



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

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Executive Director

Distribute Fair World Project’s For A Better World

“For a Better World” is a free semi-annual publication that features articles from a variety of perspectives, including farmers, farm workers, consumers and committed fair trade brands. FWP helps consumers decipher fair trade certification schemes and is an excellent educational resource. Distribute “For a Better World” for free at your business or organization. **Order now by visiting our website at: www.fairworldproject.org**

Letter to the Editor

Tell Us What You Think. We would like to hear your thoughts. Send letters to: **Fair World Project** - PO Box 42322, Portland, OR 97242 or **email comments to editor@fairworldproject.org**. Include your full name, address, daytime phone and email. The editorial team may shorten and edit correspondence for clarity.

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.

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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