



Factory Fires Highlight Need for Meaningful Safety Standards and Monitoring

In November 2012 more than 100 workers died in a garment factory fire in Bangladesh. Just two months earlier, 262 workers died in a fire in a Pakistani garment factory that received the Social Accountability International SA8000 safety certificate just a few weeks prior. These tragedies have highlighted abusive and negligent behavior by management and the need for basic safety provisions such as sufficient and unlocked fire exits and a meaningful monitoring system for workers.

Hershey's "100% Certified" Announcement: What Does it Mean?

On October 3rd, Hershey's announced that it would source 100% "certified" cocoa by 2020. Hershey's is the last major chocolate manufacturer to address child labor and extreme poverty in cocoa growing communities, particularly in West Africa. Advocacy campaigns and organizations, ranging from Raise the Bar to Child Labor Coalition have pressured Hershey's to actively address child labor and unfair terms in its supply chains for over ten years. Absent from Hershey's announcement are details or benchmarks for a definition of "certified" cocoa. Certified fair trade cocoa was not mentioned.



Hershey's "100% certified" announcement came shortly after Whole Foods Market removed Hershey's Scharffen Berger brand from its shelves due to Hershey's poor track record on ethical and fair cocoa. Over 7,000 network members from Fair World Project and the Organic Consumers Association sent letters and faxes urging Whole Foods Market to encourage Hershey's to source ethical cocoa. Whole Foods Market joins close to 50 natural food stores and co-ops that have removed Hershey's products, including Scharffen Berger and Dagoba, for their lack of commitment to ethical cocoa.



Fair World Project Announces New Campaign Director

We are very excited to announce that Kerstin Lindgren has joined the Fair World Project team as our new Campaign Director! For the last four years Kerstin has been the Executive Director of the Domestic Fair Trade Association, a collaboration of North American farmers, farmworkers, food system workers, retailers, manufacturers, processors, and non-governmental organizations.

Kerstin says: "I've been a fan of Fair World Project since it started and I am excited to be part of the important work of building a strong community of businesses and activists who care about a just economy, advocating for positive changes in corporate and governmental policies and practices, and contributing to the fair trade conversation through our publication and other media."

Connected by Coffee Film Announcement

In January 2013, a team of fair trade advocates and business owners journeyed across Central America seeking to document - first-hand - how fair trade practices are affecting their coffee-farming friends. A photo blog, video web-series and feature length documentary will teach the public about the core principles, the history, and the current controversies of fair trade, while working to reinvigorate the movement. The web-series and film have been created by Michigan-based Stone Hut Studios, a production company dedicated to making films for a better world. Connected by Coffee will be released this summer.



www.connectedbycoffee.com

The Best Organic Food is What's Grown Closest to You



The Local Harvest website is a way to find farmers' markets, family farms, and other sources of sustainably grown food in your area, where you can buy produce, grass-fed meats, and many other goodies.

www.localharvest.org

The World Fair Trade Organization 2013 Biennial Conference and the Rio 2013 World Fair Trade Week

The World Fair Trade Organization (WFTO) 2013 Biennial Conference and WFTO-Global Annual General Meeting (AGM) will be held in Rio de Janeiro, Brazil on May 25-31, 2013. This edition of the Biennial Conference and AGM will be a part of the larger Rio 2013 World Fair Trade Week, where Rio will be nominated as "The Global Fair Trade Capital." The WFTO will coordinate activities, make key decisions and participate in creating ways to promote the international fair trade movement. WFTO members from all over the world will participate in the event.

In the current period of economic and social hardship for many fair trade organizations, this conference and AGM will be crucial for sharing experiences, building our common future and strengthening our networking activities in the promising socio-economic context of Brazil.

Three main topics for discussion include: Fair Trade Global Networking, Fair Trade Governance

and Fair Trade Guarantee and Certification. Highlights of the event include the presentation of the new global WFTO Guarantee System and the WFTO strategic plan and governance structure.



A series of important additional events, organized by several international fair trade networks, will take place during Rio 2013 World Fair Trade Week. Participants will have the opportunity to attend the International Fair Trade Fair, where fair trade actors from around the globe will meet to share ideas, strategies and contacts, show products and services and establish fair trade business relations. One especially important event will be the official launch of the "Fair Trade Beyond 2015" campaign, which will take place with a ceremony involving important officials from the Brazilian government. Let's all gather together in Rio!

For more information, visit www.WFTO.com

