safianu Moro

Safianu Moro manages the fair trade / organic (FTO) Internal Control System of the Serendipalm project. He holds a BSc in Agriculture and MPhil in Agricultural Extension Services from the University of Ghana, Legon. The cooperation amongst supply chain members and the development potential of FTO projects drives him to contribute his efforts to a production system that is socially responsible and environmentally sustainable.