



Equal Exchange Challenges Green Mountain Coffee on the Future of Fair Trade

In a rare business-to-business plea Equal Exchange released an open letter to Larry Blanford, the CEO of fellow New England specialty coffee company, Green Mountain

Coffee Roasters (GMCR) in the form of a full-page color ad in the Burlington Free Press (Vermont), encouraging the multi-billion dollar brand to withdraw its support from the controversial certification agency, Fair Trade USA (FTUSA).

GMCR, based in Waterbury, VT, was itself an 'early adopter' and has been offering Fair Trade coffee for 14 years. To their considerable credit GMCR recently became the world's largest purveyor of Fair Trade Certified™ coffee, handling more than 26,000,000 pounds of Fair Trade coffee annually. They have also donated generously to support various economic development efforts in coffee growing communities. However, while acknowledging these accomplishments, in the ad, Equal Exchange challenges GMCR to "open your eyes...to the controversy raging..." and "leave Fair Trade USA" in light of recent unilateral changes enacted by the agency.

Read Equal Exchange's press release here: www.fairworldproject.org/news/single/516

Fairtrade International (FLO) Establishes Organization in the United States

In the wake of the FLO/Fair Trade USA split last year, FLO has established an US office to promote fair trade and certify FLO fair trade products in the United States. To date, several high profile fair trade companies, like Divine Chocolate and Wholesome Sweeteners, have committed to the FLO system. Consumers can expect to see the FLO symbol on fair trade products on shelves this fall.



North American Fair Trade Council Open Letter to FTUSA

In a June 15th letter, dozens of fair trade producer organizations, traders and organizations called upon Fair Trade USA to establish an inclusive and transparent governance structure and to stop plans to expand fair trade certification to coffee plantations. Since June 15th, over 250 organizations and individuals have signed on to the open letter to FTUSA.



Read the complete letter here:
www.fairworldproject.org/news/single/542

FWP World Fair Trade Day Sweepstakes Winner Announced!

World Fair Trade Day (WFTD) 2012 was a rousing success. FWP, with dedicated fair trade brands Alaffia, Alter Eco, Dr. Bronner's Magic Soaps, Guayaki, Equal Exchange, and Maggie's Organics, sponsored over 600 WFTD events. In collaboration with Intrepid Travel, FWP hosted a fair trade vacation sweepstakes, with over 7500 applicants. Anne C. from New Jersey won the sweepstakes and will be traveling to Sri Lanka this November with her husband.

Congratulations Anne!

FWP and United Students for Fair Trade (USFT) Join Forces

USFT has joined FWP as a special campaign to catalyze university students for fair trade and social justice. FWP and USFT have collaborated over the course of the past year, promoting Alta Gracia clothing through university campaigns, as well as fair trade outreach and education efforts on college campuses. Looking forward, FWP and USFT will jointly advocate for small farmers, workers and artisans, as well as in favor of fair trade policies and economic justice. "Students have played a critical role in the North American Fair Trade movement over the course of the last decade, advancing the cause of small farmers, workers and artisans, while holding corporations accountable. Partnering with FWP will further USFT's mission, bringing fair trade to more students and campuses," said USFT National Coordinator, Maria Louzon.



Read more: www.fairworldproject.org/news/single/522



Cincinnati Food Hub: A Model for Union and Cooperative Collaboration

Many communities in the United States today face severe unemployment and poor access to healthy, local food. An innovative approach to addressing sustainable green jobs and local food systems is being launched in Cincinnati by the United Steel Workers Union, United Food and Commercial Workers, Mondragon cooperative organizations from Spain, the Center for Community Change, with local activists and academics, who are joining forces to establish a food hub in Cincinnati, Ohio. According to the USDA, a food hub is "a centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food." This novel approach prioritizes both fair work conditions with healthy and sustainable food systems.

Learn more: www.fairworldproject.org/news/single/524

