

Fair Trade - A Global
Challenge

Roots in Revolution

Foodopoly, Trade
and Democracy

A Decade of Prosperity
in Ghana

FOR A BETTER WORLD

ISSUES & CHALLENGES FOR A JUST ECONOMY

THIS IS A FREE PUBLICATION

ISSUE 8 SPRING 2014

World Fair Trade Day: Supporting Small Scale Producers



Sugar - All That
Can Be, Should Be
Fair Trade

Fairness for Farm-
workers and Farm
Animals

Why We Need Labels
on Food from
Factory Farms

REFERENCE GUIDE TO FAIR TRADE CERTIFICATION & MEMBERSHIP ORGANIZATIONS

Fair trade certifiers and membership organizations all agree on these basic fair trade principles:

- ✓ Long-term direct trading relationships
- ✓ Prompt payment of fair prices and wages
- ✓ No child, forced or otherwise exploited labor
- ✓ Workplace non-discrimination, gender equity and freedom of association
- ✓ Safe working conditions and reasonable work hours
- ✓ Investment in community development projects
- ✓ Environmental sustainability
- ✓ Traceability and transparency

Fair trade validation systems can be grouped into two major categories. The table shows their main attributes and several prominent examples.

<p>3rd Party Inspection & Certification</p>	<p>3rd party certifiers field-inspect growing and processing, possibly trading operations and compare performance against a set of fair trade standards.</p>	<p>Fairtrade America; IMO's Fair for Life; FUNDEPPO's Small Producer Symbol; Agricultural Justice Project</p>  <p><small>*FWP does not recognize FTUSA as a credible fair trade certifier</small></p>
<p>Membership Organizations</p>	<p>Organization evaluates fair trade commitment and practice of companies against its membership criteria. No systematic verification of conditions along the value chain.</p>	<p>Fair Trade Federation (FTF); World Fair Trade Organization (WFTO); Domestic Fair Trade Association; Cooperative Coffees</p> 

This chart summarizes the logos of several certification programs and membership organizations. A product sold by a company that is a member of a fair trade membership organization may not have gone through third-party certification; conversely, a product certified as "fair trade" under a certification program does not mean that the company that produces the certified product is a dedicated fair trade company.

We acknowledge that other socially responsible systems are available. While they certify for many of the same standards, they do not embody all fair trade principles.

*Fair World Project (FWP) no longer recognizes Fair Trade USA (FTUSA) as a credible fair trade label. For small producer organizations (i.e. traditional fair trade producers), FTUSA recognizes the Fairtrade International (FLO) standards and has not developed their own. In this case, we believe that brands should work with FLO directly. For other standards, such as farmworkers on large farms and unorganized producers, FTUSA has developed their own standards, but has ignored repeated requests to dialogue with the larger movement to address serious concerns, for example concerns from small coffee producers that opening up fair trade to large coffee farms will have a detrimental effect on their own operations.

For more information on Fair Trade Certifiers and Membership Organizations visit www.fairworldproject.org

CONTRIBUTORS in this issue



David Bronner

is a ne'er-do-well scion of the notorious Dr. Bronner's Magic Soaps insane asylum. When not frothing incoherently at the mouth, he babbles about business as a catalyst for positive social and environmental change. It's best to run away quickly if you notice him anywhere around.



Ronnie Cummins

is the founder and Director of the Organic Consumers Association (OCA). A writer and activist since the 1960s, Cummins has published numerous articles and authored a series of children's books called Children of the World. He is also co-author of the book Genetically Engineered Food: A Self-Defense Guide for Consumers.



Andrea Fütterer

is Head of the Policy Department of GEPA – The Fair Trade Company in Germany. She worked for eight years as an advisor with the German Development Service (DED) in Honduras and Nicaragua, helping small coffee farmer cooperatives regulate organic agriculture, fair trade and gender equity. She is an agrarian engineer by profession.



Wenonah Hauter

is Executive Director of Food & Water Watch. Her book Foodopoly: The Battle Over the Future of Food and Farming in America examines the corporate consolidation and control over our food system and what it means for farmers and consumers.



Carrie Hawthorne

first became active in fair trade in 2004 during her Peace Corps service in Guatemala. She has worked with a handful of fair trade organizations, including the Fair Trade Federation, Partners for Just Trade and Global Mamas. She recently relocated to Seattle where she runs Carrot Consulting.



Nicholas Hoskyns

is a British-born campaigner who went to Nicaragua to support the revolution and has lived and worked there for the past two decades. He is currently Managing Director of Ético: The Ethical Trading Company which works to develop sustainable trading initiatives globally as an extension of small farmer cooperatives.

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Kristin Johnson

is a co-founder of Global Mamas and has been working for women in Ghana since serving as a Peace Corps Volunteer there from 1992–1995. She is a passionate supporter of fair trade and currently serves on the board of directors of the Fair Trade Federation.



Errol Schweizer

has worked for over eighteen years to improve the natural and organic food industry. As Executive Global Grocery Coordinator for Whole Foods Market, Errol has helped launch more than 6,000 products, while leading the industry in ethical supply chain development. He is in love with the novels of Ursula K. LeGuin.



Paul Shapiro

is Vice President of Farm Animal Protection at The Humane Society of the United States. He is also the founder of Compassion Over Killing.



Nigel Willerton

is 49 years old and moved to the U.S. from England in 2001. He has a passion for endurance athletics; as part of his fair trade commitment, he ran ten consecutive marathons across Ethiopia in January of 2011 to raise money for schools in the highland coffee-growing regions. Nigel resides in Texas with his wife Triny and their five children.



La Via Campesina

is an international movement of peasants, small- and medium-sized producers, landless rural women, indigenous people, rural youth and agricultural workers. They are an autonomous, pluralist and multicultural movement, independent of any political, economic or other type of affiliation. Founded in 1993, La Via Campesina now gathers about 164 organizations in seventy-nine countries across Asia, Africa, Europe and the Americas.

Additional Contributors:
Cosmic Egg Studios



Cosmic Egg Studios is an eco-friendly design firm that services many like-minded companies in this industry.

Articles written are the view points from the authors and are not necessarily endorsed by Fair World Project. We encourage you to use your own judgment, ask questions, and visit our blog for more information.



Letter from the Director

When we first launched Fair World Project, our emphasis was on promoting fair trade in commerce and protecting the term “fair trade” from dilution and misuse for mere PR purposes. We still think that is important, more than ever. In our World Fair Trade Day feature, we explain that one of the defining differences between committed, or mission-driven, brands and those who engage in fair trade only to the extent that it helps their bottom line is how they engage with the world at large. Mission-driven brands ensure fairness throughout all of their supply chains, and they tend to support causes, from charities to legislation, aligned with fair trade principles. Other companies, however, may well have exploitative supply chains running parallel to those that are fair and support larger policies that are at odds with fair trade principles.

Yet we recognize that a just economy will not be achieved through a single model alone, and thus we have recently formally expanded our mission to include labor justice, sweat-free apparel and family-scale farming in the Global North.

This current issue challenges us to think beyond the boundaries of traditional fair trade. For example, Wenonah Hauter, author of the book Foodopoly, highlights the negative impact of industrial agricultural policy on our food system, which is now characterized more by monopoly than democracy. In other articles, Paul Shapiro and Ronnie Cummins explore what it means to be fair to farm animals and why we should label factory farm products as such. At the same time, we remain true to our roots, and Niger Willerton discusses the pressing issues that fair trade sugar farmers are facing today.

We look forward to continuing this journey with you towards creating a more holistic and just economy.

Dana Geffner

Dana Geffner
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.

About Fair World Project

Mission:

Fair World Project (FWP) seeks to protect the use of the term “fair trade” in the marketplace, expand markets for authentic fair trade, educate consumers about key issues in trade and agriculture, advocate for policies leading to a just economy, and facilitate collaborative relationships to create true system change.

Why FWP Exists:

- 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.

Goals:

- To contribute to the movement to build a just economy that benefits and empowers all people especially those traditionally marginalized in our current system, including family-scale farmers, small-scale artisans, and food and apparel workers,
- To educate consumers, retailers, manufacturers and marketers regarding:
 - The standards, criteria, and possible fair-washing behind claims of fairness and justice on products they produce, sell and/or consume, including understanding the benefits and limitations of third-party verifications,
 - The ways government and international trade policies support or inhibit a just economy,
 - Key issues, theories, initiatives, policies, and campaigns related to fair trade, family-scale farmers globally, labor justice, sweat-free apparel, and trade and agriculture policy.
- To pressure companies to: improve sourcing and labor practices by obtaining fair trade, fair labor or other appropriate certification for major supply chains; make only authentic eco-social market claims; and support public policies that benefit small-scale producers and workers,
- To promote certification labels, membership organizations, companies, and brands that further progress toward a just economy,
- To facilitate dialogue among and between movements working towards a just economy,
- To advocate for a better world by: educating and inspiring individuals and organizations through our twice-yearly free publication; providing educational resources and workshops for consumers, retailers, and brands; and collaborating with other organizations with similar values.

LEARN MORE >>>>>

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

Cover Photo:
Alaffia cooperative members
in Sokodé, Togo traditionally
handcrafting shea butter.

Dana Geffner Executive Director	Sue Kastensen Project and Creative Advisor
Kerstin Lindgren Campaign Director	Ryan Zinn Political Director

Landmark Hemp Harvest in Colorado



In the fall of 2013, industrial hemp was harvested in Colorado. It was the first hemp to be commercially harvested in the U.S. in over fifty years. The fifth annual Hemp History Week campaign this year (June 2–8, 2014) will celebrate this milestone and advocate for federal policy change to further facilitate the reintroduction of this eco-friendly and versatile crop. **Find an event near you, learn more and watch the campaign video, and get involved today at: www.hemphistoryweek.com.**

Support for Raising Minimum Wage Gains Momentum

The Miller-Harkin Fair Minimum Wage Act, introduced in 2013, would raise the federal minimum wage from \$7.25 to \$10.10 per hour over a three-year period, and it would also raise the tipped minimum wage from \$2.13 per hour to 70% of the regular minimum wage. Raising the minimum wage would benefit twenty-nine million low-wage workers, while costing consumers an average of just ten cents per day. As legislators consider raising the federal minimum wage, significant progress has been made in efforts to raise the minimum wage locally, including a law in California raising the state minimum wage to \$10.00 per hour by 2016 and a vote by the Washington, DC City Council to raise the minimum wage there to \$11.50 per hour. **Learn more and get involved through the Food Chain Workers Alliance at: www.foodchainworkers.org.**



Domestic Fair Trade Association Launches Certification Evaluation

Six major certifiers have been evaluated by the Domestic Fair Trade Association (DFTA) based on their principles, including the rights of farmworkers. The group believes that these efforts will contribute to lasting change in the marketplace with benefits to farmers, farmworkers and mission-driven businesses. **Find out more at: www.thedfta.org/what-we-do/evaluations.**

Report Exposes Violations on Palm Oil Plantations

A joint report by Sawit Watch and the International Labor Rights Forum, based on case studies at three palm oil plantations, recently revealed the prevalence of human rights abuses, including labor trafficking, child labor, unprotected work with hazardous chemicals and long-term abuse of temporary contracts. All three plantations were also certified under the voluntary Roundtable and Sustainable Palm Oil Program which forbids these practices. Palm oil is found in many processed foods, including most snack foods, and is primarily grown on plantations in Indonesia and Malaysia. Get updates from the International Labor Rights Forum at: www.laborrightrights.org.

GMO Labeling Initiative Barely Loses in Washington State; Fight Continues in Other States

I-522, the Washington state ballot initiative to label foods containing genetically modified organisms (GMOs), was narrowly defeated by a vote of 51–49%. The fight to label GMOs, however, continues with increasing momentum in other states. Connecticut and Maine have already passed laws that will require GMOs to be labeled once a critical mass of states pass similar laws. Vermont, Oregon and New York have introduced strong, promising bills and represent key markets, and other states have ongoing labeling initiatives as well.

2014 Named Year of the Family Farmer



2014
International Year of
Family Farming

The UN General Assembly has designated 2014 as the "Year of the Family Farmer" as a way to highlight the 85% of the world's farmers who farm on a small scale, as well as their roles in food security, food sovereignty, sustainable agriculture and community development.

New Film Highlights Plight of U.S. Farmworkers

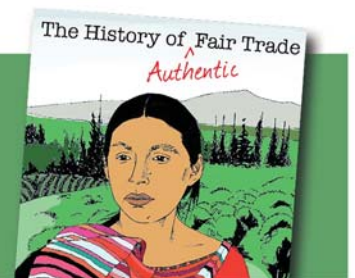
The new film *Hungry for Justice: Spotlight on the South* provides a snapshot of the injustices present in our current food system and introduces one of the promising market-based solutions that has arisen — Food Justice Certification, a project of the Agricultural Justice Project. It tells the story of a farm in the South and their commitment to focusing on social justice issues for their farmworkers by seeking this certification and market label. The sixteen-minute film will launch during Farmworker Awareness Week (March 24–31, 2014). **Contact littlebeanproductions@gmail.com if you would like to host a screening.**

Mixed Results for Sustainability and Fairness in New Farm Bill

After dramatically failing to pass a Farm Bill in the summer of 2013, Congress finally passed a new Farm Bill in early 2014. At that time, Fair World Project joined over 400 other organizations in outlining the need for a full and fair bill. The new bill sets domestic agriculture policy, including subsidies and other benefits for large-scale commodity farmers, programs to benefit smaller-scale and sustainable farmers, including conservation programs, and the Supplemental Nutritional Assistance Program (SNAP) which assists forty-seven million low-income people in meeting their basic needs. The final Farm Bill included some promising language for new farmers and those committed to sustainability, hemp research and livestock welfare, though it fell short in protecting all conservation programs and SNAP benefits, and in reforming farm subsidies. **Get further information and analysis at: www.sustainableagriculture.net/blog/2014-farm-bill-outcomes.**

History of Authentic Fair Trade Comic Book Published

Phyllis Robinson and Nicholas Reid of Equal Exchange teamed up with illustrator Vendela Larsson to create a comic book version of the history of authentic fair trade. Equal Exchange pioneered fair trade coffee in the U.S., and it is by focusing on coffee with an engaging style that they tell the story of the history and vision of the heroes, villains and events that have led us to today in the movement. The book is available for free as a download from Equal Exchange's Web site, or for \$3.00 in hard copy. **Get more information at: www.equalexchange.coop/comicbook.**



Announcing Fair World Project Fair Trade Coffee



Fair World Project is bringing some of the best coffees from small-scale farmers — and their cooperatives around the world — to you! The "Fair Americas" coffee comes from the Oro Verde Cooperative in the Andean highlands of Peru, the "Fair Africa" coffee comes from the Oromia Cooperative in Ethiopia, and the "Fair Asia" coffee comes from the KKKO Cooperative in Sumatra, Indonesia. The "Fair Americas" coffee is also certified with the Small Producer's Symbol, a distinction that identifies and was created by organized, small-scale producers themselves. We donate \$3.00 from every bag sold of our "Fair Africa" coffee to directly support our work with the Food Chain Workers Alliance, a coalition of worker-based organizations whose members plant, harvest, pack, transport, prepare, serve and sell food, as well as organize to improve wages and working conditions for all workers along the food chain.

Order now at: www.deansbeans.com/coffee/products/fairworldproject.html.

Engaging IN TRADE POLICY TRANSFORMATION THIS World Fair Trade Day!



Contributing Writer
by Dana Geffner

World Fair Trade Day is May 10, 2014

Wouldn't it be great if public policies benefited the public, so everyone could prosper, and so-called "free trade agreements" valued our precious resources rather than exploiting people and the planet? As consumers, we have the power to vote with our dollars, as well as to engage in local and federal policy reform in order to help change and transform our global economy to protect our people and planet.

World Fair Trade Day (WFTD), May 10, 2014, is a wonderful time to be inspired by the great work that many mission-driven companies are doing to support a just economy. While governments and transnational companies favor corporate globalization that benefits only the top 1%, creating larger economic gaps between the rich and poor, you can feel confident that when you purchase products from our WFTD partner brands (Alaffia, Alter Eco, Canaan Fair Trade, Divine Chocolate, Dr. Bronner's Magic Soaps, Equal Exchange, Farmer Direct, Guayaki and Maggie's Organics), these ethical businesses put people and the planet before profits. Purchasing their products is a first step towards an ethical and sustainable marketplace.

Fair World Project is calling on civil society to go beyond marketplace action and the power of ethical purchasing to engage in the political process. There are several ways to engage, such as signing online petitions, writing letters to Congress, and organizing events in your community to boycott big transnational companies that put profits before all else.

It is only when the values of our market initiatives and our public policies match that we will see true transformation to a just global economy which puts people and the environment before profits. "Free trade"

LEARN MORE:

To learn more about the negative effects of Free Trade Agreements, visit: <http://fairworldproject.org/overview/free-trade-agreements/>

policies, for example, generally harm small-scale farmers. After the passage of the North American Free Trade Agreement (NAFTA), more than two million small-scale corn farmers in Mexico were forced off their land, as highly-subsidized U.S. corn flooded the market, decimating local rural economies and forcing hundreds of thousands of people to migrate. Reports show that incomes have dropped for most farmers in North America since the implementation of NAFTA. A new, broader agreement called the Trans-Pacific Partnership (TPP) is expected to have similar effects on farmers in the twelve participating countries.

In addition, the U.S. Farm Bill allows subsidies for large-scale farmers. For example, U.S. cotton subsidies totaled \$32.9 billion from 1995–2012. Because of these subsidies, small-scale cotton farmers in the Global South are forced to compete in an unequal global market. Impoverished cotton farmers in four West African countries have been internationally recognized as victims of trade injustice due to the effects of U.S. farm policy.

Unfortunately, some brands take advantage of fair trade marketing niches, "fairwashing" their image, while continuing to passively support — or even actively advocate for — unjust policies that actually harm farmers. For example, Nestlé markets its "Partners' Blend" coffee as 100% fair trade, representing a very small percentage of their total sales, with the vast majority of their coffee being conventional, "unfair" coffee. Nestlé is a member of CropLife and the Gro-

cery Manufacturers Association (GMA), both of whom have lobbied in favor of free trade policies. Starbucks even has a representative on the advisory committee guiding the U.S. negotiations on the TPP, one of the elite 600 corporate advisors who have been granted access to the secret text.

Oxfam America, in a comprehensive study of the top ten food companies in the market (www.behindthebrands.org/en/~media/Download-files/bp166-behind-brands-260213-en.ashx), has noted that Nestlé does not support farmers' organizations, does not in-

sist that suppliers do business fairly, and has not committed to zero tolerance for land grabs. Nestlé, and companies like it, may point to their fair trade products as "proof" of their support for small-scale farmers, while behind the scenes they promote policies that are very harmful to farmers, workers and consumers.

That is why Fair World Project is working with dedicated brands on WFTD — brands that are committed to a holistic vision of fair trade that supports small-scale farmers every step of the way.

Fair World Project started the WFTD retailer initiative to bring awareness to consumers that their purchasing dollars can make a real difference. Last year was a great success, with over 850 natural product retailers signing on to offer their consumers discounts on products produced by our WFTD partner brands. This year the retailer initiative continues during the first two weeks of May, with retailers around the country offering discounts from our nine partner brands to celebrate WFTD.

Fair World Project supports these partner brands and others like them, advocates for just policies and insists that brands not fully committed to a just economy continue to improve their practices and make only authentic claims of fairness. Visit our campaign page to find out ways that you can take action to push brands to act more fairly, advocate for fair policies and support the pioneering brands that are leading the way to a truly just economy.

GET INVOLVED:

Visit Fair World Project's Action and Campaign Center at: fairworldproject.org/get-involved/actions-campaigns/



Alaffia cooperative members washing shea nuts in Togo.



Ester Guarachi, one of Alter Eco's partner quinoa farmers from the Anapqui Cooperative in Bolivia.



Canaan Fair Trade members from the 'Anin farming cooperative.



Juliana Danso and family, Divine Chocolate farmer-owners from Kuapa Kokoo in Ghana.



Akua Sarpomaa, cleaning fruit for Dr. Bronner's sister company Serendipalm in Asuom, Ghana.



Alfredo Anguiano Cazares, a member of Pragor Avocado Cooperative in Mexico, one of Equal Exchange's trading partners.



Farmer Direct Cooperative member, the Yarskie family, at their farm in Lake Lenore, Saskatchewan, Canada.



Guayaki's Yerba Mate harvesters, all Ache Guayaki people, in Paraguay weighing freshly-picked mate leaves.



Carlos Sandoral, Agronomist at Aprenic, holds an organic cotton plant grown by a group of 2,000 cooperative farmer-members in Nicaragua.

LEARN MORE >>>>>

Learn more about other fair trade organizations that are committed to working towards a just economy at www.fairtradefederation.org



SEND US A SHORT VIDEO ABOUT WHY FAIR TRADE MATTERS AND YOU'LL BE ENTERED TO WIN AN 8-DAY TRIP FOR TWO TO NICARAGUA!

TRIP DATE DECEMBER 7-14, 2014 ♦ ENTRIES ACCEPTED MARCH 1 - APRIL 15, 2014

[Details at FairWorldProject.org/Contest](http://FairWorldProject.org/Contest)



Women members of a group in the initiative "Recognition of the Unpaid Work of Women," organized by the Juan Francisco Paz Silva Cooperative in Achuapa, Nicaragua, celebrate their achievements together. Photo credit: Rachel Lindsay/Social Business Network



ROOTS¹ IN Revolution

Nicaragua's revolution triumphed on July 19, 1979. The Sandinistas came to power, having overthrown the Somoza dictatorship. The revolution won the hearts of the vast majority of Nicaraguans and caught the imagination of the world. In the initial years, there were huge and rapid advances in education and health and, importantly, extensive and successful land reform where valuable lands were given to campesinos organized into cooperatives.



Contributing Writer
Nicholas Hoskyns

In response to this novel and exciting revolutionary model in Central America, the newly elected U.S. government, presided over by Ronald Reagan, financed the contra war and imposed an economic blockade on Nicaragua.

Spontaneously, an international movement in solidarity with the Nicaraguan people developed. Thousands of volunteers headed to Nicaragua to build schools and houses and to pick coffee, often in communities in the war zone. Many successful expressions of fair trade can be traced to these humble beginnings where Europeans and North Americans made a tangible and effective stand against the U.S. blockade by purchasing bananas and coffee at fair prices in solidarity with the Nicaraguan people and their revolution.

I arrived in Nicaragua in 1988, as a nineteen-year-old volunteer, to live and work with campesinos in rural Achuapa, an isolated northern village. Our objective was solidarity, and we helped to build houses in land reform cooperatives that had been devastated by the contra attacks. Driven by the need to find creative solutions to the poverty the war had left behind, I soon found myself working with the

campesinos to get better prices for their beans and corn, and starting a small store (Tienda Campesina) to provide access to basic goods at reasonable prices. I joined together with local farmers to found a cooperative that was later renamed "Cooperativa Multisectorial Juan Francisco Paz Silva." The cooperative was already well-established when sesame prices plummeted in 1991. That year, I happened to be at home, so I contacted the cosmetics company "The Body Shop" which was just starting its *Trade Not Aid* department. They were willing to take a chance and buy sesame oil to support our cooperative initiative, and we ended up establishing the norms for the first community/fair trade sesame in the world. Building on our successes, we formed a second-level cooperative called "Del Campo R.L." with other sesame cooperatives in the region.

Second-level cooperatives integrate farmer (first-level) cooperatives in a separate legal entity, aggregating the farmers and their production. The increased volume of product makes it viable for small-scale farmers, through their second-level cooperatives, to own their own industrial-scale processing plants to compete in agro-exports with private exporters. Our idea was

to form a second-level cooperative to integrate ten first-level cooperatives who all produced sesame. We had the support of the national farmers union and foreign NGOs, but our big advantage was that we already had a fair trade market for our seed and oil. Our second-level cooperative, representing over 2,000 sesame farmers, was able to get the financing to build a state-of-the-art sesame processing plant.

Del Campo soon became the largest exporter of sesame in Nicaragua, selling to conventional markets, as well as the fair trade and organic markets we had previously established. We were not the only ones proving this viable model; all over the country, farmer cooperatives were building similar second-level cooperatives to process and sell their coffee, honey and dairy.

My first national-level cooperative work was in 1998 with the best second-level small-scale farmer coffee cooperatives in the country. We facilitated them coming together to build the first small-scale farmer cooperatively-owned cupping (tasting) labs in the world.

The initial idea came from a Californian coffee roaster, Paul Katzeff, who had also first visited Nicaragua

in the 1980s. We soon discovered that we shared a love for the Nicaraguan revolution. He had just become the president of the Specialty Coffee Association of America and was visiting during the aftermath of Hurricane Mitch. His great insight, based on a lifetime of roasting coffee, was that the key missing link in the coffee supply chain was cupping laboratories for the small-scale farmers. Farmers needed to taste their own production to understand the quality they had to strive for. The laboratories would also be the perfect environments for farmers to meet with specialty roasters and sell them single-origin unique coffees at a high value.

We worked as a team with the empowered second-level cooperative leaders. Paul had secured the financing, and we set out to build nine beautiful cupping laboratories throughout the coffee-producing regions of Nicaragua. We trained the farmers' family members to become cuppers, and very soon we had coffee tasters to match the best. When finished, the cupping labs were so beautiful and successful that in the first year twenty-seven containers of single-origin small-scale farmer cooperative coffee, mostly fair trade, were sold — along with wonderful stories — into the

U.S. marketplace.

The idea spread fast throughout the specialty coffee industry. The norm was established that farmers should know the flavor profile of their coffees, and that coffee roasters should have long-term relationships with the very communities who produce the coffee they purchase. We succeeded in making the way coffee was traded fairer and more horizontal, while achieving added value for all due to the higher quality coffees that could be produced. The cupping labs indeed proved to be the perfect place for coffee roasters to relate to the small-scale farmers and discover the coffees they loved. The whole process brought much enjoyment and success in the spirit of the best principles of fair trade.

My belief is that this incredible achievement hap-



Sesame farmers prepare the ground for planting in Achuapa, Nicaragua. Photo credit: Katharine Hoskyns



Nick Hoskyns cups coffees with two young cuppers of the CECOCAFEN Cooperative in Matagalpa, Nicaragua at their state-of-the-art cupping laboratory. Photo Credit: Nestor Saavedra

pened through people coming together from throughout the supply chain and working as a team. I also believe that the trust and shared vision that was established through the development of fair trade was the environment in which we thrived. On reflection, what was so exciting was that fair traders were spontaneously achieving equally innovative developments all over the world. Small-scale farmers and their families were benefitting, and the cooperatives were now impressive established businesses, often the largest in their communities. In the Global North, successful brands were established, and Alternative Trading Organizations (ATOs) became a buzzword for many people from the commercial sector who made life-changing decisions to switch and work for fair trade companies.

We had successfully created a new trading system based on ethics, dreams and trust. We were part of a global social movement.

As we should have expected, there were pains to success, and the reaction from the large tradi-

tional companies was quick in coming. After ridiculing fair trade from its inception, they suddenly wanted in. For those of us who had always been in fair trade for social change and revolution, it felt like betrayal. Despite considerable resistance, profound heart-searching and debate, larger companies and transnationals were included and authorized to sell fair trade-certified products.

The fair trade movement is no longer a united force, but in my opinion the incredible power of collaboration and cooperation is as true today as ever. We need to consciously build collaborations that span the entire supply chain. We should value and cherish the shared vision and trust that is possible. We should celebrate diversity and innovation and enjoy the positive unexpected results that often occur.

collaboration between stakeholders within the supply chain.

One clear example of this is the Recognition of the Unpaid Work of Women Cooperative, pioneered by the Juan Francisco Paz Silva Cooperative, Ético and The Body Shop. In 2008, the cooperative proposed including the value of the unpaid work that rural women do to support family-based agriculture into the price structure of their sesame. The value was agreed upon after an initial time-use study, and the cooperative has used the funds collected to invest in a women's empowerment initiative that is open to women from the whole municipality. Four years later, there are eighty women organized into groups, and they are successfully managing individual and group businesses, attending classes and participating in

The time has
come for us to
rediscover the roots
of fair trade:
revolution.

I am personally passionate about the principle of farmers moving up the supply chain and consumers moving down, creating transparent dealings based on the values of sustainability and fairness.

Our latest initiative is a company called Ético: The Ethical Trading Company. It is an extension of the small-scale farmer cooperatives, who are founder-shareholders. The principle is that 100% of company shares are owned by non-profits and cooperatives, which is a deliberate design to stave off the raw profit motive. Ético is currently striving for radical and exciting sustainable innovations in coffee and sesame. In both markets, we have teamed up with stakeholders who span the supply chain: farmers, their first- and second-level cooperatives, ATOs, family-owned companies, ethical investors and non-profits. Trust and shared vision have been achieved, with all playing specific roles in a collaborative fashion.

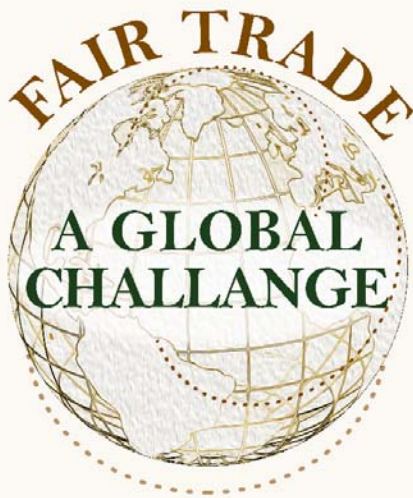
In addition to being an opportunity for farmer cooperatives to be shareholders in the company that imports their products into Europe and the U.S., this new model facilitates a deeper level of

cooperative events. Two years after the initiative was founded, more women than men applied to become full members of the cooperative — for the first time in the cooperative's history. A recent evaluation showed that 95% of the women surveyed feel that this initiative will help them reach their personal goals and has succeeded in publicly recognizing the value of women's traditional work. The generous, open methodology of this initiative, and the trust and empowerment it grants to women in the community, flows from the trust and empowerment achieved between the Juan Francisco Paz Silva Cooperative, Ético, The Body Shop and other stakeholders throughout the development of their fair trade sesame relationships.

Our movement is at its best when we make the effort to come together across the supply chain to work towards common goals. Our successes result in ever-greater empowerment for all stakeholders, but most importantly our model empowers the small-scale farmers, their communities and their cooperatives, by giving them a dignified and protagonist place in global trade and the world economy. Our strength is our commitment to sustainability, equality and justice.

The time has come for us to rediscover the roots of fair trade: revolution.





Contributing Writer

Andrea Fütterer



Milchwerke Berchtesgadener Land Chemgua e.G. trading partner, Josef Sichler from the "Großbrachlhof" farm.



Milchwerke Berchtesgadener Land Chemgua e.G. trading partner, Barbara and Felix Pletschacher from the "Grafnhof" farm.

After more than thirty-five years of focusing on the first of GEPA's three mission statements, "to promote disadvantaged producers in the South," GEPA is now paying attention to the growing social and economic imbalances in northern countries, the so-called "developed countries."

There is growing awareness among consumers and the public in general about the brutal inequalities within the global marketplace. Not only in the Global South, but also in Europe, and thus in Germany, small producers are struggling for survival because of high production costs — due to the lack of economies of scale, difficult production conditions and extreme price pressure from big buyers (supermarkets and discounters). Supporting regional producers and initiatives has become increasingly important. Consumers want to know the origins of their food, with producers being given a face and a personality, with shorter transport distances and reduced environmental impact, and with a clearer focus on regional and seasonal products.

Some years back, German milk farmers went on strike when their buyers offered less than 0.25 euro for one liter of milk, while their production costs were between 0.25 and 0.40 euro (for small-scale producers). To highlight their desperate situation, farmers decided to "throw away" their milk, so consumers were forced to see streams of milk pouring down the streets every night on the news. The scandal was given a visible face. As a result, there was a lot of public discussion about agriculture in Germany, EU agrarian policies in general, and the situation faced by small-scale farmers in Germany. But as often is the case, public interest and indignation lasted for only a short while.

When GEPA started thinking about fair trade in the Global North, we wanted to combine southern and northern ingredients, in order to have a direct link between disadvantaged producers across the globe. "Fair Milk" for us was the best example, as the difficult situation faced by milk farmers in Germany had already been the focus of public attention.

By using fair trade milk from German farmers in our chocolates, and thus combining fair trade ingredients from both the Global South and North in composite products, GEPA is looking to achieve the following:

- Make new consumer groups aware of trade, development and agrarian politics and policies;
- Combine ingredients with strategic and political importance, such as the German milk farmers example;
- Increase fair trade ingredients in composite products, meaning more producers can participate and benefit from fair trade;
- Network and find synergies with other movements and organizations, such as social movements and development groups;
- "Connect the dots" with topics that are linked to fair trade, like climate change, food sovereignty and land grabbing; and
- Increase the sales of fair trade products locally and regionally, promoting South-South trade.

Consumer response has been very positive; we have received a great deal of attention and positive feedback. Interestingly, many consumers were also surprised, as they thought the milk in GEPA chocolates had always been from fair trade producers. Currently GEPA chocolates and sweets are distributed to several other countries, including Austria, Spain, Canada, the UK and Denmark. Some of our clients are fair trade organizations, while others are conventional buyers.

Managing to work on composite products, made with fair trade ingredients from both the Global South and North, was possible largely because of the cooperation between GEPA and Naturland e.V., one of the major global organic farming associations. Naturland, besides promoting and working with its high standards for organic agriculture, has recently developed standards for fair trade, which are applicable to all producer organizations.

Naturland's Organic and Fair Trade Standards:

ORGANIC

- Strict child labor rules
- Safe working conditions and environment
- Contracts
- Equal treatment
- Sick, maternity and retirement pay
- Continuing education
- Minimum wages
- Access to trade unions and freedom of association

FAIR TRADE

- Social responsibility
- Prefunding
- Fair producer prices
- Fair trade premiums
- Acquisition of raw materials from local sources
- Joint quality assurance
- Social involvement and commitment of organizations (including priority for smallholders)
- Corporate strategy and transparency



Caption: Milchwerke Berchtesgadener Land Chemguga e.G. trading partner, Annette Fürmann from the "Unterirler Hof" farm.

Naturland's Social Standards (regarding social benefits for farm labor)

- // Workers for the purpose of these standards are, besides the permanent workers, also seasonal workers and sub-contracted workers.
- // Workers shall be paid at least the official national minimum wage or the relevant industry standard when employed in processing operations.
- // The employer ensures basic coverage for maternity, sickness and retirement. Operations with more than ten workers need to make a policy on wages and social security available to all workers.

GEPA's first producer partner in Germany is a dairy cooperative made up of farmers in the south of the country, who process their own wide range of dairy products. In 2014, GEPA will launch its next line of Northern fair trade ingredients, cereals from small-scale Italian farmers, to be used in our wheat-quinoa pasta and later in our cookies.

Of course, there are also some risks and challenges associated with introducing fair trade ingredients and products from the Global North, including:

- Confusion about and dilution of the traditional fair trade concept;
- Lost opportunities and markets for Southern producers;
- Direct competition with other Northern products like sugar, wine and honey; and
- Keeping the different levels of disadvantage in the Global South and North in mind, and presenting them appropriately.

In the end, however, it all comes back to the same discussion we had when the fair trade movement started: **fair trade is about changing the system and its inherently unfair structures.** It is not only about increasing sales for some "lucky" producers, while working within a corrupt system. It is obvi-

ous that we have to leave our niche called "fair trade" and move on to the next level — a just and holistic economy. To follow this path, we need to strengthen our main activities: we must increase the awareness and participation of producers and consumers, and, more importantly, we must increase our lobbying and advocacy work with political decision-makers.

There are new and exiting models which look at the economy from a different angle, and they help us see that economic growth alone is not a viable option for creating and maximizing wealth and happiness. Instead, we are moving towards ideas proposed by movements like the "Economy for the Common Good" and "Degrowth."



GEPA's chocolate with the Fair Milk and the Naturland Fair label

Numerous inspiring ideas and proposals are out there — we just have to go for it!

VIEW MORE >>>>>

Naturland's full standards can be found at: www.naturland.de/fileadmin/MDB/documents/Richtlinien_englisch/Naturland-Standards_Fair-Trade-Standards.pdf

How To Eat If You're Avoiding GMOs

Fresh Produce

Very few GMO crops end up in your local produce department. These five are considered to be "high-risk" for GMOs unless they are grown organically.



Okay if they are Organic

Fast Fact
In 1994, the transgenic FlavrSavr tomato hit the market but none have been grown since 1997. Currently, no GMO tomatoes are in commercial production.

Here are just a few of the MANY Fruits and vegetables that have NOT been planted from GMO seed in 2013

- | | | |
|-----------|--------------|--------|
| Carrots | Lettuce | Peas |
| Onions | Leafy greens | Celery |
| Potatoes | Tomatoes | Melons |
| Grapes | Berries | Apples |
| Avocadoes | Bananas | |
| Broccoli | Cucumbers | |



Packaged Foods

Over 70% of packaged foods in North America contain GMOs.

The five most prevalent GMO crops are:

- Canola
- Corn
- Sugar Beets
- Cotton
- Soy

These end up as ingredients in all kinds of packaged foods.

- corn (corn syrup, corn starch)
- soy (hydrolyzed vegetable protein)
- canola (Canola oil)
- sugar beets (processed sugar)
- cotton (cottonseed oil)
- Various food additives including flavoring agents, nutritional supplementation, thickeners and pH regulators



Seafood



- Wild-caught seafood or farmed bi-valves like oysters, mussels and clams (they don't receive supplemental feed) are non-GMO choices.
- Some farmed fish eat GMO feed.
- There is limited availability of verified Non-GMO feed at this time.
- There are no USDA organic standards for seafood.

Meat & Dairy



- Animals eat soy, corn and alfalfa that can be grown from GMO seed.
- GMOs are prevalent in the commodity grain market.
- There is limited availability of verified Non-GMO feed at this time.



The Non-GMO Supply Side at Whole Foods Market

Despite the narrow defeat of I-522 in Washington state last year, the momentum for GMO transparency is stronger than ever. At Whole Foods Market, we undoubtedly see that consumers want alternatives to GMOs, and they want clear and honest labeling from their food producers.



Contributing Writer
By Errol Schweizer

We drew our line in the sand on March 8, 2013, at Expo West in Anaheim, California, where our leadership team announced our commitment to full GMO transparency within five years. This huge undertaking encompasses all products that we sell — including plant-based processed foods, the feed for dairy, eggs and animal proteins, fresh produce, supplements and body care — and is the broadest such initiative in the world. We have set 2018 as our deadline, so we are working every day with our suppliers and will have many transparency milestones along the way.

Non-GMO and organic supply integrity is the foundation for this transparency. In order to be considered non-GMO, a product must be tested to the Non-GMO Project standards and/or be certified to USDA NOP standards. Whole Foods Market is the leading grocer for alternatives to genetically modified products, with over 5,000 products verified as non-GMO so far, and more than 10,000 such products in the pipeline. We have partnered with over 1,000 brands to date to go non-GMO, and our team members continue to prioritize these brands in our stores.

Non-GMO has been our top growth trend in the grocery department for the past three years, consistently growing between 25–30%. The non-GMO growth trend is reflected by sales increases for brands that support GMO labeling. Conversely, our customers are moving away from brands opposed to GMO labeling, with some of them down 30–40% in sales over the past year alone.

We are also pushing the envelope by developing non-GMO categories where

they did not previously exist, including yogurt, eggs and fresh chicken. Our prepared foods team only sources non-GMO canola oil for products made in house and in our commissaries, while also offering many more organic options in our salad bars and hot bars. Our meat team is working with their farmers and ranchers to use non-GMO feed, creating huge demand for alternatives to GMO grains. Our produce team is working with national suppliers on sourcing non-GMO high-risk crops such as papaya, sweet corn and edamame, as well as many organic options.

An important development this year that will further fuel the need for transparency and non-GMO choices is the approval of 2,4-D (“Agent Orange”) corn and soy. Chemical companies engineer these crops to resist 2,4-D herbicide, the main ingredient in Agent Orange, because of widespread glyphosate-resistant weeds created by over-spraying. This development shows that engineering herbicide resistance increases dependence on the “chemical treadmill,” as opposed to finding farming techniques that build soil, protect human health and reduce dependency on chemical inputs. We expect that this development will further solidify our non-GMO supply chain development, as the demand for non-GMO raw materials and animal feed continues to skyrocket.

At Whole Foods Market, we are proud of the progress we have made so far on GMO transparency, and with the support of our customers, suppliers and many other stakeholders, we will continue to help positively transform our food system. We encourage other food retailers to make the same commitment.

Credit: Whole Foods Market



GMO: Your Right to Know
wholefoodsmarket.com/gmo



Small-Scale Family Farming Supports Life



Contributing Writer
By La Via Campesina

To kick off the 2014 International Year of Family Farming, the European Commission (EC) recently organized a conference in Brussels. La Via Campesina (LVC) sent male and female farmer leaders from India, Mozambique, Nicaragua, Argentina, United States, Mali, Morocco, Italy, France, Croatia, Romania, Spain and Norway. LVC leaders defended our vision of a peasant-based family farming model and highlighted its vital importance to the European and global economy, as well as its crucial social and environmental benefits.

LVC's vision of family farming is based on agro-ecological principles and labor intensiveness — not capital. Our family farms are able to adapt to the infinite diversity of natural, social and economic conditions. Peasant-based, agro-ecological, small-scale family farms guarantee security and diversity of food for the majority of people across the globe. They are living examples of social, economic and ecological sustainability. Our model of ag-



riculture provides chemical-free food for local consumption, not for export — to support life, not speculation.

LVC's farmer leaders, with their African, Asian, Latin American and European faces, spoke out and showed courage, humility and steadfast commitment to family farming and peasant life. We encouraged re-localization of agricultural products and markets and presented model policies, based on the principles of food sovereignty, that can support, maintain and increase economic and social sustainability within the peasant-based agriculture model. The European government representatives present did not expect the applause that followed every time an LVC peasant leader spoke from the floor. They witnessed the clear voice of the peasant "speaking truth to power" and giving hope through the vision of a better future for agriculture and food for all.



2014 International Year of Family Farming

European government representatives gave us the old "fairytales" stories of the vast potential for public-private partnerships between large industrial-scale agribusiness corporations and small-scale family farmers in order to feed the world, and they spoke of a supposed "free market" where we can all

compete on a level playing field.

Let's look at some facts. With access to only 20–25% of the world's arable land, small-scale family farmers across the globe feed 70% of the world's people, while, according to the UN Food and Agriculture Organization (FAO), more than 40% of the products that enter the agro-industrial food chain is lost to decomposition.

The corporate giants, who promote biotech "quick fixes" and chemically dependent agriculture, join with financial and investment firms to play with the markets, which impacts our access to food.

They have now joined together to create an epidemic of speculative land grabbing, further restricting peasants' access to land. These corporations are spending millions of dollars worldwide to lobby and pressure international institutions and national governments to pass agricultural laws and "free trade agreements" that create conditions favorable only to them. In the process, they actively undermine the rights of both peasants and consumers.

Family farmers will continue fighting to feed the world, while supporting life and freedom.



SUGAR

- All That Can Be, Should Be Fair Trade

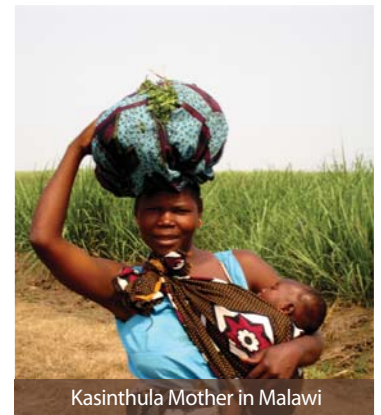
The global conventional sugar market is large and complex. According to the United States Department of Agriculture (USDA), estimated production in 2014 will exceed 175 million metric tonnes. That will be significantly more than global consumption which they estimate at 168 million metric tonnes. This large sugar surplus has depressed world prices and subsequently returns for farmers and producers.



Kasinthula Farmer in Malawi



Cane Cutting in Paraguay



Kasinthula Mother in Malawi



Contributing Writer

Nigel Willerton

Oversupply has typically been the case for the sugar market over the last thirty years, except for only a few years where crop shortages bolstered prices for brief periods. That is, however, just part of the story. Only 25-30% of global production is actually traded on the world market, given the vast majority of sugar is consumed domestically within the country in which it is actually produced. Most exported sugar is also not freely traded around the world, as virtually every country that produces sugar imposes trade barriers and tariffs to protect their own domestic market and producers.

The situation is no different in the U.S. where significant trade barriers are in place to protect domestic cane and beet sugar production, which each account for about half of total domestic sugar production. The U.S. sugar market alone is over ten million metric tonnes, but it could be more than double that size if half of the available demand were not met by high-fructose and other corn-derived sweeteners like glucose and dextrose. Additionally, all of the corn sweeteners and beet sugar produced in the U.S. come from crops that have now been genetically modified.

The U.S. does allow preferential imports of over one million tons of raw cane sugar for refining from a number of specified countries under a quota system. The only foreign country that has free access to the U.S. market is Mexico under the

North American Free Trade Agreement (NAFTA). Some specialty sugars not domestically produced in commercial quantities in the U.S. are also given access under a restricted "first-come, first-served" specialty quota. That is how the vast majority of certified organic and fair trade sugar enters the U.S. market. Producing organic and fair trade sugar is the only way that small-scale farmers can compete in a global system dominated by large plantation growers in low-cost producing countries like Brazil and Thailand.

In contrast to this vast conventional market, the global availability of certified organic sugar is estimated by Wholesome Sweeteners to be in the range of 300,000 metric tonnes. Organic sugar is mainly grown and produced in South America. About 15-20% of that supply is also certified fair trade by Fairtrade Labelling Organizations International (FLO), the majority of which comes from small-scale farmer cooperatives in Paraguay who receive a social premium of \$8.00 per metric tonne of sugar cane. That generally has meant a 20-30% premium over the local farm gate, non-organic, non-fair trade market prices. These fair trade premiums have funded social programs and the purchase of agricultural equipment for farmer cooperatives in Tebicuarymi, Paraguay, as well as water, school and health projects in sugar-producing communities in Kasinthula, Malawi.

However, the global availability of non-organic fair trade sugar with FLO certification has rapidly escalated to over 500,000 metric tonnes in the last three to five years. Unfortunately, the vast majority of this growth has been due to certifying

conventional raw and white sugar production in countries like South Africa, Belize and Mauritius. This has been especially surprising, given the latter two origins are both government-controlled sugar industries. All these origins produce raw sugar that is shipped in bulk for refining in Europe or the U.S. These non-organic farmers have a potential fair trade social premium payment of about \$5.00 per metric tonne of sugar cane. That premium is only realized if the sugar is sold as fair trade, however, and very little currently is.

Clearly, a low-cost competitive mentality has led to this explosion of conventional certified fair trade sugar projects. The larger purpose of social responsibility in fair trade, and how it requires a clear connection to long-term sustainability, is being lost. All the original fair trade sugar suppliers were also certified organic, and the value-added processing into crystalline sugar also occurred in the country of origin. This gave consumers a compelling reason to purchase a fair and sustainable product with meaningful impact for farmers, and it encouraged small-scale farmers to embrace sustainable organic and fair trade agriculture by rewarding them with a significant premium for doing so.

Unfortunately, larger food manufacturers — accustomed to a conventional commodity sugar market operating at "rock-bottom" costs — were not prepared to pay for sugar certified as both organic and fair trade, and so they demanded non-organic fair trade sources. FLO capitulated and wrongly rationalized that new non-organic fair trade sugar sources were needed, as the avail-

able organic supply was not adequate. That clearly was not the case at the time, nor is it the case now.

Additionally, allowing large-scale sugar refiners into the fair trade system also necessitated the introduction of what is called “mass balance.” In simple terms, this is where the small proportion of certified fair trade raw sugar delivered to large refineries in the U.S. and Europe can be co-mingled with conventional raw sugar from a multiple of other origins. It is difficult to think of another certified fair trade product where it would be acceptable to go through intense chemical refining, involving all kinds of unnecessary processing, as part of the system.

The basic premise of mass balance is that if a refinery received 500,000 metric tonnes of raw sugar during a production run, and just 20,000 metric tonnes of that was from certified fair trade origin, then that proportion of the volume (4% of the total refined sugar output in this case) could potentially be sold as “fair trade,” even though it was actually composed of 96% conventional raw sugar. In effect, most of the value-added processing is taken from the third-world source and transferred to the final consumer market. Retro-certification then allows these large manufacturers to sell any of the sugar they produce in that period as certified fair trade, up to that maximum volume limit, over an extended future period.

This system divorces the connection between the actual final consumer product that is manufactured and the farmers who grew the crop, which clearly undermines the ethos and spirit of fair trade. Instead of making these refiners and food manufacturers use sustainably produced fair trade sugar in their existing products, FLO and other fair trade operators have certified unsustainable production methods just to bring sugar into the system at a cheaper cost.

Apparently, though, this still is not enough, and things are degenerating further. Despite having created this huge over-supply of cheap fair trade sugar in the market, both FLO and Fair Trade USA are considering, or have already put forward, proposals that would allow products containing sugar (such as chocolate, confectionaries and beverages, for example) to be certified under the fair trade system without being required to actually use fair trade sugar as an ingredient. This completely undermines the “All That Can Be, Should Be Fair Trade” model.

Indeed sugar is not a health product. It is a delicious indulgence that can be produced in a socially responsible, environmentally sustainable way and enjoyed in moderation. Producing it in vast quantities at the lowest cost possible for mass over-consumption destroys the small farming communities that fair trade is supposed to benefit. Obviously, allowing large-scale chemical refineries producing huge volumes to minimize costs of “fair trade” sugar would drastically impact thousands of small-scale cane sugar farmers across the world. Cheap, overly-refined, non-organic fair trade sugar has displaced sustainable organic and fair trade sugar, which has negatively impacted small-scale producers in Malawi and Paraguay, where sustainable and organic farming methods necessitate and justify higher costs.

The fair trade movement now has the opportunity to clearly differentiate itself by sticking to the principles upon which it was founded, and through focusing on small-scale farmer producers and local value-added processing, which makes a genuine impact on helping these producers maintain their traditional lifestyles and communities. If that is achieved, then organic and fair trade sugar produced in a sustainable way will continue to stand for something truly different — something that the consumer can understand and support.



Transparency for Consumers on Eco-Social Labels



Contributing Writer

By David Bronner

Dr. Bronner’s Magic Soaps has been battling the systemic “fairwashing” that various certifiers and their licensees have been engaging in, as far as using front-panel “Fair Trade” seals on products with minor fair trade content.

In 2013, we helped bring fair trade leaders, including Whole Foods Market, Fair World Project and six leading eco-social certifiers (Fairtrade International, Fair Trade USA, IMO, Rainforest Alliance, UTZ and Ecocert), together to see if they would be able to voluntarily commit to the following criteria:

1. Disclosure of the percentage of certified content in lettering in a minimum font size (to be determined), directly underneath any certification seal that appears on the front panel. The percentage to be disclosed would be calculated exclusive of water and salt, and could include the word “Certified” immediately following (for example, “37% Certified”).
2. The front-panel percentage disclosure would be required, unless at least 70% of the content of the entire product is certified.
3. Regarding volume credit for conventional cocoa and sugar, “made with” or “contains” are misleading; so, as an option, a simple declaration would be something like “Certified Fair Trade/Eco-Social Cocoa” in the text.
4. To calculate the percentage of certified content in bottled coffee and tea beverages, the dried coffee or tea weight before extraction would be counted. (It would still be pretty insignificant versus sugar, and if certified fair trade sugar is not used, then the certified content of just the tea or coffee could be as little as 10%.)
5. An optional separate “Made with Fair Trade/Eco-Social [specified ingredients]” could appear elsewhere on the front panel of the package.
6. If no seal appears on the front panel, a back-panel disclosure of percentage would be sufficient, under or next to the eco-social seal, if present. (If there is no seal, then the percentage disclosure would not be required.)
7. All certified ingredients would have to be specified in the ingredients declaration.

In addition, there are other pressing problems to address in eco-social certification systems. Establishing a minimum “best practice” fair trade content percentage is the first step towards a more comprehensive baseline standard.

This front-panel transparency would serve to distinguish products on the shelf with more versus less fair trade content, and would allow ethical consumers to more easily purchase products from brands that are fully committed to fair trade, rather than from those with lesser commitment.

For details about how transparent the six major eco-social certifiers are in their multi-ingredient labeling policies, visit Fair World Project’s “Eco-Social and Fair Trade Certifier Analysis” at: www.fairworldproject.org/overview/certifier-analysis/.

While we are hopeful that the six major eco-social certifiers will make this move voluntarily, we are also exploring options that will compel them to do so, if that does not happen. Fair trade is about transparency, and we must take action to proactively minimize consumer deception.

Fairness for Farmworkers and Farm Animals

More than a century ago, Upton Sinclair shocked the nation with his groundbreaking and best-selling novel, *The Jungle*, reporting on life for immigrant workers in Chicago's harrowing meat-packing industry. Sinclair described workers slaving in unsafe, unsanitary and unforgiving conditions in the packing plants, as well as tremendous suffering endured by the animals who would meet their end inside of these industrial slaughter complexes.



Contributing Writers

Paul Shapiro

The novel's connection between human and animal abuse united two socially progressive communities and helped pass the Pure Food and Drug and Meat Inspection Act in 1906. Sinclair famously noted about the effect his writing had that "I aimed at the public's heart and by accident hit its stomach."

Over a century later, slaughter plant work is still among America's most dangerous jobs, and farm animals still suffer in ways no person with a sound mind could condone.

Erik Nicholson, National Vice President

of the United Farm Workers, finds this problematic, saying that "Too often farmworkers are put in the terrible position of having to work in agricultural systems that are abusive to animals. Sometimes the animals are locked in cages their entire lives, or have parts of their bodies cut off without painkillers. This is of course terrible for the animals, but it can also be psychologically devastating for the workers."

That is exactly the issue. Animal abuse impacts not only animals but people, too. In the U.S., our meat industry abuses billions of animals as if they were nothing more than assembly line production units, rather than living, feeling individuals. The vast majority of the animals raised and killed for food are confined indoors for essentially their entire

lives, often in cages so small that they can barely move an inch for months or years on end. In fact, less than 1% of all animal products sold in the U.S. come from systems in which the animals spend their lives on pastures instead of in warehouses.

Farm animals have personalities; they each have their own preferences. Chickens are adaptive problem-solvers, have impressive memories and can anticipate and plan for the future. Pigs are smarter than dogs, and researchers have even taught them to play videogames by controlling joysticks with their mouths. Most importantly — like all animals — farm animals want to avoid suffering. But the sad reality is that nearly all of them endure enormous anguish that only ends when they are slaughtered.

What does this mean for those working toward a fair and just economy? In short, it means that if we are concerned about ensuring a fair shake for everyone involved in food production, we need to be concerned about everyone, both human and animal.

There is no doubt that working toward improved treatment for workers is a good thing, in and of itself, and of course the workers expect to leave these facilities alive, unlike the animals. The fact that farm animals are not voluntary participants in the agricultural system raises further questions



Most pigs exploited for breeding purposes in the pork industry are confined in crates where they cannot even turn around

Photo credit: The Humane Society of the United States



Egg-laying hens are typically locked in cages where they cannot spread their wings

Photo credit: The Humane Society of the United States

about whether the trade in their products can even be “fair” at all. What is worse, though, is that for a large number of farm animals, the suffering inflicted upon them is so vast that death comes as a blessing — it is the day when their misery finally ends. We take so much from these animals, including their lives; indeed the very least we owe them in return is a semblance of basic decency while they are alive.

These animal welfare concerns extend to wild animals, too. The United Nations reports that animal agriculture, driven by our meat-centric diet, is a leading cause of global climate change, contributing 15% of all greenhouse gas emissions. The climate warming impacts wolves, polar bears and countless other wild animal species globally. This is one reason The Nature Conservancy, Sierra Club, Environmental Defense Fund, Natural Resources Defense Council and other environmental organizations are vocal proponents of reducing our national meat

consumption.

Our meat-heavy diet also has devastating impacts on poor and underprivileged people globally. Because meat is so resource-intensive to produce, tipping our dietary scales in its favor essentially strips the world of valuable resources that could be better utilized. Oxfam, the renowned global aid and development organization, notes that “The reality is that it takes massive amounts of land, water, fertilizer, oil and other resources to produce meat, significantly more than it requires to grow other nutritious and delicious kinds of food.”

In addition to eating fewer animals (and more plants), there are many ways to improve how workers and animals are treated. For example, the Equal Justice Center and Western North Carolina Workers’ Center, two organizations dedicated to improving safety and rights for agricultural workers, joined The Humane Society of

the United States’ lawsuit challenging the U.S. Department of Agriculture’s allowance of inhumane poultry slaughter practices that cause great suffering to both birds and workers. That suit did not prevail, unfortunately, but it is one example of many where these communities united to forge better agricultural conditions for all.

Were he alive today, Upton Sinclair would likely be disturbed by how industrial agriculture still abuses animals and workers. He often quoted a fellow journalist from London’s *Lancet*, who reported that the conditions in large-scale slaughter plants constitute a “menace to the health of the civilized world.” A century later, that could not be more true.

Every time each one of us sits down to eat, we can stand up for a less violent, more just world.

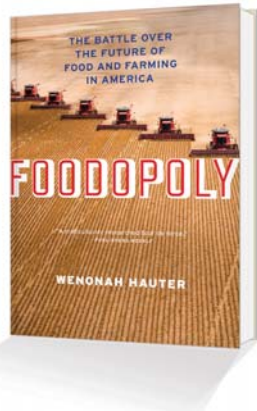


LEARN MORE >>>>>

For more information on doing just that, see: www.humanesociety.org/meatfree



TRADE POLICY REFORM CORNER



The FOODOPOLY,

Trade and Democracy



Contributing Writer

Wenonah Hauter

“OUR FOOD SYSTEM IS BROKEN!”

It is a rallying cry for foodies everywhere, but what does it mean? Sometimes, it is a plea to shop locally, or to buy organic. But none of these shopping choices alone gets to the heart of our broken food system — the very policies that got us here in the first place.

How did we end up with the food system we have today? Why are we as a nation obese and sick? Why can our farmers not survive growing the food we need? How did our environment become so polluted? In my book, *Foodopoly: The Battle Over the Future of Food and Farming in America*, I take a look at the policies that left us with a handful of companies controlling most of what we eat today. These are policies that led to the deregulation of food and farming. The result? Extreme consolidation that has helped Monsanto, Tyson, Nestlé, Kraft, Cargill, McDonalds and other giant food, agriculture and chemical companies to write our food policies.

To give you an idea of what consolidation of the food system means, only four companies process 80% of the beef we eat, and only four retailers sell 50% of the groceries we buy (with one out of every three dollars spent on groceries in the U.S. going to Wal-Mart alone). The top ten fast-food companies control 47% of all fast-food sales.

When these companies enjoy near monopolies in food production and distribution, they get

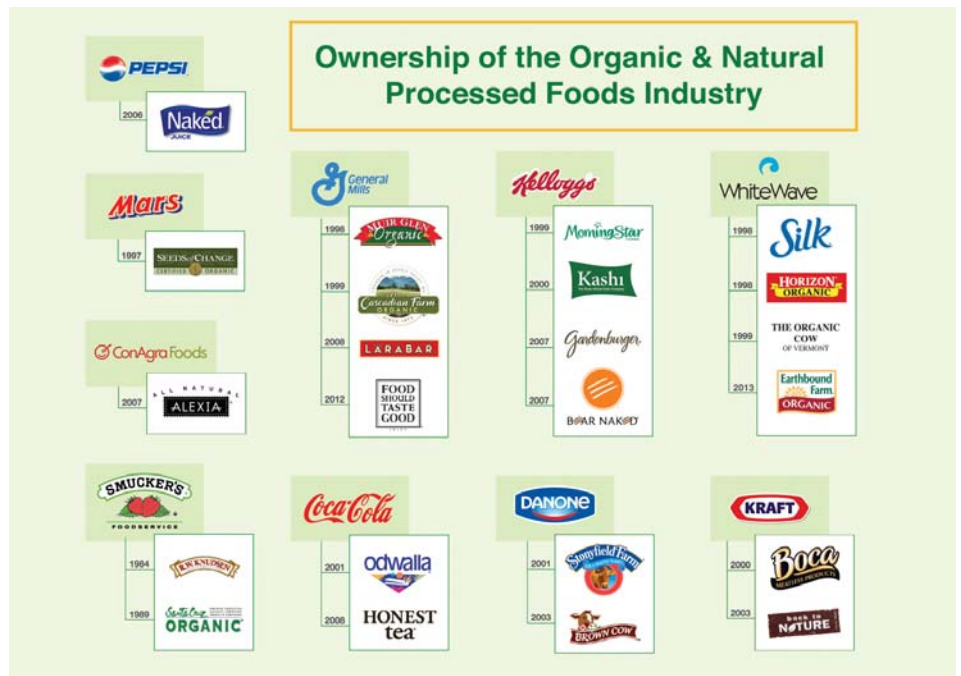
to write all the rules, whether it is blocking attempts to limit the marketing of junk food to kids, halting popular efforts to label foods containing GMOs, or successfully fighting government regulation of unfair treatment of farmers by agribusiness.

What does consolidation look like specifically in the poultry industry? JBS, Tyson, Perdue and Sanderson slaughter and process more than 50% of the chickens consumed in the U.S. Because there are just a handful of players in the poultry market, these companies can call all the shots — and reap large profits. For every \$19.00 twelve-piece chicken bucket from KFC, only \$0.25 goes to the farmer who raised the poultry, while \$3.00 to \$5.00 goes to the

chicken processor (and the rest goes to KFC).

This market power has detrimental impacts on the people who grow our chickens. These large companies use unfair contracts, require expensive equipment and building upgrades, and employ other aggressive tactics to squeeze poultry farmers, forcing them to produce more and more chickens for less and less money. The average contract poultry grower in the U.S. makes only about \$15,000 per year.

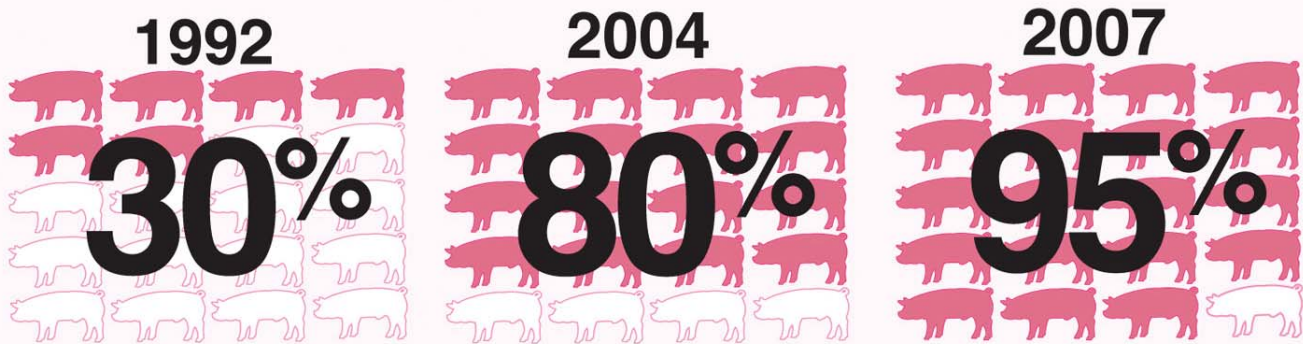
The big poultry companies own everything, from the chicks and the feed to the trucks, the slaughter facilities and the brand. The farmer assumes all the debt associated with the operation, including the mortgages on the special buildings he has to construct in order



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change in percentage of hogs that are raised on **factory farms** (more than 2,000 animals)



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to get a contract. The farmer also shoulders the utility expenses and the costs of removing waste and dead birds.

The environment suffers from this model as well. Concentrating poultry production means concentrating the amount of waste seeping off of factory farms into nearby waterways (like the Chesapeake Bay). What is worse, these big companies like Perdue leave the farmers to shoulder all the responsibility of dealing with the waste.

Consolidated market power effectively allows a handful of food, agriculture and chemical companies to contribute large sums of money to lobbyists in Washington, DC, and the disastrous Citizens United decision will just make corporate lobbying power even stronger. Not only do the largest corporations have the profits with which to lobby Washington, now they are able to do so unrestrained.

Today, we also have an international trade system that benefits the largest economic interests. Companies can sue governments over

democratically enacted measures to protect consumers, communities and the environment. We have seen this with NAFTA which has opened the door for a natural gas company to sue Quebec for \$250 million for lost profits because of its moratorium on the dangerous practice of hydraulic fracturing (or “fracking”) for natural gas. Under these expanded trade deals, corporations will similarly be able to sue state and local governments in the U.S. that have decided to ban fracking or to label foods containing GMOs, for example.

Accordingly, it is troubling that President Obama will attempt to fast-track two new “trade deals” — the Trans-Pacific Partnership (TPP) and the Trans-Atlantic Free Trade Agreement (TAFTA). These are much more than trade deals; they are permanent power grabs by corporations and their financiers. TPP and TAFTA will lead to increased natural gas exports (and thus more fracking) and increased food imports from countries whose farmworker and food safety standards are weaker than ours.

These trade deals will forever enshrine the very economic system that has led to an ever-greater imbalance in wealth and income, as well as to increasingly frequent economic crises. They will also be enforced by new international tribunals akin to the World Trade Organization (WTO), stripping communities and nations of their ability to live under their democratically enacted laws.

So, the next time you hear someone say that our food system is broken, think about all the things beyond food that this means — and about how we got here. We cannot just “buy local” or join a CSA. While it is indeed important to support our local food systems, we have so much more to do, because this is a problem we cannot shop ourselves out of. We need to be politically aware and active. If we do not take charge of our democracy by busting up our food monopolies, resisting corporate power grabs in the form of new “trade” agreements, and fighting the Citizens United decision, then our food system will only continue to get worse.

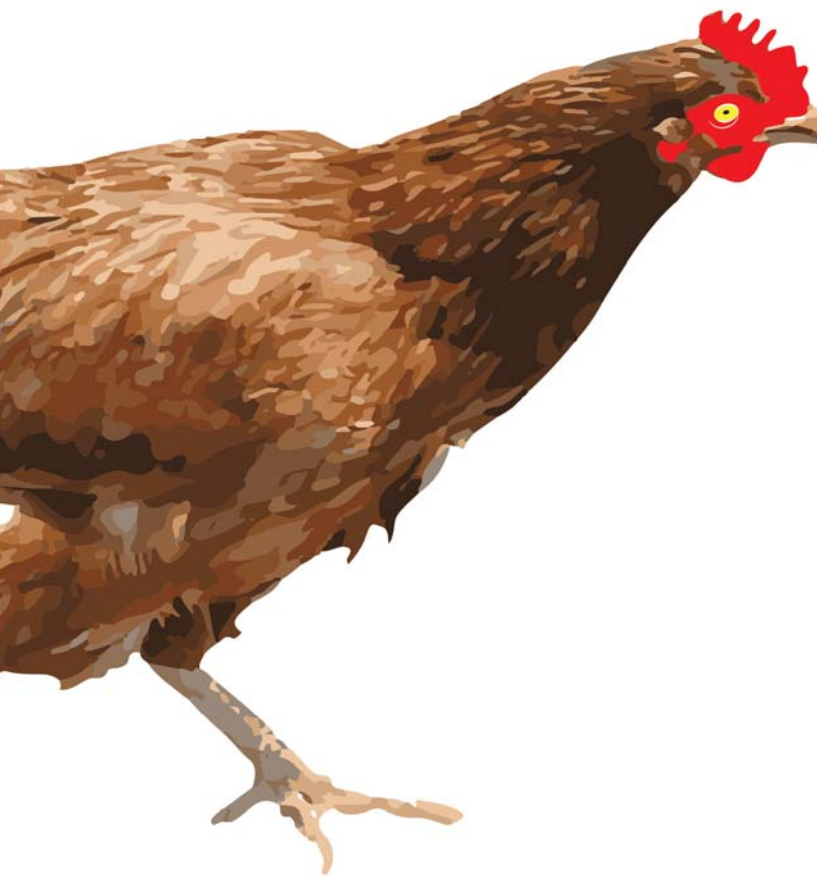


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Fair World Project continues to track the status and potential impacts of international trade agreements like the Trans Pacific Partnership (TPP) and Trans Atlantic Free Trade Agreement (TAFTA). Visit us at our website to learn more and sign up for our newsletter for updates:

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fairworldproject.org/overview/free-trade-agreements/



Why We Need Labels on Food from Factory Farms



Contributing Writer

Ronnie Cummins

It was not long ago that consumers knew where their food came from. Most of it, including meat, dairy and

eggs, came from backyards and neighborhood family farms. But today, after decades of consolidation, 95% of our meat, dairy and eggs comes from industrial “factory farms” or, to use industry lingo, Confined Animal Feeding Operations (CAFOs).

CAFOs represent a corporate-controlled system characterized by large-scale, centralized, low-profit margin production, processing and distribution systems. The CAFO model, propped up by taxpayer-supported subsidies, contributes to a host of environmental, public health, animal welfare, workers’ rights and fair trade crises and injustices.

How do we return to producing animal products that are safe for human consumption, using practices that support organic, sustainable farms and respect the environment and workers’ rights? We believe this will require a massive public education campaign, coupled with strict laws requiring restaurants and food retailers to label products — including meat, dairy and eggs — that are sourced from factory farms. Once these products are properly labeled, consumers will accordingly be able to make better, more responsible choices.

The Facts

The facts about factory farms

The CAFO industry is rife with dirty little secrets, and it is getting tougher to expose those secrets, as states pass laws criminalizing undercover efforts to reveal the rivers of waste that CAFOs spew into communities, the injustices that they inflict upon the workers who labor there, and the cruelties that the animals confined there must endure.

Here are just a few of the ills that CAFOs inflict upon society:

They threaten the environment.

CAFOs contribute directly to global warming by releasing vast amounts of greenhouse gases into the atmosphere —

more than the entire global transportation industry. According to a 2006 report by the Food and Agriculture Organization of the United Nations (FAO), animal agriculture is responsible for 18% of all human-induced greenhouse gas emissions, including 37% of methane emissions and 65% of nitrous oxide emissions. Indirectly, factory farms contribute to climate disruption through their impact on deforestation and the draining of wetlands, and because of the nitrous oxide emissions from the huge amounts of pesticides used to grow the genetically engineered corn and soy that are fed to animals raised in CAFOs.

They put public health at risk.

CAFOs generate 220 billion tons per year of agricultural waste, which can include blood, dead

animals, chemicals, antibiotic and growth hormone residues and sanitizing chemicals. The raw liquefied sewage they produce is 25–100 times more concentrated than human sewage, yet thanks to industry lobbyists, it is largely unregulated. It thus runs off into rivers and streams, or is stored in open lagoons, which routinely burst, sending millions of gallons of waste into waterways and spreading microbes that can cause gastroenteritis, fevers, kidney failure and even death. Consequently, at least 4.5 million people are also exposed to dangerously high nitrate levels in their drinking water.

They violate workers’ rights.

The CAFO industry employs about 500,000 workers in the U.S. It consistently operates with one of the highest injury

rates in the country, largely because state and federal labor agencies have failed to institute and enforce labor laws to prevent known workplace hazards. Most slaughterhouse facilities operate around the clock, killing and processing hundreds or thousands of animals per hour. Workers suffer chronic pains in their hands, wrists, arms, shoulders and back, caused by a combination of high speed, long hours and repetitive motions. CAFO workers also suffer from a high rate of respiratory illnesses, including asthma, caused by long-term exposure to animal waste.

In addition, as the work at CAFOs has become more automated, the need for highly skilled workers has declined, resulting in the industry relying on a non-unionized, “disposable”



Photo Credit: Compassion Over Killing

workforce. According to Human Rights Watch, workers who try to unionize are spied on, harassed, pressured, threatened, suspended, fired, deported or otherwise victimized for exercising their right to freedom of association.

They violate fair trade laws.

Access to cheap grain and the government's failure to enforce anti-trust laws have fueled the growth of GMO grain producers, like Monsanto, and the CAFO industry. Agribusiness spent \$751 million over the past five years lobbying Congress and another \$480.5 million in direct campaign contributions over the past two decades. Since 1995, taxpayers have provided \$292.5 billion in direct agricultural subsidies, another \$96 billion in crop insurance subsidies, and over \$100 billion in subsidies to promote the growth of genetically engineered corn and soy. From 1997

to 2005, in fact, the four largest producers of broiler chickens paid \$5 billion less than the cost of production for their feed.

Federal law preempts mandatory state labels on meat packaging, but labels indicating whether or not meat and dairy products come from a factory farm are allowed on store shelves (with shelf tags) and on meat and dairy cases. Some stores already provide this information. The Organic Consumers Association (OCA) would like to see legislation that requires this information, not only in grocery stores but also on restaurant menus. Until such legislation is passed, we urge consumers to pressure stores and restaurants to label all products sourced from a factory farm — and to boycott those stores and restaurants that refuse to do so.



FIND OUT MORE >>>>>

For more information, please visit:

- ▶ www.animalwelfareapproved.org
- ▶ www.certifiedhumane.org
- ▶ www.eatwild.com
- ▶ www.globalanimalpartnership.org
(Level 4 or Higher)



Theresa Agoh, assistant to Florence Thompson, one of Global Mamas' six Ghanaian founders, sews a girl's dress at Florence's business in Cape Coast.
Photo credit: Miki Iwamura



A Decade of Prosperity in Ghana



Contributing Writers

Carrie Hawthorne & Kristin Johnson

Global Mamas is struggling with success. That may sound like a strange statement from an organization celebrating a ten-year anniversary, but it is true nonetheless. We have grown from six women entrepreneurs earning a steady living wage, to nearly 600 women producing handmade apparel, accessories, jewelry and shea butter of the highest quality. Our annual sales have grown from \$22,000 in 2004 to just over \$1 million in 2013. Volunteers from around the globe have traveled to Ghana to provide the Mamas with training in business development, financial planning, product design, health improvement and even yoga. The Mamas are realizing prosperity. They are sending their children to school, sending themselves to school, building homes, investing in better health and nutrition, and saving for their future. As Global Mamas seamstress Molly Linda Djan says, "I've changed. I don't depend on anyone. I am dependable."

The challenge for Global Mamas is how to keep up with our success. We currently have significantly more de-

mand for our products than we can produce, resulting in regular backorders. Our customers are supportive and loyal, but they are also pushing us to expand quickly, so we can ship their orders in full. The Mamas are facing orders that are too large to complete in the required time frame. The Ghanaian and American staff of Global Mamas are stressed trying to manage the production of significantly larger orders through a business model that worked well in the early years but is now very strained with growth.

"We initially assumed that as demand for our products grew, the entrepreneurs we worked with would grow their businesses, too," explains Renae Adam, Global Mamas Executive Director. "But this did not happen, despite countless hours of business development training. The Mamas simply preferred to keep their businesses small and invest profits into their families. To meet growing demand, we were forced to add more and more small businesses to the program. Even as a relatively small organization ourselves, Global Mamas soon turned

into an extremely complex distributed manufacturing company that was facilitating small orders with over seventy small businesses in the Cape Coast area. It did not take long before we found our breaking point in scaling our operations!"

When Global Mamas started working with recycled glass bead makers in 2005, we used a hybrid producer/ employer model, contracting family-owned businesses to produce the beads, while directly employing local women to assemble the beads into finished jewelry and home décor items. This new model improved product quality, lowered costs due to rejects, helped ensure fair wages to producers, and expanded production capacity to meet the growing demand for Global Mamas products.

In 2011, we made the decision to test the success of our direct employment model with a group of new batikers and seamstresses. We targeted a community that had trained batikers and seamstresses, but due to its extremely depressed economy, the women were strugg-

ling to keep their own small businesses afloat. The model worked! The small textile center in Ashaiman now employs twenty-five women and is poised to double that number in 2014.

Direct employment allows us to provide benefits, like paid sick leave and vacation, as well as twelve weeks of paid maternity leave. On top of that, Global Mamas pays an additional 13% of total salaries to social security, ensuring that the women have access to retirement funds and free national healthcare, to which only 8% of workers in the craft industry in Ghana currently have access. The Mamas of Ashaiman are empowered to make decisions that guide the organization, such as setting the hours of operation to allow them to see their children off to school each day, and setting the break schedule that is most convenient for them. Global Mamas believes that none of our income-generation models can be successful without a major focus on education, and we've modified our training programs to expand beyond business training to include topics like personal financial man-

agement. This is especially important, given that 85% of the Mamas have not studied beyond high school.

In 2013, after carefully weighing the benefits of both of our production models, Global Mamas made the decision to begin raising funds to build a production campus called the “Global Mamas Fair Trade Zone.” The Fair Trade Zone will allow Global Mamas to create 200 full-time jobs and increase production output by nearly 50% by operating in a central facility. The Fair Trade Zone will utilize our direct employment model which has proven to increase production capacity, improve quality, reduce rejects, provide the Mamas with more access to training, and allow a greater percentage of sales to be directed to wages and benefits, as compared to working with many independent micro- and small businesses.

Two hundred women working together in a single location sounds a lot like a factory, yet it is extremely important to us that it does not feel like a factory. Building on successful local models that the producers can identify with, the Mamas work in teams of three, much like a small business, and create their own team name. Each team has an experienced leader who provides on-the-job training to the less-experienced Mamas. This model sets the stage for sustainable growth — as a Mama gains expertise in production, she can “graduate” to start her own team.

We also partnered with Architecture Sans Frontières to design the Fair Trade Zone to be an open, comfortable production space filled with natural light. Landscaping will create outdoor spaces for batik production and fabric drying, as well as for the Mamas to gather, eat and rejuvenate during the workday. An on-site daycare center is included in the plans to enable mothers to work while not being far from their children.

Given our commitment to long-term environmen-

Cape Coast Mamas (and one daughter) model Global Mamas’ clothing and jewelry. Photo credit: Miki Iwamura



tal sustainability, Global Mamas plans to build the facility with local, sustainable construction materials like compressed earth blocks, bamboo, and recycled plastic, glass and tires. It will incorporate renewable systems, such as rainwater harvesting, water recycling, solar energy and biogas toilets. Building our own facility allows us to incorporate these unique features which our current rented facilities do not offer.

Global Mamas is setting out to prove that we can grow, provide fair trade jobs for hundreds of new women, and maintain empowerment of the Mamas within a larger organizational structure. At the same time, Global Mamas is committed to working with all of the Mamas in our original textile production center in Cape Coast, utilizing our traditional

model of working with small, independently-owned businesses.

As a non-profit organization operating under the principles of fair trade, how we grow requires careful consideration. While the principles of fair trade do not prevent growth, the centralized production model that we are pursuing will be somewhat unusual in the fair trade community. Thanks to our history of transparency and our proven commitment to operating under fair trade principles, the Fair Trade Zone concept has garnered incredible support from our retail partners and the fair trade community in which we are active. As Renae explains, “In addition to creating prosperity for more women in Ghana, we also see a tremendous opportunity to change the face of the garment industry.”



Ashaiman batik, Faustina Tetteh, hangs batiked cloth at Global Mamas’ Ashaiman location. Photo credit: Sandra Desautels

¹The Labour Market in Ghana, p. 24, SASK, December 2009.

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It's easy to enter! Send us a short video telling us what fair trade means to you. Simply record a short message on your cell or video camera. Thank a farmer, show us how you live a fair trade life, or tell us why we should send you to Nicaragua! Then, upload it to our website. Winners will be chosen by fair trade supporters like you.

Details at www.FairWorldProject.org/Contest



Final Entries Accepted March 1 - April 15, 2014 ♦ Online voting opens May 1, 2014

Winners announced on Facebook June 15, 2014 ♦ Trip Dates: December 7-14, 2014

TOUR HIGHLIGHTS

- ♦ Winner receives 8 day / 7 night trip for two to Nicaragua. Trip includes coach airfare, hotel accommodations, meals, group leader and local transportation
- ♦ Enjoy the intensely political city of Leon, buzzing with energy, awe-inspiring churches, fabulous art collections, cosmopolitan eateries and fiery intellectualism.
- ♦ Relax at Laguna de Apoyo, a nature reserve with a body of water contained inside the crater of the Apoyo Volcano.
- ♦ Visit members of the Tierra Nueva cooperative, one of Equal Exchange's fair trade partner cooperatives with 600 members growing organic coffee and honey.
- ♦ Visit Granada, one of Nicaragua's oldest cities oozing with colonial charm on the banks of Lake Nicaragua.
- ♦ Visit Maggie's Organics organic cotton farmer cooperative and learn the differences between conventional free trade apparel factories and fair trade small producer apparel facilities.



NO PURCHASE NECESSARY TO ENTER OR RECEIVE A PRIZE. Contest starts at 12:00 AM Eastern Time ("ET") on 3/1/14 and ends at 11:59:59 PM ET on 4/15/14. To enter, go to www.fairworldproject.org/contest, upload an original video as directed and complete and submit the Official Entry Form presented. Contest is open to legal residents of Canada (excluding the Province of Quebec), the 50 United States and the District of Columbia, who are 21 years of age or older. Void where prohibited. Limit one (1) entry per person, household or e-mail address. UP TO FIVE FINALIST ENTRIES WILL BE SELECTED FOR ONLINE VOTING. THE ONLINE VOTING PERIOD TO VOTE FOR YOUR FAVORITE FINALIST WILL START AT 12:00 AM ET ON 5/1/14 AND END AT 11:59:59 PM ET ON 5/31/14. LIMIT ONE (1) VOTE PER PERSON, PER EMAIL ADDRESS. One (1) Grand Prize and up to four (4) Finalist Prizes will be awarded. The total approximate retail value of all prizes is not to exceed \$5,200. Grand Prize Winner must travel on dates designated by Sponsor. The Sponsor of the World Fair Trade Trip for Two to Nicaragua Contest is the Fair World Project, Inc., P.O. Box 42322, Portland, OR 97202. For complete Official Rules, visit <http://fairworldproject.org/contest/rules/>.