

Letter from the Director



Welcome to the fourth issue of For A Better World. Fair trade is at a critical crossroads and this edition's cover reflects the challenges and opportunities in the fair trade movement and marketplace. Small farmers, large corporations, certifiers, cooperatives, Alternative Trading Organizations (ATOs), Non-Governmental Organizations (NGOs), student groups and other fair trade stakeholders are trying and vying to define and redefine fair trade. Can all these visions and experiences work together to uphold the promise of fair trade? Fair trade farmers, workers and artisans look to the fair trade market as a pathway out of poverty. But with multiplying fair trade claims, seals and certifications in the market, consumers are confused on

how best to "vote with their dollars" and buy products that reflect their values. Some claims and certifications are strong and meaningful, others are weak and getting weaker, eroding core fair trade criteria. This issue will help answer questions and guide informed decision-making when purchasing certified "fair trade" products.

Fair World Project's (FWP) outreach and advocacy efforts continue, promoting fair trade and watchdogging the fair trade marketplace. FWP is closely monitoring the evolution of fair trade standards, with special concern for plans to certify coffee plantations as "fair trade." FWP facilitated 2,000 letters sent to major certifiers in support of small coffee farmers and cooperatives, demanding that plantations not be considered "fair trade." Our outreach and consumer mobilization efforts have forced the major certifier Fair Trade USA to revise a weak draft multi-ingredient policy. FWP's Be Fair campaign (www.befair.us), launched in 2011, has mobilized to date over 1,500 letters calling upon major brands to "Be Fair" and source fair trade ingredients.

This spring, Fair World Project aims to put fair trade front and center in stores across the country with our World Fair Trade Day activities in May, coordinating more than 500 retailers to feature dedicated fair trade brands all month. Also, along with the Fair Trade Resource Network and Domestic Fair Trade Association, FWP is a primary organizer of a new North American fair trade initiative, the North American Fair Trade Stakeholder Council. The goal of the council is to clarify the criteria and direction for the fair trade movement in North America, and uphold the integrity and promise of fair trade for marginalized producers around the world.

To a day when all trade is fair,

Dana Geffner

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Executive Director



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

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.

Mission:

Fair World Project (FWP) promotes organic and fair trade practices and transparent third-party certification of producers, manufacturers and products, both here and abroad. Through consumer education and advocacy, FWP supports dedicated fair trade producers and brands and insists on integrity in use of the term "fair trade" in certification, labeling and marketing.

Why FWP Exists:

- ▶ Conscious consumers armed with informed purchasing power can create positive change and promote economic justice, sustainable development and meaningful exchange between global South and North
- ▶ The Organic movement, with the advent of federal regulations, has lost sight of the social criteria of fair prices, wages and working conditions.
- ▶ Family farmers and farmworkers in the developing world are often impoverished by unfair volatile prices, wages and working conditions.
- ▶ North American and European family farmers and farmworkers face similar challenges, and thus we need to bring fair trade criteria home with "Domestic Fair Trade."
- ▶ Existing certifiers and membership organizations vary in their criteria and philosophy for the qualification of products and brands for designation as "fair trade." FWP will work to keep the term "fair trade" from being abused and diluted.
- ▶ FWP cuts through politics in the world of fair trade in order to catalyze the rapid expansion of the universe of fair trade products, in particular promoting certification to rigorous standards that give consideration to the local context of a project.

The Fair Trade Movement:

The fair trade movement that FWP is part of shares a vision of a world in which justice and sustainable development are at the heart of trade structures and practices, both at home and abroad, so that everyone through their work can maintain a decent and dignified livelihood.

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

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