PRESENTATION

This publication offers a guide to Fair Trade through the exploration of 49 sites which include the official organizations of the movement, alternative traders, labeling organizations, government and multilateral bodies, NGOs and academic research across North America, Europe, Africa, Asia and Latin America. The Guide makes no claim to be representative, many sites being chosen for their intrinsic interest (availability of information, documents), but it does we feel capture the breadth and diversity of the movement and makes accessible a wealth of documentation on the key aspects of the movement, from facts and figures to analysis and debates.

The guide begins with a presentation of the sites of the four international organizations, which united in the FINE (acronym based on the first letter of each of these organizations), represent the different components of the global movement. This is followed by a selection of European Fair Trade sites exploring the variety of Fair Trade experiences by country and by type of trade (labeled/mainstream and alternative trading circuits integrated from producer groups to dedicated outlets). It also spans traditional and new style fair traders, examples of Government support, leading NGOs and broad movement coalitions.

The third section is devoted to North America (the US and Canada) where Fair Trade has experienced remarkable growth over the last few years. The sites chosen provide a rich documentation of the market and movement features of Fair Trade, involving student campaigns and a variety of coalitions, for many of which Fair Trade is a reply to the promotion of Free Trade Areas. In this bloc we have included a number of academic sites whose research is now providing an important complement to the Fair Trade movement.

The following section provides a sample of developing country sites focusing on the promotion of Regional Fair Trade circuits and National Fair Trade initiatives in developing countries. These sites also offer an important insight into the way in which developing countries are participating in the global Fair Trade organizations and into the way in which Fair Trade is being discussed and negotiated in these countries.

The guide concludes with a brief international section focusing on the United Nations Trade Conference (UNCTAD) which has developed a significant dialogue with the organizations which make up the Fair Trade movement. It also includes the CIAT site which shows how the issue of Fair Trade is now being considered within key international public research networks. The final site, the World Fair Trade day, appropriately captures the current global reach of the Fair Trade movement.

We hope internet browsers will find this Guide a useful introduction to the Fair Trade movement and welcome feedback with information on sites which could profitably be included in future editions of this Guide.

John Wilkinson
The Edelstein Center for Social Research

Please send comments to contato@centroedelstein.org.br
THE FINE ASSOCIATION
Millions of landless labourers and small farmers don’t have what is their right: enough to feed the whole family send their children to school and that little extra to invest in sustainable development. Clearly, the advantages of international trade are not reaching all people in the world. For small farmers, access to market or price information is difficult and as a result, many small farmers become more and more dependent on middlemen. In bad times, many lose their only property: their land, and thus, their livelihoods. Similarly, many plantation workers do not see the benefits of increasing world trade. They endure low pay, an unsafe working environment and poor living conditions. Too often they lack the freedom to join a union to defend their rights and the opportunity to participate in decisions that affect their lives on the plantation.

Fairtrade Labelling Organizations International (FLO) is the worldwide Fairtrade Standard setting and Certification organisation. It permits more than one million producers, workers and their dependants in 50 countries to benefit from labelled Fairtrade. FLO guarantees that products sold anywhere in the world with a Fairtrade label marketed by a National Initiative conforms to Fairtrade Standards and contributes to the development of disadvantaged producers and workers.

**MISSION & OBJECTIVES**

FLO International exists to improve the position of the poor and disadvantaged producers in the developing world, by setting the Fairtrade standards and by creating a framework that enables trade to take place at conditions respecting their interest. The National Initiatives, members of FLO International, encourage industry and consumers to support fairer trade and to purchase the products. Products carry a Fairtrade Label, as the independent consumer guarantee that producers in the developing world get a better deal.

1. **Guaranteeing the standards**

FLO gives credibility to the Fairtrade Labels by providing an independent, transparent and competent certification of social and economic development. The four main aspects for certification are:

   a) assessing the conformity of produces to the Fairtrade standards,
   b) assuring that Fairtrade benefits are used for social and economic development,
   c) auditing FLO-registered traders in order to make sure that the Fairtrade price reaches the producers and
   d) assuring that the Labels are only used on products coming from Fairtrade-certified producers.

To ensure that producer groups comply with Fairtrade standards, FLO works with a network of independent inspectors that regularly visit all producer organisations. To monitor traders’ and retailers’ compliance with Fairtrade conditions, a specially developed trade auditing system checks that every Fairtrade-labelled product sold to a consumer has indeed been produced by a certified producer organisation which has been paid the Fairtrade price.

2. **Business facilitation**

FLO Producer Business Unit (PBU) is in contact with producer organisations certified by FLO, and traders registered to purchase and sell Fairtrade labelled products, in order to match supply and demand. PBU staff also work with Local Liaison Officers in the producing countries realising adequate producer assistance and development projects in view of producer empowerment and enhancing their market access through business facilitation. It is a Unit of product experts who provides product-marketing support to the FLO National Initiatives and registered traders. Since
the aim of FLO International is to improve the position of producers in the developing countries, FLO Fairtrade Products range from coffee, tea, rice, cocoa, honey, sugar and fresh fruits to manufactured products such as sports balls. More agricultural and manufactured products are important future candidate products for Fairtrade certification.

3. Promoting producer support
http://www.fairtrade.net/sites/aboutflo/tasks3.html

FLO’s third core task is to support the small farmers and workers who participate in Fairtrade to strengthen their organisation and production, for example to respond faster to market developments or to continue to improve their compliance with the Fairtrade standards. FLO helps producers to clarify their needs and plans and connects them to the organisations with the resources and expertise to respond to those needs.

FAQs about PBU’s role and services
http://www.fairtrade.net/sites/support/producernetworks.html

PRODUCER SUPPORT

• Liaison Officers
http://www.fairtrade.net/sites/support/supportnetwork.html

Thanks to a number of significant donors, FLO is able to fund around 16 Liaison Officers on the ground. This resource is invaluable in offering direct support to producers who wish to find out more about Fairtrade as well as supporting those producers who are currently certified.

Core Responsibilities

Liaison Officers offer information, advice and training to producers
• to improve compliance with Fairtrade Standards.
• to improve their market opportunities.
In return Liaison Officers are in a position to inform FLO about product and regional developments of interest to the markets.

Tasks, Liaison Officers have innumerable tasks
• For more information about FLO Liaison Offices please check the following Websites:
  www.comerciojustoecuadorperu.net
  www.flocentroamerica.net

ACTIVITIES

How is the system financed?
http://www.fairtrade.net/sites/aboutflo/financed.html

All stakeholders involved make their contribution to cover the costs of FLO’s system. Although still partly externally funded, the biggest part of the cost of FLO’s system is covered by National Initiatives who charge their licensees a fee for using the Fairtrade label. This pays for the National Initiatives marketing expenses and a part is fed back to FLO via National Initiatives’ annual contributions. Licensees registered with the National Initiatives do not pay FLO.

Faq
http://www.fairtrade.net/sites/aboutflo/faq.html#c

• Why does FLO exist?
• What are FLO’s main tasks?
• How was Fairtrade labelling created?
• How does FLO Certification work?
• What are the Fairtrade Standards?
• What is the Impact of Fairtrade Labelling?
• How can we become certified as a Fairtrade Producer Group?
• How can we import products from Fairtrade certified Producer Groups?
• How can we sell Fairtrade labelled products in our shops?
• Why do so many different Fairtrade labels exist?
• Where can we buy Fairtrade labelled Products?
• What is the difference between Fair Trade and ethical trade?
• Why are there not more types of Fairtrade labelled products?
How have the Fairtrade minimum prices been established?

**Products**
[http://www.fairtrade.net/sites/products/products.html](http://www.fairtrade.net/sites/products/products.html)

FLO International’s Product Management team is in contact with producer organisations certified by FLO, and traders registered to purchase and sell Fairtrade labelled products, in order to match supply and demand in the best way. Since the aim of FLO International is to improve the position of disadvantaged producers in the developing countries, FLO Fairtrade Products are typical agricultural products in the first place, such as coffee, cocoa and sugar, etc. Manufactured products are becoming important future candidate products for Fairtrade certification. Footballs are the first manufactured products certified by FLO.

**The products**
[http://www.fairtrade.net/sites/products/products_02.html](http://www.fairtrade.net/sites/products/products_02.html)

- **Coffee** [http://www.fairtrade.net/sites/products/coffee/why.html](http://www.fairtrade.net/sites/products/coffee/why.html)
- **Tea** [http://www.fairtrade.net/sites/products/tea/why.html](http://www.fairtrade.net/sites/products/tea/why.html)
- **Fresh Fruit** [http://www.fairtrade.net/sites/products/freshfruit/why.html](http://www.fairtrade.net/sites/products/freshfruit/why.html)
- **Juices** [http://www.fairtrade.net/sites/products/juices/why.html](http://www.fairtrade.net/sites/products/juices/why.html)
- **Cocoa**
- **Sugar**
- **Honey**
- **Sports Balls** [http://www.fairtrade.net/sites/products/sportballs/why.html](http://www.fairtrade.net/sites/products/sportballs/why.html)
- **Wine** [http://www.fairtrade.net/sites/products/wine/why.html](http://www.fairtrade.net/sites/products/wine/why.html)
- **Others** [http://www.fairtrade.net/sites/products/others/why.html](http://www.fairtrade.net/sites/products/others/why.html)

**New Product Development**
[http://www.fairtrade.net/sites/products/productdev.html](http://www.fairtrade.net/sites/products/productdev.html)

FLO and its National Members are continuously extending the Fairtrade product range with the aim of expanding the benefits of labelled Fairtrade to existing and new farmers and workers in the developing countries. New product development is a very important issue for the future of Fairtrade. On the producer side, product range extension is important because it allows new producers and workers to join Fairtrade. And for producers of existing products, like coffee, new products create opportunities to diversify production and reduce their dependency on just one crop.

On the market side there is demand for expansion of the Fairtrade labelled product range is evident, and for many companies involved in Fairtrade broad product range is crucial for the economic viability of their involvement. For supermarket chains it makes all the more sense to invest in marketing Fairtrade products when the range of products is significant, as it helps increase awareness of the Fairtrade Certification Mark and ultimately to raise sales for the benefit of the Fairtrade producers.

Some of the products that are currently in development:
- Avocado and other fresh fruits and vegetables
- Quinoa and other cereals
- Various spices
- More dried fruit & nuts
- More wines

**Standards**
[http://www.fairtrade.net/sites/standards/standards.html](http://www.fairtrade.net/sites/standards/standards.html)

The point of reference for FLO Certification are the International Fairtrade Standards. These Standards are developed by the FLO Standards Committee, in which stakeholders from FLO’s member organisations, producer organisations, traders and external experts participate. The FLO Fairtrade Standards are regularly reviewed by FLO, in close co-operation with all relevant stakeholders.
FLO Fairtrade Standards are different when you are a small producer organisation, organised in a democratic way, such as a cooperative or association, or when you structurally depend on hired labour, as is the case in plantations and factories.

The complete list of FLO Fairtrade Standards is available for the public, the list of FLO Fairtrade Standards.

Fairtrade Standards for small producer organisation

The following standards are available for download in a PDF format:
- Generic Fairtrade Standard for small farmers' organisations (version 12/2005)
- FLO Prohibited Materials List (version 04/06)

For an overview of the main changes to the generic environmental standards for small farmers' organisations

- Contract Production Standards (for cotton from India and Pakistan and rice from India)
- Standards Guidance for South Africa

- Fairtrade Standards in general
  http://www.fairtrade.net/sites/standards/general.html

- Set of Standards for all products
  http://www.fairtrade.net/sites/standards/set.html

Bananas (version 12/05)
  http://www.fairtrade.net/pdf/sp/english/Banana%20SP%20Dec%2005%20EN.pdf

Cane Sugar (version 05/06)
  http://www.fairtrade.net/pdf/sp/english/Cane%20Sugar%20SP%20May%2006%20EN.pdf

Cocoa (version 12/05)
  http://www.fairtrade.net/pdf/sp/english/Cocoa%20SP%20Dec%2005%20EN.pdf
The former FLO Certification Unit, now FLO-Cert Ltd, has become a limited company. The main reason for the foundation of FLO-Cert as a limited company is to make Fairtrade’s certification and trade auditing operations more transparent. Establishing FLO-Cert enhances the autonomy of its producer certification and trader registration decisions, and facilitates compliance with the ISO Standards for Certification Bodies (ISO 65).

Moreover, with the separation of FLO-Cert, FLO reduces its financial liability, because a limited company’s liability is restricted by its capital, whereas the liability of an association is practically unlimited.

The final reason for the foundation of FLO-Cert is to improve FLO’s financial stability by diversifying its sources of income by asking all stakeholders and benefactors of Fairtrade labelling to contribute to its costs. While NIs will continue their substantial contribution to FLO-Cert, it will also partially finance its activities through a certification or registration fee paid by producer organisations and traders.

FLO Certification is run by FLO-Cert Ltd. FLO-Cert co-ordinates all tasks and processes all information related to inspection of producers, trade auditing and certification. Operating independently from any other Fairtrade interests, it follows the ISO Standards for Certification Bodies (ISO 65).

FLO is one of the biggest international social economic certification bodies worldwide. It regularly inspects and certifies about 420 producer organisations in 50 countries in Africa, Asia and Latin America, embracing around 800,000 families of farmers and workers.

The point of reference for FLO Certification are the International Fairtrade Standards. In contrast to Codes of Conduct and other social labels, Fairtrade Standards are not simply a set of minimum standards for socially responsible production and trade. Fairtrade Standards go further: besides minimum requirements producers must meet, FLO guarantees them a fair price, and, through progress requirements, expects them to invest part of it in economic, environmental and social development.

Coffee (version 12/05)

Dried Fruit (version 04/06)
http://www.fairtrade.net/pdf/sp/english/Dried%20Fruit%20SP%20Apr%2006%20EN.pdf

Quinoa (version 12/05)
http://www.fairtrade.net/pdf/sp/english/Quinoa%20SP%20Dec%2005%20EN.pdf

Rice (version 02/06)
http://www.fairtrade.net/pdf/sp/english/Rice%20SP%20Feb%2006%20EN.pdf

Tea (version 03/06)
http://www.fairtrade.net/pdf/sp/english/Tea%20SP%20March%2006%20EN.pdf

Wine (version 02/06)
http://www.fairtrade.net/pdf/sp/english/Wine%20Grapes%20SP%20Feb%2006%20EN.pdf

CERTIFICATION
http://www.fairtrade.net/sites/certification/certification.html

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How to become FLO Certified
http://www.fairtrade.net/sites/certification/certified.html

Information on FLO Producer Fee System
http://www.fairtrade.net/sites/certification/fee_2006.html

How to become FLO Registered
http://www.fairtrade.net/sites/certification/registered.html

Trade Auditing
http://www.fairtrade.net/sites/certification/tradeauditing.html
ASSOCIATED SITES

Members

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www.fairtrade.at
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www.maxhavelaar.be
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www.maxhavelaarfrance.org
TransFair Germany
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www.transfair.org
Fairtrade Foundation UK
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www.fairtrade.org.uk
Fairtrade TransFair Italy
info@fairtradeitalia.it
www.fairtradeitalia.it
Fairtrade Mark Ireland
info@fairtrade.ie
www.fairtrade.ie
Fairtrade Label Japan
info@fairtrade-jp.org
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TransFair Minka Luxemburg
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Rättvisemarkt Sweden
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Max Havelaar Stiftung Switzerland
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www.maxhavelaar.ch
TransFair USA
info@transfairusa.org
www.transfairusa.org
Fairtrade Labelling Australia & New Zealand
NEWS & DOCUMENTS

WORLDWIDE FAIRTRADE SALES ROSE BY THIRD IN 2005

FLO AND SNV HAVE ESTABLISHED A STRATEGIC PARTNERSHIP
http://www.fairtrade.net/sites/news/onetonine/SNV%20FLO.html

The FINE Platform presents "Fairtrade in Europe 2005"

The members of the FINE platform, the four principal European and International federations for Fair Trade (FLO, IFAT, NEWS and EFTA) commissioned a survey to evaluate the presence of Fairtrade in 25 European countries. The result of this survey, conducted by Jean Marie Krier, is the book "Fair Trade in Europe 2005". The study shows that Fair Trade sales in Europe have been growing at an average 20% per year since 2000. The annual net retail value of Fair Trade products sold in Europe now exceeds EUR 660 million. This is more than double the figure five years ago. Fair Trade has thus become one of the fastest growing markets in the world. Fair Trade products can now be found in 55,000 supermarkets all over Europe and the market share has become significant in some countries: 47% of all bananas, 28% of the flowers and 9% of the sugar sold in Switzerland are Fair Trade labelled. In the UK, a market with eight times the population of Switzerland, labelled products have achieved a 5% market share of tea, a 5.5% share of bananas and a 20% share of ground coffee. From modest beginnings in the 1950s, Fair Trade has expanded into a worldwide movement, benefiting more than five million producers and their families in developing countries. There are now over 2,800 Worldshops within Europe, stocking almost exclusively Fair Trade products imported by 200 Fair Trade organisations.

World Trade Rules still not fair
http://www.fairtrade.net/sites/news/onetonine/worldtraderulesnotfair.html

FLO Documents
- Executive summary of FLO’s Strategic Plan 2003-2008
  http://www.fairtrade.net/pdf/FLO-StratPlan-exec-dec03.pdf
- Guidelines for the Fairtrade labelling of composite food products
  http://www.fairtrade.net/pdf/CompProdPol-public-29jul03.pdf

Delivering opportunity
Impacts
http://www.fairtrade.net/sites/impact/impact.html

- Facts and Figures http://www.fairtrade.net/sites/impact/facts.html
- Success Stories http://www.fairtrade.net/sites/impact/stories.html
- Partner Organisations http://www.fairtrade.net/sites/impact/partner.html

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E-mail FLO Cert: info@flo-cert.net
FLO Website: www.fairtrade.net
IFAT The International Fair trade Association

http://www.ifat.org/mission.shtml
IFAT is the International Fair Trade Association, the global network of Fair Trade Organizations. IFAT's mission is to improve the livelihoods and well being of disadvantaged producers by linking and promoting Fair Trade Organizations, and speaking out for greater justice in world trade. Almost 300 Fair Trade Organizations in 70 countries form the basis of our network and membership is growing steadily. Approximately 65% of our members are based in the South (that is: Asia, the Middle East, Africa and South America) with the rest coming from North America & the Pacific Rim and Europe. We are truly international! Our members have the concept of Fair Trade at the heart of their mission and at the core of what they do. They come in many shapes and sizes and represent the Fair Trade chain from production to sale. Our members are producer co-operatives and associations, export marketing companies, importers, retailers, national and regional Fair Trade networks and financial institutions, dedicated to Fair Trade principles.

MISSION & OBJECTIVES

IFAT's mission is to improve the livelihoods and well being of disadvantaged producers by linking and promoting Fair Trade Organizations, and speaking out for greater justice in world trade.

More

IFAT is made up of three main groups:

Our membership
http://www.ifat.org/ifatstructure/structure.shtml
Our membership covers five regions: Africa, Asia, Latin America, Europe and North America & Pacific Rim. Besides, members in Asia, Africa and Latin America have come together in IFAT regional chapters: Asia Fair Trade Forum Inc. (AFTF), Cooperation for Fair Trade in Africa (COFTA) and IFAT LA - Associacion Latino Americana de Commercio Justo (IFAT LA).

Find IFAT Members
http://www.ifat.org/membersearch.shtml
This form allows you to search IFAT members. Contact details are available for Registered Fair Trade Organizations only. Registered Fair Trade Organizations are those organizations that have been through our monitoring system and are eligible to carry the FTO Mark if they wish to do so.

The IFAT Executive Committee
http://www.ifat.org/ifatstructure/structureexcom.shtml
The IFAT Executive Committee is responsible for developing and implementing the plans agreed by the membership. The Committee members act as a point of contact for members in each region, and may be involved in the co-ordination of the members' national and regional platforms.

Representative for Africa
http://www.ifat.org/ifatstructure/africarep.shtml
Representative for Asia
http://www.ifat.org/ifatstructure/asiarep.shtml
Representative for Latin America
http://www.ifat.org/ifatstructure/latamrep.shtml
Representative for Europe
http://www.ifat.org/ifatstructure/europerep.shtml
Representative for North America & Pacific Rim
http://www.ifat.org/ifatstructure/naprep.shtml

The IFAT Secretariat
http://www.ifat.org/ifatstructure/structuresecretariat.shtml
The Secretariat provides a point of contact for members around the world. It acts as a facilitator and coordinator of members' initiatives and uses its position at the centre of a global network to
make the appropriate links. The Secretariat is also active in areas where IFAT can add value to the Fair Trade Movement at the global level.

IFAT is lead by a voluntary Executive Committee elected from amongst the membership by the membership. IFAT's activities are coordinated by an International Secretariat of appointed staff, currently based in the Netherlands.

**ACTIVITIES**

**Fair Trade Goods**
More information on organisations involved in Fair Trade, ethical and organic Textiles, Coffee, Tea, Chocolate Handcrafts, etc. More
http://www.ifat.org/furtherreading/libraryftgoods.shtml

**Other campaigns and groups campaigning on trade justice issues**
http://www.ifat.org/furtherreading/libraryothertscampaigns.shtml

**Fair Trade Networks**
http://www.ifat.org/furtherreading/libraryotherftnetworks.shtml

**Market Development**
http://www.ifat.org/mktdevment.shtml
Traders looking for Fair Trade partners often use IFAT as a first point of contact with Fair Trade Organizations around the world.
IFAT encourages the development of the Fair Trade market, to help increase the opportunities for marginalised small-scale producers.

- **Extending Experience and Expertise**
IFAT actively encourages links between Fair Trade Organizations to the business support services offered by members or other specialist providers. We bring members together for inspiration and learning. Using linkages provided by IFAT, members can build on each others' marketing experience and expertise.

- **Encourage Learning**
Our international and regional conferences are the venue in which members share experiences, attend seminars, deliver feedback to trading partners, and develop their knowledge.

- **Encouraging Regional Initiatives**
IFAT members have demonstrated the effectiveness of regional cooperation as a strategy for accessing markets. For instance, via the Asia Fair Trade Forum, Asian members now regularly exhibit at regional Trade Fairs such as the Bangkok International Gift Fair. Regional conferences provide the venue for building these partnerships.

**Market Development Services**
http://www.ifat.org/mktdevservices.shtml

- **CatGen: Connecting producers and buyers**
CatGen software allows IFAT members to display products online. The separate databases are linked and can be searched from one single point, enabling members to get in touch with buyers from all over the world.

- **Shared Interest: Financial Services for Producers**
The Shared Interest Clearing House provides credit, advance payments and various financial services to producers, enabling them to grow their business at favourable rates.

**Monitoring: Building trust in Fair Trade**
http://www.ifat.org/monitoring.shtml
Thanks to the pioneering work of Fair Trade organizations, more people than ever before ask questions about the way companies do business. In response to this, IFAT members are committed to being open, transparent and accountable to their stakeholders.
• Self-Assessment against the Standards for Fair Trade Organizations
• Mutual review between trading partners
• External verification

This system of Self-assessment and Mutual Review emphasizes the participation of stakeholders in the assessment process, as well as learning and improvement. When a member has met all of its monitoring obligations it becomes registered and entitled to use the FTO Mark. IFAT’s Registration Sub-Committee oversees this procedure and makes its recommendations on registration to the IFAT Executive Committee.

What standards are Fair Trade Organizations measured against?
The IFAT Standards for Fair Trade Organizations were developed during the 6th biennial conference in Tanzania in 2001. These standards apply to all Fair Trade Organisations whether they are importers or retailers, exporters, producer societies or support organizations. The nine standards are concerned with reaching the economically disadvantaged, transparency and accountability, capacity building, promoting Fair Trade, improving the situation of women, child labour, working conditions, the environment and the payment of a fair price. Although all members must meet the same standards, every organization has a different job to do and works in a different way. Therefore, there are different markers to show that the standards are met. In every region IFAT members have worked out what indicators there are to show that they measure up to the Standards in their own particular context.

What are Self-Assessments, Mutual Reviews and External Verifications?
Every two years IFAT members thoroughly assess their performance against the IFAT Standards for Fair Trade Organizations. They consult all of their stakeholders in this assessment, set themselves targets for improvement and share their progress with IFAT. IFAT provides guidelines on how to do this, drawing on social audit methodology. The second step of the IFAT monitoring system is the mutual review, where members share their Self-Assessment reports with their trading partners. Finally, each year a percentage of IFAT members, chosen at random, have their Self-Assessment process verified by an independent external inspector. This is the External Verification.

The FTO Mark
http://www.ifat.org/theftomark.shtml

• The FTO Mark is a commitment
The FTO Mark is a quality mark. It means standards are being implemented regarding working conditions, wages, child labour and the environment. These standards are verified by self-assessment, mutual reviews and external verification. It demonstrates that an organization’s trading activity committed to continual improvement.

• The FTO Mark makes Fair Trade stand out from the crowd
The FTO Mark gives Fair Trade Organizations definable recognition amongst consumers, existing and new business partners, governments and donors who would like to support Fair Trade activities - providing wider market opportunities for producers

• The FTO Mark adds to an organization’s identity
The FTO mark is a means of identification. It sets organizations apart from other commercial businesses, making recognisable mission driven organizations whose core activity is Fair Trade.

• The FTO Mark shows that an organization is part of a wide network
The FTO Mark shows that an organization belongs to the global network of Fair Trade Organizations. It serves as a common voice for solidarity amongst all Fair Trade Organizations in the North and South.

The FTO Mark is not a product label. It has not been designed as a label for handcrafts. It is a mark to identify Fair Trade Organizations.

On products: the Fair Trade Label
In the 1980s, a priest working with smallholder coffee farmers in Mexico and a collaborator of a Dutch church-based NGO (Non-Governmental Organisation) conceived the idea of a Fair Trade label. Products bought, traded and sold respecting Fair Trade conditions would qualify for a label that would make them stand out among ordinary products on store shelves, and would allow any company to get involved in Fair Trade. Thus, in 1988, the 'Max Havelaar' label was established in the Netherlands. The concept caught on: within a year, coffee with the label had a market share of almost 2%!

In the following years, similar non-profit Fair Trade labelling organisations were set up in other European countries and in North America (such as the Fair Trade Foundation in the UK and TransFair in the US and Canada). In 1997, the creation of the Fairtrade Labelling Organisation International (FLO-I) united many of labelling initiatives. FLO-I is now responsible for setting international Fair Trade standards for certifying production, trade and labelling of a certain number of products (not handcrafts). The label that these products carry is called the Fairtrade Label and usually looks like the logo on the right (although the label can vary from country to country).

**IFAT, FLO-I and Product Labels**

While the products of many IFAT members carry the Fairtrade Label, many IFAT members produce and sell a diversity of products outside the (mainly food) categories for which the Fairtrade Label was developed. IFAT is working with FLO-I to develop a system for labelling non-food Fair Trade products, in particular handicrafts. The two organizations are also closely working together to develop one overall, integrated Fair Trade Quality system for Fair Trade Organizations and Fair Trade products.

Also check out these links

**Global Exchange** on Fair Trade labelling

**Fair Trade Resource Network** on Fair Trade labelling

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**Advocacy: Speaking out for Fair Trade**

http://www.ifat.org/advocacy.shtml

IFAT is an advocate - condemning the injustices of the international trade system and championing a radical, yet practical vision for change.

IFAT has first-hand knowledge of the conditions under which trade can be a powerful force for sustainable economic and social development.

- Developing and delivering the message of Fair Trade
- IFAT develops the voice of Fair Trade by building the capacity of members, and IFAT as a network, to conduct effective advocacy campaigns.
- IFAT delivers the message of Fair Trade by developing and then communicating IFAT's particular perspective on the current debates around trade and development.

**Advocacy Newsletters**

- Newsletter December '05
- Newsletter December '04

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**The Global Journey**

http://www.ifat.org/globaljourney/index.shtml

Fair Trade travels the world to spread the word! Hundreds of thousands of people have already hit the streets to celebrate and promote Fair Trade - in a way that can't be missed! Politicians, celebrities and opinion leaders all over Asia and Latin America have taken part, press coverage has been impressive. Now, summer 2005, the Global Journey is hitting the North, starting in Canada.

**Where are we going?**

http://www.ifat.org/globaljourney/itinerary.shtml
We've already been in Asia, Latin America and in North America, but if you're in Africa or Europe, the best is yet to come.

**Global Schedule**

**Scheduled dates** 10 December 2005 - 16 May 2006  Africa
http://www.ifat.org/images/globaljourney/africainvite.jpg

**Where have we been?**
http://www.ifat.org/globaljourney/progress.shtml

We've seen quite a lot of the world already. Read here what's been organised so far.

**The Global Journey**

**Reports of the Journey's progress so far**

- **2005 Events**

15 October

**Ten Thousand Villages (Montreal), Canada**
http://www.ifat.org/globaljourney/canada24.shtml

The Global Journey

Montreal, Canada, 15 October 2005

The event in Montreal had a positive impact on the participants. The first Ten Thousand Villages store in the province of Quebec was started in Pointe Claire in Nov. 1996 by three churches on the West Island of Montreal

7 - 8 October

**Ten Thousand Villages (Ottawa), Canada**
http://www.ifat.org/globaljourney/ttvottawa.shtml

The Global Journey

8 October, Ottawa, Canada

The visit of the FTO banner in Ottawa coincided with the 6th birthday of this location of Ten Thousand Villages, and we celebrated with music, food, and a sale. The store was humming with activity all day long, and the energy was really amazing! Many customers had the opportunity to learn about the Global Journey and about the FTO Mark. Throughout the day we featured four countries where the banner had traveled (or will travel) and where Ten Thousand Villages purchases products from artisan cooperatives. For the first two hours, we offered 25% off of products from India, and told customers about the Noah’s Ark artisan group. The next two hours featured 25% off products from Peru, and customers learned about CIAP-Intercraft. Next was Kenya, with a focus on the Bombolulu artisan group, and during the last two hours of the day customers received 25% off products from Indonesia and learned about Mitra Bali. Throughout the day we offered customers samples of some of our delicious fairly-traded food products: Level Ground’s Café San Miguel coffee from Colombia, Frutos dried fruit, Cocoa Camino chocolate bars, and Swazi Kitchen jams and chutneys from Swaziland. We also had musical entertainment, provided by a local drumming group and featuring some of the musical instruments that we sell.

20 & 28 May

**CIAP-Intercraft, Peru (Puno & Lima) (spanish)**
http://www.ifat.org/globaljourney/22peru.shtml

The Global Journey

Perú, 20 y 28 de Mayo del 2005

El 20 de Mayo del 2005 la Marca de Comercio Justo de IFAT llegó al Perú para estar presente en dos importantes movilizaciones por el Comercio Justo organizadas por la Central Interregional de Artesanos del Perú – CIAP y la Red Peruana de Comercio Justo. El 20 de Mayo, más de 500 personas, miembros de CIAP en su mayoría y de la Unión Nacional de Comunidades Aymaras – UNCA, que trabajan en la zona del altiplano peruano, desfilaron por las calles principales de la ciudad de Puno, ciudad estratégica para el Comercio Justo ubicado en el sur del Perú, a 4,000 m.s.n.m. y a las orillas del Lago Titicaca; portando una banderola principal con el lema “Comercio Justo y no comercio a cualquier precio” y 5 pancartas de la Marca de Comercio Justo de IFAT, además de otros letreros con lemas alusivos al Comercio Justo y banderolas de identificación de las organizaciones.
7 May
**MCCH/RELACC/Fundación Sinchi Sacha/Camari/Salinas, Ecuador**

http://www.ifat.org/globaljourney/21ecuador.shtml

The Global Journey
Ecuador, 7 May 2005

On Saturday 7th May, at the end of IFAT’s International Conference, Quito gave a warm welcome to the FTO mark on its Global Journey as it arrived in Ecuador. 5 IFAT members were involved in organising the event – MCCH, RELACC, Fundación Sinchi Sacha, Camari and Salinas. During the day, IFAT members from across the globe took part in a busy Fair Trade Fair – not only to sell products but also to raise awareness of Fair Trade and the Mark. There was also a round table debate organised by local university students.

- **2004 Events**

3 December
**Brazil**

Global Journey arrives in Rio, Brazil
http://www.ifat.org/globaljourney/19brazil.shtml

As part of its Global Journey, the FTO Mark arrived in Latin America on 3rd December 2004, in the party city of Rio, Brazil. A ceremony to welcome the mark took place at the colourful "Providence Fair" - a huge Christmas market that occurs annually in the city. IFAT members from across the region who had travelled to Rio for IFAT Latin America's regional conference took part in the event.

16 March
**Intl Federation for Fairtrade and Development (IFFAD), Chennai, India**

http://www.ifat.org/globaljourney/08iffad.shtml

The Global Journey
Stop 8, 16 February 2004

International Federation for Fairtrade & Development, Chennai, India

On 16 February, IFFAD organised a cycle rally as part of the Global Journey in Central Chennai for a distance of 4 km. The route of the rally covered a leading commercial area, residential area of average and below average income families and also an small scale Industrial Estate. The Rally was flagged by Mr. Jayaraj Devadoss, Director, German Leprosy Relief Association after reading the Global Message. 200 college students participated, carrying placards and shouting slogans on Fair Trade. Pamphlets on Fair Trade were distributed.

23 January
**International Resources for Fairer Trade (IRFT), Mumbai, India**

http://www.ifat.org/globaljourney/02irft.shtml

The Global Journey
Stop 2, 23 January 2004

International Resources for Fairer Trade (IRFT), Mumbai, India

IRFT and the Trade Justice Banner

The Global journey of Fair Trade Mark commenced in Mumbai when the Fair Trade Mark traveled from Asha Handicraft to IRFT. The mark was handed over by Mr. Lucas Caldeira CEO of Asha Handicrafts to staff of IRFT in Mumbai on Friday, 23rd January 2004.

19 January
**Asha Handicrafts, Mumbai, India**

http://www.ifat.org/globaljourney/01asha.shtml

The Global Journey
The Launch of the FTO Mark

The Fair Trade Organization (FTO) Mark was successfully launched in Dharavi in central Mumbai, India, in the largest slum area in Asia (with 700,000 inhabitants - many of whom joined in the celebrations!). Fair Traders, social activists, officials, celebrities and well-wishers gathered to introduce the new FTO Mark to the world.

Join the Journey
Interested in starting your own Global Journey event? We have some useful resources to help you get started. More

- Global Journey Resources

Planning your own Global Journey event? Feel free to use the following resources. Guidelines

Helpful tips and guidelines for organizing your own Global Journey event

http://www.ifat.org/downloads/globaljourney/globaljourneyguidelinesseptember05.pdf

Fair Trade Message

The Fair Trade Message needs to be read out during every Global Journey event.


Creating Interest

Leaflet

- "50 years of Fair Trade" text

http://www.ifat.org/downloads/globaljourney/leaflet50yearsoffairtrade-HistoryofFT.doc

Some people say that the Americans were first with Ten Thousand Villages (formerly Self Help Crafts) who began buying needlework from Puerto Rico in 1946, and SERRV who began to trade with poor communities in the South in the late 1940s. The first formal "Fair Trade" shop which sold these and other items opened in 1958 in the USA. The earliest traces of Fair Trade in Europe date from the late 1950s when Oxfam UK started to sell crafts made by Chinese refugees in Oxfam shops. In 1964 it created the first Fair Trade Organization. Parallel initiatives were taking place in the Netherlands and in 1967 the importing organization, Fair Trade Organisatie, was established. At the same time, Dutch third world groups began to sell cane sugar with the message "by buying cane sugar you give people in poor countries a place in the sun of prosperity". These groups went on to sell handicrafts from the South, and in 1969 the first "Third World Shop" opened. World Shops (or Fair Trade shops as they are called in other parts of the world) have played a crucial role in the Fair Trade movement. They constitute not only points of sales but are also very active in campaigning and awareness-raising.

During the 1960s and 1970s too, Non-Governmental Organizations (NGOs) and socially motivated individuals in many countries in Asia, Africa and Latin America perceived the need for fair marketing organizations which would provide advice, assistance and support to disadvantaged producers. Many such Southern Fair Trade Organizations were established, and links were made with the new organizations in the North. These relationships were based on partnership, dialogue, transparency and respect. The goal was greater equity in international trade.

Parallel to this citizens’ movement, the developing countries were addressing international political fora such as the second UNCTAD conference (United Nations Conference on Trade and Development) in Delhi in 1968, to communicate the message "Trade not Aid". This approach put the emphasis on the establishment of equitable trade relations with the South, instead of seeing the North appropriate all the benefits and only returning a small part of these benefits in the form of development aid. The growth of Fair Trade (or alternative trade as it was called in the early days) from the late 60s onwards has been associated primarily with development trade. It grew as a response to poverty and sometimes disaster in the South and focused on the marketing of craft products. Its founders were often the large development and sometimes religious agencies in European countries. These NGOs, working with their counterparts in countries in the South, assisted to establish Southern Fair Trade Organizations that organize producers and production, provide social services to producers, and export to the North. Alongside the development trade there was also a branch of solidarity trade. Organizations were set up to import goods from progressive countries in the South that were both politically and economically marginalised.

...

- "What is the Global Journey" text


- "What is a Fair Trade Organization"


World Fair Trade Day

(see www.wftday.org)
13 May: World Fair Trade Day 2006  

Theme WFTD2006 Announced
In this time of mushrooming ethical schemes and labels, it is more than ever needed for Fair Trade Organizations to profile themselves. The theme is a call to action to celebrate Fair Trade and Fair Trade Organizations. More
- Register online
Use the new World Fair Trade Day Website to register your WFTD event. It’s useful for getting free publicity, collecting ideas for your own activities and reading up on last year’s reports. We also like the messages section
- Resources for organising an event
Want to make World Fair Trade Day 2006 an even bigger success than last year? We’ve put up a number of resources to get you going. The only thing you need to do is fill in the blanks! More

Earthquake in Indonesia
http://www.ifat.org/current/indonesiaquake.shtml
Indonesian IFAT Members struggle with quake aftermath

Alternative Approach Gains Royal Accolade
http://www.ifat.org/current/traidcraftqa.shtml

Fair Trade Fashion Show, WTO Hong Kong
http://www.ifat.org/current/peopletreehkfashionshow.shtml
Report by People Tree
18 December 2005

Shared Interest announces decisions on international presence
November 2005
http://www.ifat.org/current/sharedinterestinternational.shtml
IFAT partner Shared Interest has been providing finance for fair trade for over 15 years and are pleased to announce the first stages of plans to develop an international presence
- AFRICA 2006
- CENTRAL AMERICA 2006/7
The target date for the new office being fully operational with Shared Interest staff is early 2007
Regional Shared Interest staff will have three key roles:
- to increase Shared Interest’s impact through increased lending
- to explore ways of widening access to fair finance
- to identify opportunities for supporting producer groups by providing financial training.
We plan to set up a local advisory group to support the local staff

NEWS & DOCUMENTS

Library
http://www.ifat.org/library.shtml

General Info, Facts & Figures, Speeches, Presentations, Workshops
Towards a coherent EU Fair Trade policy
http://www.ifat.org/downloads/otherdownloads.shtml

IFAT Annual Report 2004
cover [PDF 995KB]
inside [PDF 441KB]

IFAT Financial Report / Accounts 2004 [44KB]

PES Fair Trade Conference, Brussels, Wednesday 22 June 2005

FAIR TRADE WORKS Carol Wills
Speeches at IFAT International Conference (Quito, May 2005)
http://www.ifat.org/downloads/otherdownloads.shtml

Monday (2nd May 2005)
• Fair Trade Vision - Carol Wills [397KB]
  http://www.ifat.org/downloads/general/quito/FairTradeVisionCarolWills.ppt#1
• Fair Trade concepts - Johan Elsen [154KB]
  http://www.ifat.org/downloads/general/quito/FairTradeconceptsJohanElsen.ppt#1
• Key progress IFAT - Stefan Durwael [2,109KB]
  http://www.ifat.org/downloads/general/quito/KeyProgressIFATStefanDurwael.ppt

Wednesday (4th May 2005)
• Acceso Mercados - German Escobar, [179KB]
  http://www.ifat.org/downloads/marketing/quito/AccesoMercados-GermanEscobar.ppt#1
• Artisan Awards [666KB]
  http://www.ifat.org/downloads/general/quito/ArtisanAwards.ppt#1

Marketing Downloads
• Trends, Facts and Figures
  2003 Trends North America [PDF 86KB]
  2001 Fair Trade in Europe 2001 [PDF 1.5MB]
• IFAT International Conference (Quito, May 2005)
  5 good reasons to use the FTO Mark [1 MB]
  http://www.ifat.org/downloads/marketing/quito/FTOMark5%20goodreasons.ppt#8
  FTO Mark Southern perspective [281 KB]
  http://www.ifat.org/downloads/marketing/quito/FTOMarkSperspModestus.ppt
  Consumer Campaign - AFTF-Claribel David [720 KB]
  http://www.ifat.org/downloads/marketing/quito/ConsumerCampaign-AFTF-ClaribelDavid.ppt
    Craft Business - Lawrence Watson [2.2 MB]
    Handicrafts Value Chain Analysis - Paul Chandler [297 KB]
    Market access - Claribel David [224 KB]
    Trade Fair Group stand - Lucas Caldeira [243 KB]
    Trade Fair participation - Margaret Carr [563 KB]

Advocacy downloads
http://www.ifat.org/downloads/advocacydownloads.shtml

• Last-Minute Compromise Offers Little for the World’s Poor
  Statement of the world’s biggest Fair Trade Organizations about WTO meeting Hong Kong.
  http://www.ifat.org/downloads/advocacy/FINE%20WTO%20statement%20after%20Hong%20Kong.pdf (December '05) [PDF 136KB]
  WTO '05 - IFAT Position on Cotton
  This is IFAT’s position on cotton, cotton textiles and the World Trade Organization. The document has been prepared for the WTO meeting in Hong Kong in December 2005. It outlines a number of demands to all WTO members. [Word 155KB]
  WTO ’05 - Position: Fair Trade Rules!
  This is the position of the international Fair Trade movement (the networks FLO, IFAT, NEWS and EFTA) on the WTO negotiations towards the upcoming Ministerial Conference in Hong Kong. (November '05)
  [English PDF 430KB]
  http://www.ifat.org/downloads/advocacy/Fair%20Trade%20Rules!_EN.pdf
  [Deutsch PDF 466KB]
  http://www.ifat.org/downloads/advocacy/Fair%20Trade%20Rules!_DE.pdf
  [Francais PDF 160KB]
  [Italiano PDF 158KB]
  http://www.ifat.org/downloads/advocacy/Fair%20Trade%20Rules!_IT.pdf
Towards a coherent EU Fair Trade policy
(April '05) IFAT and its partners have a joint political position towards the European institutions. The document, targeting six key areas, is the basis of our joint advocacy work towards the European institutions. [PDF 160KB]

Towards a Fairer EU Sugar Regime
http://www.ifat.org/downloads/advocacy/TowardsaFairEUSugarRegimeMarch%202005.pdf
(March 05) Fair Trade Proposals for a European sugar regime that contributes to sustainable development and poverty eradication in developing countries [PDF 144KB]

Advocacy Handbook
Hands on hints and tips for communications and campaigns. [PDF 531KB]

Cancun Ministerial Position
http://www.ifat.org/downloads/advocacy/cancunpositionIFAT2003June.doc
The Cancun Ministerial – A Fair Trade Perspective
IFAT Position regarding the 5th Ministerial Conference of the World Trade Organization (WTO), 10-14 September 2003, Cancun, Mexico [Word 116KB]

1998: European Parliament resolution
[PDF 62KB]

Studies & further reading
http://www.ifat.org/furtherreading/libraryfurtherreading.shtml

CONTACTS

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Chamber of Commerce
IFAT is registered in the Amsterdam Chamber of Commerce under 40536675
NEWS! - The Network of European Worldshops

NEWS was established in 1994 during a European Worldshops conference organised by the Dutch national association to celebrate its 25th anniversary. This was the first cooperation between the Worldshops at European level; during previous meetings, Worldshop representatives did not go further than exchanging their experiences and ideas. The need for co-operation on this level became more apparent with the changed European market; since 1993 the internal European borders have diminished, and trade agreements are decided upon on the level of the European Union. To have any impact, the alternative trade movement (as it was then known) also had to influence politics at the European level. European cooperation was necessary in order to develop a common position on Fair Trade issues, as was a common political lobby towards the European political institutions.

NEWS is the umbrella network of 15 national Worldshop associations in 13 different countries all over Europe. Through them we represent the Worldshops - shops that offer fairly traded products and campaign for a fairer world trade system. Through its members - National Associations - NEWS represents approximately 2,500 Worldshops and 100,000 volunteers working in these shops.

MISSION & OBJECTIVES

Aims and activities
The general aims and activities of NEWS are:

• to link Worldshops and their National Associations throughout Europe;
• to initiate, direct and promote joint campaigns;
• to co-ordinate Europe-wide activities initiated by national Worldshop associations promoting Fair Trade and Worldshops;
• to support development of national Worldshop associations in the (enlarged) Europe;
• to co-operate with other organisations in the field of Fair Trade such as IFAT, EFTA and FLO but also other associations which are working on development issues.

Worldshops

http://www.worldshops.org/fairtrade/keyplayers.html

What are they?
Worldshops sell fairly traded products and are the consumer's first point of contact with Fair Trade. Often buying their goods from wholesalers in their country (or from the nearest available source), these shops may also buy some goods directly from producers abroad. Worldshops are a critical element to the Fair Trade chain, because they not only act as the essential and trusted outlet for Fair Trade goods, but they are also a valuable tool for educating the consumer about the realities and contexts behind the products on sale.

What is their role?
Because of their focus on development education, the role of Worldshops differentiates them from mainstream outlets selling fairly traded goods who do not deliberately promote consumer education to the same extent.

The name "Worldshop" comes from the name "one-world-shop", an expression of unity in its mission to bring the world together via the philosophy of Fair Trade. Individual Worldshops adhere to NEWS criteria via their affiliation to national associations, which regulate activities at local level. The criteria broadly covers the following:

1. the shop endorses, through its own mission or values statements, publicity material and actions, the definition and principles of Fair Trade;
2. the primary purpose for existing as a shop is to promote Fair Trade. Fairly traded products therefore take up the most important share of the shop's stock;
3. the shop reinvests the profits from its sale of products into the Fair Trade system;
4. the shop informs the public about its aims, the origin of the products, the producers and about world trade. It supports campaigns to improve the situation of producers, as well as to influence national and international policies.
Fair Trade - ethical consumption
http://www.worldshops.org/fairtrade.html

An introduction
Over the past 40 years a growing movement of workers, environmentalists, consumers, farmers and social movements worldwide has been calling for an alternative to free trade: that is, free trade that benefits only very small amount of people on Earth. While 17% of the world’s population consume over 80% of available resources, the remaining 83% survives on less than one fifth.

Almost everybody would find this shocking, but how many people consciously relate this fact to his or her daily consumption?

“At first sight, sustainable trade initiatives might appear like David fighting Goliath. Free-trade policies are buttressed by WTO rules and other trade agreements. Citizens often find themselves disempowered in the face of such structures and left without much governmental support to respond to the environmental and social problems exacerbated by increased international trade. Slowly however, people around the world are becoming organized to make their voices heard and to take action. Nongovernmental organisations (NGOs) are springing up around the globe to defend various issues: to promote human rights, international cooperation, environmental action, justice. Every initiative is important and many are complementary.

The ethical consumer's choice movement is only one strategy among many, but one which we can practise in our day-to-day lives, by buying according to our values. Goliath is facing many Davids.”*

Fair Trade - with increasing sales turnover, political advocacy, quality and variety of products and tangible benefits for producers - has already made its mark as a tool for sustainable development.

Today 4,000 Fair Trade organisations operate in over 60 countries. Their success - market access achieved in sustainable conditions for more than a million small producers in the developing world - is thanks to the efforts of thousands of employees and volunteers, who think globally but act locally.

Fair Trade is about small change making big difference.

"The globalisation of social and environmental justice goes beyond words: daily actions are what gives it life. Just as democracy means more than going out to vote once few years. Democracy happens every day with what we say to politicians and businesses, with what we buy and how we behave towards people around us. Today’s revolution, and the revolutions to come, start in our heads and take shape with in each of our daily actions. We can each add a small stone to the dam that will hold back the flow of injustice."**


The concept of Fair Trade
http://www.worldshops.org/fairtrade/ftconcept.html

Definition of Fair Trade as agreed by "FINE":

According to the "FINE" (collaboration of FLO, IFAT, NEWS and EFTA) definition, 2001:

"Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers - especially in the South. Fair Trade organisations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.

The essence of Fair Trade is:
- deliberately working with marginalised producers and workers in order to help them move from a position of vulnerability to security and economic self-sufficiency;
- to empower producers and workers as stakeholders in their own organisations;
- actively to play a wider role into the global arena to achieve greater equity in international trade.
Other definitions of Fair Trade

Key players of the Fair Trade Chain
http://www.worldshops.org/fairtrade/keyplayers.html

Although Fair Trade is about cutting out the middleman, your fairly traded product has passed through various stages of a structured process before reaching your local Worldshop. There are four main stages to the process, beginning with a co-operative group in Africa, for example, right through to sales outlets in Europe or other parts of the industrialised world. These are:

- Producer and export organisations (organised into co-operatives and associations)
- Importing organisations and wholesalers
- Retailers - "Worldshops"
- Accrediting bodies (providing the Fair Trade "guarantee")

Producers and export organisations
Small-scale farmers and craftspeople organised into co-operatives and associations and their families,

Criteria for producers and export organisations
Producer organisations must endorse the principles of Fair Trade as stated in the Fair Trade definition section. They may operate their own export businesses and have wholesale/retail operations in their own countries. Often producer organisations group together under a marketing umbrella in order to export their goods. These organisations may also have wholesale or retail operations in their own countries.

Accrediting Bodies
- FLO
- IFAT

Import organisations
Further processing in the food chain
Many imported food products are raw materials such as sugar and cocoa that are further processed into composite products (such as chocolate and snack bars) in industrialised countries in Europe.

As many Fair Trade Organisations do not have the manufacturing capacity to process every single raw product, mainstream companies may become involved. Some fairly traded chocolate and honey, for example, is processed in a commercial environment.

ACTIVITIES

NEWS organises European-wide campaigns, such as the "Food for Thought" campaign. Developing campaigns at European level not only takes the pressure off the individual National Associations, but is more cost efficient and carries greater impact when implemented strategically across the European-wide stage.

NEWS campaigns
http://www.worldshops.org/activities/campaigns.html

Campaigning is one of the core activities of NEWS.

More about:
- the ongoing Child Labour Campaign (2004-2007) in the cocoa and soccer industries

The general aim of the operation is to raise awareness among the selected target group – children aged 8 to 12 years – concerning the problems caused by the current North-South trade relationship, labour conditions in the South, corporate social responsibility and to inform about Fair Trade as an alternative for the concerned producers.

By using products appealing to children (chocolate, footballs) and interactive, innovative teaching methods, (quiz; computer-, in- and outdoor games; competition; interactive workshops; interactive internet portal etc.) in schools and sport organisations public awareness of the problems and of the relations between the South and the North will be
raised. Children in Europe and through them the parents generation will be mobilised to support more equitable North-South relations. The activities resulting from the education part will target among others companies and politicians.

previous NEWS campaigns:
• "Food for Thought" (1999-2001)
  http://www.worldshops.org/activities/campaigns/foodfor.html

"Food for Thought" was NEWS' campaign for "the right to food before free trade". Targeting ministers for Foreign Affairs, Agriculture and Foreign Aid, WTO, European Union, the campaign had five demands:
  i. to reform of the WTO to allow for more democracy and transparency in their operations;
  ii. assessment of the current WTO agreements before initiating new negotiations;
  iii. elimination of all agricultural export subsidies and other forms of dumping;
  iv. recognition that food security and food sovereignty must be the guiding principles of any agreement on agriculture; and
  v. more attention to trade issues other than the liberalisation of trade.

• "Made in Dignity" (1997-1998) "Made in Dignity" Campaign, 1997-98
  http://www.worldshops.org/activities/campaigns/dignity.html

Launched on "European Worldshops Day" in 1997 (before the advent of World Fair Trade Day, which did not appear until 2002), "Made in Dignity" was the European Worldshops campaign between 1997 and 1998, and focused on unfair labour conditions within the international clothing industry.

Information sharing
http://www.worldshops.org/sharing.html

Exchange of expertise through, for example, the biannual conferences and the website means that NEWS disposes of a huge pool of knowledge and expertise, bringing together under one roof countries and their different specialisms: marketing, campaigning, presentation, press coverage, and so on. NEWS' value-added is being able to offer this knowledge to a vast European audience.

Campaigning
http://www.worldshops.org/sharing/campaigns.html

What makes a successful campaign?

Worldshops all over Europe engage in campaign activity to promote their awareness raising activities to various target groups in the local community. Below are some examples of current approaches. If you wish to share your campaign experiences with us, please drop us an email at: office<at>worldshops.org.

Advocacy

As part of the FINE collaboration, NEWS has appointed a Fair Trade Advocacy Coordinator in Brussels in April 2004, to lobby European institutions on the current issues facing the movement today. NEWS also speaks out for its members in Europe via events such as the European Social Forum.

- Fair Trade Advocacy
  http://www.worldshops.org/FairTradeAdvocacy.html

In April 2004 an important step in the joint effort between the Fair Trade networks was made for the advancement of Fair Trade advocacy: a Fair Trade Advocacy Office as opened in Brussels under the FINE (FLO, IFAT, NEWS and EFTA) collaboration. The co-ordinator, Anja Osterhaus, lobbies on behalf of the four networks towards prominent European institutions, influencing decision-makers in the areas of trade and policy.

- Advocacy Newsletters

An update of fair trade advocacy events, developments and successes is published electronically three times a year:

  December 2005
  August 2005
  April 2005
  December 2004
  September 2004
June 2004

Participation
Each member association of NEWS has one board member. In this way it is guaranteed that all members regardless of its size will be heard, and every country's specific situation is taken into account.

Facts at a glance
http://www.worldshops.org/news.html
Established in 1994, NEWS is a network of 15 national associations of Worldshops, representing shops in 13 countries.
In 2004 members of NEWS are the national associations in Austria, Belgium (Flanders), Denmark, Finland, France, Germany, Italy (CTM Altromercato and Assobotteghe), The Netherlands, Portugal, Spain, Sweden, Switzerland (German- and French speaking) and the United Kingdom.
Through their National Associations NEWS represents about 2,500 Worldshops and more than 100,000 volunteers all over Central and Western Europe.
NEWS facilitates co-operation and networking between its members through information exchange and by organising the bi-annual European Worldshops conference. It develops and co-ordinates European-wide campaign activities and provides members with the materials needed to participate.

Under the FINE collaboration, NEWS co-operates with other Fair Trade networks IFAT, EFTA and FLO, to define common policies as well as to achieve common strategies on criteria, monitoring, and awareness raising.
The network is growing: the latest newly established member is the Portuguese national association, started in 2003 and by now is representing six shops and 9 non-profit organisations. The very latest NEWS member is CTM Altromercato from Italy - the second member from the same country. In 2004 NEWS has also begun a project to include new players from Central and Eastern Europe.
NEWS is its members, and is effective when it functions as a participative network and not simply as a coordination office. Because of its huge potential, it is necessary for NEWS to develop its "European identity" so that its capacities are enhanced as a united network, working together as we strive to reach the same common goals.

Structure of NEWS
NEWS is a foundation consisting of:
- General Board, formed by representatives of national association - one from each association, and
- Executive Board, composed by at least three General Board members.
The General Board is responsible for the management of the foundation. It meets three times a year and these meetings rotate from country to country.
The General Board elects from its members an Executive Board, consisting of at least three members. The Executive Board makes decisions on more urgent and day-to-day matters and meets six times a year.
Added to this Executive Board is the co-ordinator of the NEWS office, who is not a member of the General Board and has no right to vote. This head of the coordination office is employed by the foundation and is responsible for the day-to-day management of the office and other employees.

ASSOCIATED SITES
Useful links: further reading on global trade, Fair Trade, development, development co-operation, globalisation and economics, food security, agriculture, organic and environmental movements, consumer organisations and WTO related links.
http://www.worldshops.org/fairtrade/links.html
The National Associations

Individual national associations are very diverse in their structure, way of work and services they provide. Typically, they carry out functions like political advocacy, national networking, training and consultative support, as well as development of campaigning materials and presentation of Worldshops.

The efficiency of activities co-ordinated at European level often depends on the capacities of the separate national associations. All established independently of each other, the strategies of the various national associations across Europe are not harmonized. Some have more affinity with the political edge of Fair Trade and carry out effective campaigns at regular intervals, such as the case in France, Spain and Belgium, while others pursue a more sales-focussed strategy as in Austria and The Netherlands.

National associations also differ in their age and maturity. While Northern Europe the first Worldshops opened their doors in the 1970s, Southern Europe only saw its first shops opening in the 1990s. The number of shops also varies considerably, from seven in Denmark to 400 in Germany and the Netherlands. Not surprisingly, to reflect these contrasts the also the number of employees at the national office varies from national associations with one coordinator to ones with a staff of over 15.

National Associations of Worldshops

**Austria - Arge Weltläden**
Postal address: Am Breiten Wasen 1, 6800 Feldkirch
Tel: +43 (0) 55 22 78 79, Fax: +43 (0) 55 22 750 79
E-mail: arge@weltlaeden.at
Website: www.weltlaeden.at

Contact: Madlene Hochleitner
E-mail: madlene.hochleitner@weltlaeden.at

"In my opinion Fair Trade is not an end in itself, but it is firstly a political and an ethical challenge. It's an example of how we can create sustainable development and a fair world - and at the same time it is an essential contribution for peace. The products in worldshops are "rails" to make consumers aware that each purchase is a political action. In this way, we can build a bridge from the local to the global situation. Concerning sustainable and fair development, growth is not the issue: we need to build more consciousness. It’s my vision that Fair Trade will become superfluous as soon as possible and everyone will be aware that Fair Trade is not a nice niche, but the normal way of trade and communication. That’s the motivation behind my commitment."

**Belgium - Oxfam Wereldwinkels**
Postal address: Ververijstraat 17, 9000 Gent
Tel: +32 (0) 92 18 88 99, Fax: +32 (0) 92 18 88 77
E-mail: Oxfam-wereldwinkels@oww.be
Website: www.oww.be

Contact: Johan Elsen
E-mail: Johan.elsen@oww.be

**Denmark - Fair Trade Danmark**
Postal address: Oestre Stationsvej 42, o.g.
5000 Odense C
Finland - Maailmankauppojen liitto
Postal address:
Maailmankauppojen Liitto Ry
c/o Maailmankauppa Kirahvi
Palokunnankatu 13-15
FIN-13100 Hameenlinna
Tel: +358-45-6705645
E-Mail: maailmankaupat.liitto@sci.fi
Website: www.maailmankaupat.fi
Contact: Kati Hjerp
E-Mail: khjerp@ulapland.fi

France - Artisans du Monde
Postal address: 53 Bd de Strasbourg, 75010 Paris
Tel: +33 (0) 1 56 03 93 64, Fax: +33 (0) 1 43 72 36 37
E-mail: l.levard@artisansdumonde.org
Website: www.artisansdumonde.org
Contact: Anne-Francoise Taisne, Executive board member
E-mail: af.taisne@wanadoo.fr

Germany - Weltladen-Dachverband
Postal address: Karmeliterplatz 4, 55116 Mainz
Tel: +49 (0) 61 31 68 90 780, Fax: +49 (0) 61 31 68 90 799
E-mail: info@weltlaeden.de
Website: www.weltlaeden.de
Contact: Markus Frieauff, Executive board member
E-mail: m.frieauff@weltlaeden.de

Italy - Associazione Botteghe del Mondo
Postal address: Via Ferrari Bonini n° 3, 42100 Reggio Emilia
Tel/ Fax: +39 052 254 19 14
E-mail: segreteria@assobdm.it
Website: www.assobdm.it
Contact: Eugenia Beretta
E-Mail: habari_eugenia@tin.it, bottegasesto@libero.it

Italy - CTM Altromercato
Postal address: Piazza Renato Simoni, 33, 37122 Verona
Tel/ Fax: +39 045 800 8081
E-Mail: info@altromercato.it
Website: www.altromercato.it
Contact: Danilo Tucconi
E-Mail: danilotucconi@altromercato.it
Position: Public Relations Manager

The Netherlands - Landelijke Vereniging van Wereldwinkels
Postal address: Randweg 8, 4104 AC Culemborg
Tel: +31 (0) 345 479 250, Fax: +31 (0) 345 510 599
**Portugal - Coordenação Portuguesa de Comércio Justo**
Post address: Rua Pinheiro Chagas, 77 - 2. Esq. - 1069-069 Lisboa
Tel: +351 21 317 28 70, Fax: +351 96 67 53 928
Contact: Pedro Abrantes
Email: pedro.abrantes@netcabo.pt
Website: www.e-comerciojusto.org

**Spain - Coordinadora Estatal de Comercio Justo**
Post address: Plaza Centenario n° 3 bajo, 20006 Donostia
Tel/ Fax: +34 (0) 943 46 15 78
Email: coordcoj@euskalnet.net
Website: www.e-comerciojusto.org
Website: www.e-comerciojusto.org

**Sweden - Världsbutikerna för Rättvis Handel**
Post address: Bessemergatan 4, 417 07 Göteborg
Tel: +46 (0) 31 22 45 18, Fax: +46 (0) 31 22 46 97
Email: info@varldsbutikerna.org
Website: www.varldsbutikerna.org

**Switzerland - claro fair trade plc**
Post address: Byfangstr. 19, 2552 Orpund
Tel: +41 (0) 32 356 07 00,
Fax: +41 (0)32 356 07.01
Email: communication@claro.ch
Website: www.claro.ch
Contact: Joachim Ehrismann
Email: communication@claro.ch

**Switzerland - Association Romande des Magasins du Monde**
Post address: Route de Genève 52, 1004 Lausanne
Tel/ Fax: +41 21 661 27 00, +41 21 661 22 20
Email: animation@mdm.ch
Website: www.mdm.ch
Contact: Elisabeth Kopp-Demougeot
Email: kopp.demougeot@bluewin.ch

**United Kingdom - British Association for Fair Trade Shops (BAFTS)**
Post address: Unit 7, 8-13 New Inn St., London EC2A 3PY
Tel: +44 20 77 394 197
Email: info@bafts.org.uk
Website: www.bafts.org.uk

Contact: Moira Bridge
Email: fairerwrl@aol.com

- **Importers**
  http://www.worldshops.org/fairtrade/import.html
• The impact of Fair Trade
http://www.worldshops.org/fairtrade/impact.html

NEWS & DOCUMENTS

In this section of this webpage you will find:
http://www.worldshops.org/fairtrade.html
• Definition and main principles of Fair Trade.
http://www.worldshops.org/fairtrade/ftconcept.html
• Impact of Fair Trade: economic, ecological and social consequences.
http://www.worldshops.org/fairtrade/impact.html
• Facts and figures about Fair Trade: research and data about Fair Trade's market share, trends, best sellers, consumer support.
http://www.worldshops.org/fairtrade/factsandfigures.html
• Importers: list of the Europe's biggest importers
http://www.worldshops.org/fairtrade/import.html
• Networks: contacts and descriptions of Fair Trade umbrella initiatives
http://www.worldshops.org/fairtrade/netw.html
• Fair Trade worldwide: an overview about Fair Trade in the international scene, mainly in Asia and North America.
http://www.worldshops.org/fairtrade/world.html
• Impacts of Fair Trade on producers and theirs organizations, Costa Rica
http://www.sussex.ac.uk/Units/PRU/wps/wp11.pdf
• Consumer support
http://www.worldshops.org/fairtrade/factsandfigures/consumer.html

CONTACTS

NEWS office
First situated in Utrecht, the Netherlands, the NEWS office moved to Mainz, Germany in June 2004 after several years in Brussels, Belgium.

General contacts
Address:
Network of European Worldshops (NEWS)
Christofsstrasse 13
55116 Mainz
Germany
Telephone. +49 6131 9066 410
E-mail: office@worldshops.org
The European Fair Trade Association (EFTA) is a network of 11 Fair Trade organisations in nine European countries which import Fair Trade products from some 400 economically disadvantaged producer groups in Africa, Asia and Latin America. EFTA’s members are based in Austria, Belgium, France, Germany, Italy, the Netherlands, Spain, Switzerland and the United Kingdom.

EFTA was established in 1990, after many years of informal cooperation between its member organisations. Ten years on, EFTA is a key player in harmonising and coordinating Fair Trade activities in several fields in an international context via its work with other Fair Trade Networks. The EFTA members achieved a combined turnover, on the basis of retail-figure calculations, of almost 150 million Euro in 2001 (compared with 127 million Euro in 2000 and 115 million Euro in 1999), excluding Oxfam UK, which stopped direct imports. There are 510 full time staff equivalents employed in the EFTA member organisations. Of the total EFTA member sales, handicrafts represent 25.4% while food represents 69.4%. The remaining 5.2% is made up of literature and products sourced from organisations in the social economy in the North. The share of sales of Fair Trade products by EFTA members originating in Africa, Asia and Latin America is 26%, 40%, and 34% respectively.

MISSION & OBJECTIVES

The EFTA Head Office is based in Maastricht in the Netherlands. This office is responsible for furthering the first core objective of EFTA: - to make Fair Trade importing more efficient and effective.

To this end EFTA facilitates networking of its members and the exchange of information on the state of Fair Trade in various countries. EFTA organises regular meetings of its members in various specialisations to learn from each others’ experiences. EFTA facilitates an exchange of information on products - new products, products selling well, products in difficulties for various reasons. There is also an exchange of information on producer partners of EFTA via the newly established Fairdata System. EFTA also facilitates the harmonisation of its members monitoring systems - EFTA facilitates bilateral projects between its members. EFTA represents the position of its members in meetings North and South.

The second core activity of EFTA is the promotion of Fair Trade towards commercial and political decision-makers. EFTA aims to raise the awareness of decision-makers and the general public regarding the current imbalances in international production and trade and the negative impact on marginalised producers in the South. EFTA promotes concrete means to redress these imbalances in the form of Fair Trade and a more equitable North-South trade structure.

EFTA also coordinates campaigns on specific issues which impact on products which are important for Southern countries and the Fair Trade movement such as cocoa, coffee, rice. To facilitate these aims, in 1995 EFTA established an office in Brussels with the specific mandate to carry out advocacy and lobby work towards political and commercial decision-makers. This office has since become the key spokesperson on behalf of the Fair Trade movement towards the European Union.

EFTA also publishes a variety of materials on Fair Trade issues in general such as "The Challenge of Fair Trade"; "Facts and Figures on the Fair Trade sector in 18 European Countries"; EFTA Advocacy Newsletter and a variety of product specific newsletters, studies and positions.

FAIR TRADE

http://www.eftafairtrade.org/definition.asp
- Fair Trade Definition

"Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South. Fair Trade organisations (backed by consumers) are engaged actively in supporting
producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade”.

- **The essence of Fair Trade**
  Fair Trade’s strategic intent is:
  Deliberately to work with marginalised producers and workers in order to help them move from a position of vulnerability to security and economic self-sufficiency to empower producers and workers as stakeholders in their own organisations actively to play a wider role in the global arena to achieve greater equity in international trade.
  The new definition of Fair Trade - as part of a broader cooperation strategy - has been agreed by FINE, an informal umbrella of the four main Fair Trade networks - FLO-I, IFAT, NEWS! and EFTA, in December 2001. The first definition of Fair Trade was developed by FINE in April 1999 and has been fully revised. For the movement it is an important achievement, after almost 40 years of existence, to develop a definition which is universally shared. While the interpretation of Fair Trade as well as the principles and criteria underlining the Fair Trade movement’s activities have always been broadly similar, this common vision of Fair Trade is a testimony to the increasing harmonisation and coordination of the movement across Europe and internationally, particularly in the last decade.

**ASSOCIATED SITES**

**Members**

Austria
- EZA Dritte Welt
  [http://www.eza3welt.at/start.htm](http://www.eza3welt.at/start.htm)
Belgium
- Magasins du Monde-OXFAM
Oxfam Wereldwinkels VZW
France
- Solidar’Monde
  [www.solidarmonde.fr](http://www.solidarmonde.fr)
Germany
- GEPA
  [www.gepa3.de](http://www.gepa3.de)
Italy
- Ctm Altromercato
  [www.altromercato.it](http://www.altromercato.it)
Netherlands
- Fair Trade Organisatie
  [http://www.fairtrade.nl/](http://www.fairtrade.nl/)
Spain
- INTERMÓN OXFAM IDEAS
Switzerland
- Claro
  [http://www.claro.ch/](http://www.claro.ch/)
United Kingdom
- Oxfam Market Access Team

Traidcraft Plc
  Kingsway
  Traidcraft Policy Unit
- Michael Gidney
FAIR TRADE NETWORKS
Over the last fifteen years the Fair Trade movement has been increasingly harmonising and coordinating its activities in several fields via the creation of four main networks.
These networks are:

- Fairtrade Labelling Organisation International (FLO-I);
- International Federation for International Trade (IFAT);
- Network of European World Shops (NEWS!)
- European Fair Trade Association (EFTA).
Since 1996 these networks have been meeting in an informal working group called FINE. This in recognition that there are many global aspects of Fair Trade, which would benefit from greater co-operation and collaboration.
The aim of FINE is to work together - in the full knowledge and with the assistance of their own networks and members - to:

- develop harmonised core criteria and guidelines for Fair Trade
- harmonise the Fair Trade monitoring system with clear division of tasks
- join forces in advocacy and campaign work towards commercial & political decision-makers
- harmonise the Fair Trade global information and communication system

NEWS & DOCUMENTS

Challenges of Fair Trade
http://www.eftafairtrade.org/challenge.asp
- FREE TRADE: WINNERS AND LOSERS, THE LAW OF THE JUNGLE
Globalisation and Liberalisation
"People and nature are being over-exploited. Poor terms of employment, hazardous and unhealthy working conditions, depletion of natural resources and pollution of the environment are now the order of the day. All of which makes it increasingly difficult to meet the needs of present and future generations. There is only one legitimate response to this state of affairs, the promotion of sustainable development.
- FAIR TRADE: LET'S GO FAIR
Fair trade - history, principles and practice
Fair trade offers to consumers, businesses, citizens and decision-makers a concrete, simple method to act to improve the situation of producers in the South.
- ACP STATES, EUROPEAN COMMISSION AND EFTA MEETING
On the 25th of May last, a meeting hosted by the Belgian Minister for Development Cooperation Mr. Eddy Boutmans took place in Brussels to examine the role of Fair Trade within the new Partnership Agreement between the EU and ACP States.
- FAIR TRADE DAY IN THE EUROPEAN PARLIAMENT
On the 22nd February 2000, the European Fair Trade Association, on behalf of the whole Fair Trade movement, organised the fifth Fair Trade Day in the European Parliament. Approximately 70 people participated in this day including MEPs, staff of the European Commission, NGOs, Southern Partners, Press, representatives of the Member States and Embassies of Southern Countries.
- UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT
The Fair Trade Movement was present in the last two major UNCTAD meetings.
- FAIR TRADE AND SEATTLE
The Fair Trade Movement was present during the last WTO Ministerial Conference, represented by International Federation for Alternative Trade (IFAT).

**Challenges of fair trade Milestones**

http://www.eftafairtrade.org/challenge.asp?TypeID=3

- **LIST OF IMPACT STUDIES (UPDATED)**
  http://www.eftafairtrade.org/pdf/impact_studies_03.03.doc
  The attached document contains a list of studies on the impact of Fair Trade -updated to March 2003- with relevant contact of the organisation which conducted it.

- **EUROPEAN PARLIAMENT : RESOLUTION ON FAIR TRADE**
  The "Resolution on Fair Trade" was adopted in July 1998 by the Committee on Development Cooperation.

- **EUROPEAN ECONOMIC AND SOCIAL COMMITTEE: OPINION ON FAIR TRADE**
  European "fair trade" marking movement
  http://www.eftafairtrade.org/pdf/ESC%20opinion%20on%20Fair%20Trade%201996.doc
  At the plenary session of 24 April 1996 the European Economic and Social Committee adopted this "Opinion on the European 'fair trade' marking movement"

- **FAIR TRADE: OVERVIEW, IMPACT, CHALLENGES. STUDY TO INFORM DFID'S SUPPORT TO FAIR TRADE**
  http://www.eftafairtrade.org/pdf/DFID_ft_study.pdf
  The study acknowledges that FT has made tangible improvements in the livelihoods of producers in the South, but these have often to do more with overall capacity building and trade facilitation than with income benefits linked to the provision of a 'fair price'. This because 'fair price' is regarded as an emotive terminology without robust quantitative measurement. It is therefore suggested that "the key issue about pricing and marketing relationships should be whether they provide benefits to producers compared to alternatives, rather then whether they are fair".

  For products
  - Rice
    http://www.eftafairtrade.org/rice.asp
  - Coffee
    http://www.eftafairtrade.org/coffee.asp
  - Cocoa
    http://www.eftafairtrade.org/cocoa.asp
  - Sugar
    http://www.eftafairtrade.org/sugar.asp
  - Others products
    http://www.eftafairtrade.org/other.asp

- **Advocacy Newsletter, September**
  September 2004
  Content:
  - European sugar regime illegal according to the WTO
  - WTO July package: Hope for more trade justice?
  - Traidcraft launches Stop EPA campaign
  - The Common Code for Coffee: A step towards the solution to the coffee crisis?
  - Towards a European Platform on Responsible Consumption
  - Fair Trade on the European Union's agenda
    - New decision makers in the European Union
    - A Fair Trade Intergroup in the European Parliament?
  - Towards an EU Action Plan on Fair Trade
  - NEWS! supports Fair Trade initiatives in Central and Eastern Europe
  - NEWS! child labour campaign
  - Global Week of Action in April 2005
• Fair Trade at the European Social Forum
• Dates and Events
• one million tons per year.

Newsletter August 2005
Towards a fair EU sugar regime
http://www.eftafairtrade.org/pdf/Towards%20a%20fair%20EU%20sugar%20regime.doc

Recent
   Fair Trade in Europe, facts and figures 2005
   Buying matters, consultation: sourcing fairly from developing countries (feb. 2006)
   Fair Procura Newsletter (dec 2005)
   Fair Trade definition and principles
   http://www.eftafairtrade.org/pdf/Fair-TDAP.pdf

CONTACTS

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Rue de la Charite 43
1210 Brussels
Belgium
Tel (+32) 2 217 37 80
Fax (+32) 2 217 37 98
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Netherlands
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email efta@antenna.nl

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Kerkewegje 1
NL-6305 AT Schin op Geul
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Fax (+31) 43 325 84 33
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43, Rue de la Charite’
B-1210 Brussels, Belgium
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Tel/Fax (+32) 2 217 37 98
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EUROPE
http://www.altereco.com/

**ALTER ECO Commerce Équitable**

Alter Eco, société anonyme créée en 1999, a pour objet l'importation et la distribution de produits et services du Commerce Equitable.

Jusqu'à récemment, les produits du Commerce Equitable étaient principalement vendus dans des magasins spécialisés, sauf le café et le thé labellisés Max Havelaar, vendus en grande distribution depuis 1998. Alter Eco avait d'abord choisi de vendre à travers ses propres magasins spécialisés (deux magasins ouverts en 1998 et 1999 à Paris), mais face à la difficulté exprimée par les consommateurs pour acheter équitable et à l'implication croissante de la grande distribution, Alter Eco s'est réorientée vers ce circuit, afin d'élargir la diffusion de ses produits.

Aujourd'hui, Alter Eco est, en France, la première marque de produits équitables proposés en grande distribution.

Alter Eco est membre de la Plate-forme Française du Commerce Equitable (PFCE), de la Fédération Internationale du Commerce Équitable (IFAT), la grande majorité des produits Alter Eco sont issus de filières labellisées FLO et un certain nombre de produits sont importés conjointement avec des membres de l'EFTA.

Les clients : historique

http://www.altereco.com/Bienvenue.php


En mars 2002, nous avons démarré notre activité de vente en Grande Distribution par un contrat d'exclusivité d'un an dans l'enseigne Monoprix. La gamme Alter Eco était alors constituée de 13 références alimentaires (2 thés, 5 chocolats, 2 riz, 1 sucre, 1 café, 1 jus d'orange, 1 cacao en poudre).

Alter Eco a ensuite cherché à accroître les ventes de produits et ainsi le nombre de bénéficiaires au Sud, en augmentant le nombre de références (23 en 2003, 36 en 2004) et en recherchant d'autres distributeurs.

L'enseigne CORA a ainsi proposé à partir d'avril 2003 une gamme de 14 références alimentaires à ses consommateurs (2 chocolats, 3 riz, 3 jus de fruits, 1 sucre, 2 thés, de l'huile d'olive, du quinoa et des cœurs de palmiers). L'enseigne Match a quant à elle proposé 2 références de jus de fruits. Ce lancement a coïncidé avec celui d'une gamme de 15 produits dans les magasins Coop Maxi Rond Point du groupe Coop d'Alsace.

En mai 2003, à l'occasion de la Quinzaine nationale du Commerce Equitable, en plus d'une importante campagne d'animations dans nos magasins, nous avons mené une opération nationale en partenariat avec Système U. Les 850 magasins du groupe ont proposé 3 produits Alter Eco pendant cette période, un quart d'entre eux ont relayé cette opération dans un catalogue distribué en magasin.

En 2004, l'entreprise compte deux nouveaux clients, Leclerc et Système U (respectivement 17 % et 10 % de part de marché de l'épicerie en France), qui ont aussi décidé de faire du commerce équitable une stratégie nationale pour leur enseigne.

**MISSION & OBJECTIVES**

Les objectifs d'Alter Eco sont précisés dans la charte et les indicateurs de la Charte Alter Eco http://www.alterecosud.com/PDF/CharteAlterEco2006.pdf, lie l'ensemble des actionnaires et des collaborateurs d’Alter Eco autour d’un projet commun : favoriser le développement d’une entreprise qui s’efforce de maximiser la triple valeur ajoutée de son activité et qui prouve ainsi qu’éthique et profit sont deux notions plus que complémentaires. Enfin, l’échange de produits à travers une démarche de Commerce Equitable est vu comme un moyen privilégié de développer l’amitié entre les peuples et la réalisation personnelle de chacun dans le cadre de ses activités professionnelles.
L'objectif d'Alter Eco est de maximiser les ventes du Commerce Equitable à travers une approche attrayante et en donnant le maximum de garanties au consommateur quant à la qualité des produits. Ces produits, majoritairement issus de l'agriculture biologique, sont l'alliance subtile d'un savoir-faire traditionnel et d'une qualité d'origine exceptionnelle.

Alter Eco est engagée dans le Commerce Equitable aux côtés des acteurs historiques (membres de FINE : FLO, IFAT, NEWS et EFTA) depuis sa création en 1999.

Son objectif est, au sein de cette famille internationale du Commerce Equitable de maximiser les revenus et la triple valeur ajoutée (économique, sociale et environnementale) des filières pour les petits producteurs du Commerce Equitable. Ceci passe, à notre avis, par le développement d'une marque dynamique et performante dans les circuits de distribution classiques et spécialisés :

- Une marque pionnière, transparente, qui propose une vraie alternative pour le consommateur grâce à des produits qualitatifs et porteurs de sens.
- Une marque qui accompagne les producteurs dans la création de nouvelles filières.
- Une marque qui défend au mieux les intérêts des petits producteurs du Commerce Equitable sur les marchés très concurrentiels des pays développés.

Pour atteindre ces objectifs, Alter Eco s'engage à :

1. La protection et la promotion du Commerce Equitable aux côtés des acteurs historiques
2. La maximisation des garanties économiques, sociales et environnementales des filières

Ceci comprend :

- Un engagement à préférer un produit d'une organisation labellisée par la Fédération des Labels du Commerce Equitable (FLO) ou équivalent, ou à engager son fournisseur à sa labelisation par FLO ou son équivalent.

- Un engagement à réaliser des audits réguliers de chacun des fournisseurs, soit par un membre de l'équipe Alter Eco, soit par une personne ou un organisme partenaire, idéalement tous les ans ou au minimum suivant le calendrier suivant :
  - Filière notée à moins de 150 au FTA200 : Une visite par an minimum
  - Filière notée de 150 à 175 : Une visite tous les dix-huit mois minimum
  - Filière notée de 176 à 200 : Une visite tous les deux ans minimum

3. La priorité donnée aux petits producteurs du Commerce Equitable parmi les plus défavorisés

Travailler en priorité avec les pays parmi les plus défavorisés en prenant par exemple pour critère l'indice de développement humain du PNUD. Ainsi, Alter Eco entend privilégier systématiquement les coopératives de petits producteurs par rapport aux plantations certifiées.

4. La maximisation des débouchés

A l'intérieur du mouvement du Commerce Equitable, Alter Eco a pour principal objectif la maximisation du chiffre d'affaire des petits producteurs. L'action d'Alter Eco sera avant tout tournée vers cet objectif, dans une approche pragmatique et directement opérationnelle.

5. La mise en place d'un modèle viable et profitable à l'ensemble des parties prenantes au processus de création de valeur

Alter Eco entend garantir un revenu pour les producteurs, une marge préservée et de bonnes performances de vente pour le distributeur, un équilibre économique pour Alter Eco et un produit d'un bon rapport qualité-prix pour le consommateur. Alter Eco entend développer une offre qui répond toujours à la demande et aux attentes du consommateur.

6. La transparence la plus totale sur les comptes de la société et ses modes opératoires

Alter Eco entend donner une information totale à l'ensemble des parties prenantes, en particulier sur le site internet : www.altereco.com, et effectuer un Reporting vis-à-vis de l'ensemble des parties prenantes à travers un rapport annuel quantifié et suivi.

ACTIVITIES

LE COMMERCE ÉQUITABLE

http://www.altereco.com/equitable/equitable.php

Définitions
- Commerce Equitable
- Développement Durable
• Développement humain
• Equité
• Commerce Ethique

Les 5 critères du Commerce Equitable
• Juste
• Solidaire
• Direct
• Transparent
• Qualitatif

Evolution historique et dates clés
• Humaniste
• Tiers-Mondiste
• Développement Durable

Le label Max Havelaar
• L'IFAT
• La PFCE

Producteurs
http://www.altereco.com/Bienvenue.php
cliquez sur un pays pour en découvrir les producteurs !

Témoignage de Producteurs
http://www.altereco.com/equitable/equitable.php
Le Commerce Equitable garantit aux producteurs une rémunération convenable, de bonnes conditions de travail et assure des programmes de développement des organisations productrices

CADE
Les producteurs de café équitable de Traidcraft sont implantés dans divers pays : Pérou, Mexique, Costa Rica, Nicaragua, République Dominicaine, Haïti, Cameroun,...
Twin Trading, une coopérative de Commerce Equitable, supporte des programmes de développement pour 17 organisations de producteurs.
"Le café équitable apporte l'espoir à nos familles et à nos terres puisque nous pouvons construire nos vies"
Témoignage de Julio Cesar Lopez, Producteur de café au Mexique
"La prime que nous recevons du Commerce Equitable, nous permet de laver et de sécher nos plants qui sont alors plus résistants aux maladies, d'améliorer la construction de nos maisons et d'envoyer nos enfants à l'école"
Témoignage de Mario Davilas, Producteur de café au Pérou

THE
Les producteurs de thé équitable de Traidcraft sont implantés en Afrique de l'Est essentiellement en Tanzanie et en Ouganda.
"Je suis impressionné par le profit que nous apporte le Commerce Equitable et l'intérêt que celui-ci porte à notre organisation de production. Notre niveau de vie de producteurs va maintenant pouvoir s'améliorer"
Témoignage de Jossiah Mwesigye Kinanga's, Producteur de thé en Ouganda

CHOCOLAT
La coopérative Kuapa Kokoo au Ghana rassemble environ 30 000 producteurs. Les ventes de cette coopérative sont à 5 % des ventes de produits équitables. La coopérative finance des projets d'amélioration de niveau de vie comme par exemple l’accès à l’eau potable, à des toilettes.
« Avec la commercialisation de produits équitables en 1999, nous avions planifié de construire des routes mais suite à un ouragan, nous avons utilisé les bénéfices pour remettre en état les plantations endommagées et pour développer des parcelles pour de nouveaux plants".
Témoignage de Isodoro de la Rosa, Directeur de Conacado, Producteur de chocolat en République Dominicaine
Les producteurs témoignent tous des avantages et de l'amélioration de leurs conditions de vie grâce à le vente des produits dans les filières de Commerce Equitable
RIZ ET NOISETTES
Le riz équitable, comme les noisettes, qui sont utilisées pour la production de céréales Muesli, sont entre autre fournis par la coopérative Agrocel regroupant 20 familles de producteurs dans l’État de Haryana dans l’Ouest de l’Inde.
« Grâce au meilleur prix payé à la coopérative par le biais du Commerce Equitable, les producteurs reçoivent des conseils techniques pour produire mieux et sont encouragés à développer de l’agriculture « durable », respectueuse de l’environnement ». Témoignage de Catalina Buscar, Producteur de bananes aux Philippines

BANANES SECHEES
Les bananes séchées sont commercialisées par la coopérative PFTC (Panay Fair Trade Center) aux Philippines.
Les bananes de petite taille sont coupées en tranches par des personnes défavorisées (essentiellement des femmes) des zones urbaines.
"L’un de nos problèmes est que nos produits sont vendus à un prix très bas. Le bénéficiaire est le distributeur. La vente de nos bananes aux coopératives de Commerce Equitable nous permet de gagner plus... Avec nos efforts collectifs, nous espérons nous développer et partager d’avantage".
Témoignage de Catalina Buscar, Producteur de bananes aux Philippines

MIEL
Le miel équitable de Traidcraft est essentiellement produit par deux producteurs: la coopérative Tabora Beekeepers en Tanzanie, la coopérative Abicoop au Chili, dont l’ensemble de la production est destiné au Commerce Equitable.
"La coopérative de vente de produits du Commerce Equitable nous verse un supplément d’argent qui nous permet d’améliorer nos conditions d’hygiène et de sanitation"
Témoignage de Sonia Chicao, Producteur de miel au Chili

PRODUCTEUR AU BANGLADESH
Aarong au Bangladesh fait partie d’une grande organisation rurale. C’est une ONG qui soutient des actions de développement dans tout le pays. La production est assurée par environ 24000 personnes, essentiellement des femmes.
Crée en 1971, Jute works est une coopérative de production d’articles en toile de jute. Les produits sont fabriqués par des groupes de femmes (environ 11000). Cette organisation participe au développement des individus et du village et des générations futures.
« Traidcraft aide les producteurs qui font partie des plus défavorisés, notamment les femmes, à se développer en leur offrant l’opportunité de vendre leurs produits». Témoignage de Bertha Gity Baroi, Directeur exécutif.

PRODUCTEUR EN INDE
Archana Handicrafts est une coopérative de Commerce Equitable qui vend des produits faits à la main par des petits producteurs (environ 300) du Nord de l’Inde.
« L’une des motivations dans l’exercice de ce métier est de voir comment les gens sont capables de se développer de manière autonome. Les changements notables sont généralement l’amélioration des conditions de vie, la confiance dans le travail qui est gagnée grâce à la continuité des commandes, l’éducation des enfants et leur formation à des métiers ». Témoignage de Rakesh Kaushal, Gérant de Archana Handicrafts en Inde
Divya Shanthi Handicrafts and Garments est une coopérative de Commerce Equitable faisant partie de l’association Divyi Shanti Christian. Elle soutient des programmes de développement dans une région pauvre de Bangalore. Cette coopérative fait principalement travailler des femmes.
En 1986, au moment du remariage de leur père, Anitha Marappa, une jeune fille et sa sœur, furent abandonnées. L’association Divya Shanti les a alors hébergées dans son

**Produits**
La gamme Alter Eco

http://www.altereco.com/Bienvenue.php

Tous les produits :
- Thés
- Cafés
- Chocolats
- Sucre
- Produits à tartiner
- Jus
- Riz
- Quinoa
- Coeurs de Palmier
- Huiles d’Olive
- Épices
- Couscous

http://www.altereco.com/Bienvenue.php

La qualité des matières premières, tout d’abord, est assurée par les soins particuliers apportés par les petits producteurs à leur parcelle de terre : nous travaillons en effet avec des producteurs dont la surface cultivée est en moyenne de 1 hectare. Ils portent une attention toute particulière à leurs cultures et, par la suite, à la sélection des récoltes destinées aux circuits du Commerce Équitable, ce qui garantit de toujours bénéficier d’une qualité d’origine exceptionnelle.

D’autre part, Alter Eco cherche à valoriser l’utilisation de savoir faire traditionnels dans les modes de culture et les processus de transformation : utilisation d’engrais verts, réintroduction de cultures ancestrales locales, utilisation d’ingrédients naturels… Ce souci d’authenticité et de naturel, conjugué à la volonté de préserver l’environnement et la santé des producteurs, a poussé la majorité des producteurs partenaires d’Alter Eco dans la voie de l’agriculture biologique.

**Alter Eco La Boutique**


Alter Eco, société anonyme créée en 1999, est spécialisée dans l’importation et la distribution de produits alimentaires 100% Commerce Equitable, et biologiques pour la plupart.

Aujourd’hui la Boutique Alter Eco vous propose toute sa gamme en direct ! Recevez vos produits préférés chez vous et découvrez toutes les nouveautés simplement en validant votre commande sur www.alterecodirect.com

Acheter Alter Eco, c’est profiter d’un maximum de garanties quant à l’origine et la qualité des produits, tout en contribuant à notre démarche 100% Commerce Equitable.

Nous vous proposons ici plus de 70 produits.

Approvisionnés suivant les engagements du Commerce Equitable, ces produits sont doublement... bons !

Interview de nos partenaires
Conférences
Films des coopératives

http://www.altereco.com/Bienvenue.php

- RECA (Reflorestamento Econômico Consorciado e Adensado)
- TAYBEH (Palestine)
- CEPICAFE (Central Piurana de Cafetaleros / Pérou)
- ROOIBOS (Afrique du Sud)
- Iles NEGROS (Philippines)
**L’AUDIT FTA200**
http://www.altereco.com/monalter/fta200texte.htm
La méthodologie FTA 200 a été élaborée, testée et calibrée conjointement par le département Développement Durable de PricewaterhouseCoopers et l’équipe d’Alter Eco. Elle a pour objectif de sécuriser les risques et de valoriser les potentiels des filières du Commerce Equitable. Analyser la situation d’une coopérative et de la filière d’importation sous toutes ses coutures, dans le souci de garantir la meilleure réussite au lancement et au développement des producteurs et leurs produit sur nos marchés.

**ASSOCIATED SITES**

*Alter Eco USA*

*Media Center*

**Kill The Precedent Fair Trade Rice and More From Alter Eco (in English)**

Okay we stole that edgy headline. It's from Nate Mezmer's new soul-ish, hip hop-ish album but NBN thinks that the title applies to the line of terrific fair trade products from the folks at Alter Eco. Fair trade seeks to guarantee workers decent working conditions and revenues and to facilitate the development and steady growth of autonomous product centers. How's that for killing the precedent set by global markets, consumer packaged giants and every hungry agribusiness? What's more the product design is great. If you're like me you've groaned hundreds of times while walking the aisles of your local co-op or natural foods store looking at the latest new products from some very great folks. I won't name names (this time) but Alter Eco's line is sure to make your design savvy friends smile with delight even if they don't know fair trade from Farrah Fawcett.

Furthermore these products are either organic or in the process of being certified. Fourteen, in all are being introduced to the US, from the French parent company, now with offices in San Francisco.

Included in the product line is the first ever fair trade rice. Produced by growers in Thailand, three varieties are offered, including naturally jasmine scented Thai rice, a ruby rice and a coral rice (the latter are both red rice varieties. The coral rice is polished.) The line also includes teas, coffees, sugar and two varieties of that oh so great grain, quinoa.

Unless you're still calling fried potatoes freedom fries NBN is certain that you'll love these. And if you're still calling French fries freedom fries would you get some help? Please? And if you won't I'm told that the domestic business ii run independent of the sister company back in France so buy some anyway

*Alter Eco Brasil*
http://brasil.altereco.com/

**Un nouveau défi pour Alter Eco**
Alter Eco Brasil a été créé comme une structure spécifique répondant à une nouvelle ambition mondiale de l’économie solidaire : établir un réseau de commercialisation Sud-Sud. Dans ce réseau, les pays du « Nord » (économiquement développés) ne seraient plus les principaux destinataires des produits du commerce équitable, mais les pays en développement participeraient à un système d’échanges commerciaux intégré et indépendant. Imaginons l’Inde et la Bolivie troquant thé contre chocolat, la Bolivie et le Brésil quinoa contre palmiers, la Thaïlande et la Palestine riz contre huile d’olive... Ce réseau solidaire Sud-Sud, Alter Eco le veut aussi équitable -économiquement viable, socialement juste et respectueux de l'environnement. Les consommateurs du Sud sont-ils prêts à acheter équitable ? C'est d'abord pour répondre à cette question qu' Alter Eco a décidé de tenter l'expérience d'un réseau Sud-Sud à échelle réduite, au Brésil.
Alter Eco Brasil a comme objectif d’aider les petits producteurs brésiliens à s’adapter au marché interne, selon les principes du commerce équitable.

Le commerce équitable au Brésil

Si le terme de « comércio justo » est peu connu des consommateurs brésiliens, l’alimentation biologique attirent de plus en plus d’adeptes. Les préoccupations relatives à la qualité du produit et sa traçabilité existent, il reste à les élargir à des considérations autant sociales qu’environnementales.


• Zoom Brésil en ligne
  http://brasil.altereco.com/pdf/Zoom_Bresil_enligne.ppt
• A South – South Fair Trade Project for Brasil
  http://brasil.altereco.com/pdf/Alter_Eco_Brasil_English.ppt
• Etude Alter Eco Brésil
  vers un commerce équitable Sud-Sud

**Alter Eco Pacific**

Facts & Figures

42.3% Between 2002 and 2003, Fair Trade labeled sales across the world grew by 42.3%, a fantastic growth.

*Source: Fair Trade Labelling Organization International (FLO) facts and figures.*

+700%
The U.S.A. is among the fastest growing Fair Trade markets, along with Belgium, France, and Italy, with growth rates between 80 and 700% between 2002 and 2003 sales volume.

*Source: Fair Trade Labelling Organization International (FLO) facts and figures.*

**NEWS & DOCUMENTS**

Rapport d’Activité nov2005

Tendances de Consommation
http://www.alterecosud.com/PDF/le%20potentiel%20du%20commerce%20equitable%20par%2
0T%20Lecomte.pdf

L’étude mondiale sur le C.E.
Progressivement, des critères et des méthodes ont été mis en place afin de garantir un développement organisé et raisonné de ce nouveau type de commerce.

Cette longue première période de mise en place et de maturation se justifie par l’exigence des critères et l’approche de développement progressif et approfondi choisie, à raison, par les acteurs fondateurs du Commerce Equitable.

Néanmoins, il est à présent nécessaire pour l’ensemble des membres de passer à la phase de développement du volume des ventes.

Les modèles de magasins du Commerce Equitable, s’ils sont particulièrement adaptés lors de la phase de mise en place des réseaux de producteurs ( frais fixes faibles, commerce bénévole et...
En revanche, l’introduction du Commerce Equitable dans la grande distribution présente des opportunités de développement importantes en notoriété et en volume pour des niveaux d’investissement plus faibles. De plus, la réussite exemplaire de l’introduction des produits alimentaires équitables dans les circuits de la grande distribution, comme le café équitable Max Havelaar par exemple, laisse entrevoir d’importantes opportunités d’introduction d’autres produits dans la grande distribution, particulièrement pour le non alimentaire. L’accès aux financements peut être facilité en raison de la notoriété et de la rentabilité des acteurs de la grande distribution.

L’introduction dans la grande distribution ne doit pas être considérée comme une menace pour les réseaux de producteurs et de distributeurs existants. Au contraire, comme le prouve le café, l’introduction du commerce équitable dans la grande distribution favorise le développement de la notoriété et des ventes dans les circuits existants. Les deux sont complémentaires entre la phase de lancement, pour laquelle les réseaux spécifiques garantissent un développement protégé (« pépinière »), et la phase de développement nécessaire des volumes que la grande distribution est la plus à même de prendre en charge.

L’étude consommateur 2005
http://www.alterecosud.com/PDF/etude%20consommateurs%20complete%2020005.pdf

L’étude consommateur 2002
http://www.alterecosud.com/PDF/etude%20consommateurs%20complete%20mai%202002.pdf

Le commerce équitable: un étude pour le Public Système
http://www.alterecosud.com/PDF/sondage%20IPSOS%20oct%202000.pdf

Revue de presse
http://www.altereco.com/monalter/presse.htm
Les entreprises s’emparent de l’éthiquette éthique
http://www.altereco.com/presse/20minutes/20minutes_3mai06.doc
Dossier de presse 2004
Dossier de presse 2005
http://www.alterecosud.com/PDF/Dossier%20de%20presse%202005.pdf

LES DEPECHES ALTER ECO
http://www.altereco.com/monalter/presse.htm
Retrouvez toutes les informations sur nos produits quinoa

Étude Alter Eco Brasil
http://brasil.altereco.com/pdf/etude_After_Eco_Brasil_Francais.pdf

FAIRTRADEDAY poster

Livres (catalogue)
Le Livre de Cuisine Alter Eco
Cuisiner équilibré avec les produits du Commerce Equitable.
Riz, quinoa, chocolat, thé, café... des produits d’une qualité exceptionnelle pour des recettes savoureuses et originales.
De nouvelles idées gourmandes... aubergines farcies au riz rouge, quinoa en taboulé, magret de canard au thé riz basmati, gâteau au chocolat, compote pomme banane au thé... mais aussi des informations sur les produits (origine, mode de production, qualité nutritives...) pour bien les connaître et mieux les cuisiner.

Le Pari du Commerce Equitable - Tristan Lecomte

Du producteur au consommateur, en passant par ceux qui importent et distribuent les produits, comment faire du Commerce Equitable un pari réussi pour tous ? Des outils méthodologiques détaillés, des carnets de route et des témoignages d’acteurs du marché guident dans cette grande aventure, aussi bien le futur entrepreneur équitable que le consommateur désireux d’en savoir plus.

Le Commerce Equitable - Tristan Lecomte

Parce que le commerce mondial est inéquitable, une alternative s'impose. Travaillant en priorité avec de petits producteurs défavorisés, de façon solidaire et durable, le Commerce Equitable rééquilibre les relations Nord-Sud. Qu’est-ce que le Commerce Equitable ? Quelles sont ses réalisations concrètes ? Pédagogique et vivant, riche de nombreux témoignages, ce livre vous explique les fondements du Commerce Equitable et vous fait voyager sur les routes d’une aventure humaine!

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Web: http://brasil.altereco.com/
Max Havelaar France is an non-profit organisation founded in 1993, which identifies and labels products that conform to international Fairtrade standards. Its aim is to allow the underprivileged producers and workers of the South to live with dignity from their own work by establishing fairer trade rules.

MISSION & OBJECTIVES

Max Havelaar est une association à but non lucratif, soutenue principalement par le Ministère des Affaires Étrangères et la Commission européenne.

http://www.maxhavelaarfrance.org/association/objectifs.htm

"Quiconque travaille a droit à une rémunération équitable et satisfaisante lui assurant ainsi qu'à sa famille une existence conforme à la dignité humaine."

Déclaration Universelle des Droits de l'Homme, 1948, Article 23, alinéa 3

Comment est né Max Havelaar?

http://www.maxhavelaarfrance.org/association/philo.htm

En 1986, une communauté dans le Chiapas au Mexique est aidée par une ONG hollandaise de développement Solidaridad.

Sans remettre le cause le travail de cette ONG, les membres de cette communauté qui sont producteurs de café, interpellent les représentants de Solidaridad :

"Evidemment, recevoir chaque année vos dons pour acheter un camion ou construire une petite école pour que la pauvreté soit plus supportable, c'est bien. Mais le véritable soutien serait de recevoir un prix plus juste pour notre café."

Cet appel est alors relayé aux Pays Bas. L'association Max Havelaar et le label du commerce équitable naissent en 1988. Le premier café portant le label Max Havelaar vendu en Europe est issu de cette communauté (la coopérative UCIRI), importé par l'entreprise Van Weely et transformé par le torréfacteur Neuteboom.

Le label s'étend ensuite à d'autres organisations de producteurs et d'autres produits que le café : progressivement, le thé, le chocolat, la banane, le jus d'orange, le riz, le sucre, le miel, l'ananas, la mangue portant le label Max Havelaar font leur apparition dans les rayons, permettant à toujours plus de producteurs du Sud de mieux vivre.


FLO/Max Havelaar accompagne aujourd'hui environ 1 million de producteurs dans 52 pays du Sud.

Pour vous, qualité
Pour eux, dignité
Pour tous, équilibre

Proposer un label de commerce équitable, c'est relever un double défi :

• Convaincre des acteurs économiques traditionnels de s'engager dans un processus d'échanges plus justes.
• Démocratiser la consommation de produits équitables en la rendant accessible au plus grand nombre.

Le label offre une solution pragmatique et concrète aux aspects négatifs de la mondialisation. Il contribue à l'instauration d'une économie transparente, qui prend en compte les valeurs d'un développement humain et durable.
Le label est octroyé uniquement aux produits qui répondent aux standards internationaux du commerce équitable. Ceux-ci portent sur les conditions de production et de commercialisation.

**ACTIVITIES**

**Le Label**
**Fonctionnement**
[http://www.maxhavelaarfrance.org/label/fonctionnement.htm](http://www.maxhavelaarfrance.org/label/fonctionnement.htm)

- Définition des standards et appui aux producteurs: FLO
- Certification et contrôle: FLO-Cert

FLO-Cert se charge de la certification et du contrôle de tous les acteurs. Il vérifie que les standards sont bien appliqués à tous les niveaux.

Promotion et ouverture de marchés au Nord : Max Havelaar France, et 19 autres associations nationales

Flo est membre de FINE et ISEAL :
- FINE
  - EFTA European Fair Trade Association
  - IFAT International Federation of Alternative Trade
  - NEWS Network European of World Shop
  - FLO Fair Trade labelling Organization
- ISEAL
  - IFOAM International Federation of Organic Agriculture Movement
  - IOAS International Organic Accreditation System
  - SAI Social Accountability International
  - MSC Marine Stewardship Council
  - FSC Forest Stewardship Council
  - CAN Conservation Agriculture Network

Le financement du système

Les acteurs économiques versent une redevance à FLO-Cert pour financer les inspections.

Les organisations de producteurs les plus défavorisées peuvent faire financer la certification par un fonds de certification géré par FLO.

**Le commerce équitable en chiffres**
[http://www.maxhavelaarfrance.org/label/enchiffres.htm](http://www.maxhavelaarfrance.org/label/enchiffres.htm)

**Les garanties du label Max Havelaar**
[http://www.maxhavelaarfrance.org/label/garantie.htm](http://www.maxhavelaarfrance.org/label/garantie.htm)

Les produits portant le label Max Havelaar sont issus du commerce équitable c'est-à-dire qu'ils ont été produits et commercialisés selon les standards internationaux du commerce équitable.

Les standards et les contrôles

Max Havelaar France, Fairtrade Labelling Organisations (FLO) et FLO-Cert veillent de manière indépendante à la gestion et à mise en œuvre du label du commerce équitable.

En charge de la certification et des contrôles, FLO-Cert s'assure que les producteurs perçoivent bel et bien le revenu de leurs produits. Celui-ci comprend le prix minimum garanti, qui permet de couvrir les coûts d'une production durable, ainsi que le versement de la prime de développement qui permet un réel développement communautaire, décidé de manière autonome par les organisations de producteurs: création d'école, de centre de santé, achat de terre...

Tous les maillons de la filière équitable - organisations de producteurs du Sud, importateurs, industriels - sont agréés et contrôlés. Concrètement, cela signifie qu'ils se sont engagés contractuellement à respecter les standards internationaux du commerce équitable.

FLO-Cert contrôle aussi l'application effective de ces standards et par conséquent l'ensemble du flux des marchandises, du producteur au produit commercialisé.

**Standards internationaux du commerce équitable**
[http://www.maxhavelaarfrance.org/label/standards.htm](http://www.maxhavelaarfrance.org/label/standards.htm)

Que ce soit un paquet de café, un pot de miel ou encore une boîte de thé portant le label Max Havelaar, ces produits répondent à toute une série de standards. Ces standards sont fixés par FLO, en concertation avec les organisations de producteurs.
Ces standards visent à contribuer au développement durable des organisations de producteurs du Sud: le commerce entre les organisations de producteurs du Sud et les industriels du Nord doit permettre à ces producteurs de mener une vie décente et de produire de manière durable. Quant aux produits portant le label, ils doivent répondre aux exigences du consommateur.

Il existe trois types de standards qui répondent à trois grandes questions :
- Quelles sont les organisation de producteurs qui peuvent bénéficier du commerce équitable ?
- Comment faire du commerce équitable ?
- Comment prendre en compte les différences de conditions de production et de commercialisation entre les produits ?

Les contrôles
http://www.maxhavelaarfrance.org/label/controle.htm
Les organisations de producteurs, les importateurs et les industriels agréés font l'objet d'un contrôle à la fois administratif et physique. Exemple de contrôle de la filière café

LE SYSTEME INTERNATIONAL DE CERTIFICATION DU COMMERCE EQUITABLE
http://www.maxhavelaarfrance.org/label/systeme_de_certification.htm
La mission : Améliorer les conditions de vie des producteurs défavorisés par un commerce équitable

LA 6ÈME QUINZAINE DU COMMERCE ÉQUITABLE
Du 29 Avril au 14 mai, 2006

Un geste quotidien pour un monde plus juste
http://www.maxhavelaarfrance.org/QCE6/quizaine/quinzaine.htm
Les valeurs d'équité ont pris une réelle importance dans l'esprit des consommateurs : les trois quarts d'entre eux connaissent l'existence du commerce équitable. Au contraire d'un acte de charité ponctuel, l'achat équitable doit maintenant devenir une habitude quotidienne pour tous les consommateurs. Il importe aussi de ne pas se laisser abuser par des marques qui n'offriraient pas de vraies garanties. Tels sont les buts de cette Quinzaine 2006.

Un autobus en tournée dans 7 villes
Douze producteurs des pays du Sud vont à la rencontre des Français dans les plus grandes villes. Ils sont les visages du commerce équitable.

Une tournée nationale dans sept villes
Les producteurs à la rencontre des consommateurs
http://www.maxhavelaarfrance.org/QCE6/quizaine/tournee.htm
Max Havelaar organise une tournée nationale d'information citoyenne avec un autobus pédagogique sur les places centrales de sept grandes villes. À bord, un large éventail d'outils d'information : une exposition, des bornes interactives avec des jeux spécialement conçus, la projection des trois courts métrages sur le commerce équitable, un espace d'échange avec les producteurs du Sud venus spécialement. Ainsi, chacun peut s'informer largement sur le commerce équitable, selon sa disponibilité et ses affinités.

Nouvelle campagne de sensibilisation Ailleurs Exactement signe la campagne de sensibilisation du grand public au commerce équitable que lance Max Havelaar à la 6ème Quinzaine du Commerce Equitable.
http://www.maxhavelaarfrance.org/QCE6/quizaine/ae.htm
La 6ème Quinzaine du Commerce Equitable se tiendra du 29 avril au 14 mai. L’ONG Max Havelaar, label pionnier du commerce équitable, veut accentuer une prise de conscience déjà réussie des enjeux du commerce équitable – 74% des Français en connaissent aujourd’hui l’existence – et encourager les consommateurs-citoyens à passer de la conscience de la cause à l’acte d’achat fréquent de produits garantis commerce équitable.

Près d’un Français sur 2 déclare avoir acheté dans l’année un produit issu du commerce équitable, et un tiers plusieurs fois dans l’année. Le mouvement est enclenché, la nouvelle campagne conçue par Ailleurs Exactement invite très directement le public à faire le choix d’un monde plus juste en faisant ses courses.

Des milliers d’actions de terrain
La Quinzaine du commerce équitable est l’occasion d’une mobilisation massive à travers toute la France. Plus de 2 500 manifestations sont organisées par les associations et les collectivités locales qui soutiennent Max Havelaar. Tous s’impliquent activement.

Un grand merci :
Aux associations locales qui relaient l’action de Max Havelaar
Ils sont 42 répartis dans toute la France
Aux associations membres du conseil d’administration de Max Havelaar
- Agronomes et Vétérinaires sans frontières (AVSF),
- Amnesty International, CCFD (Comité catholique contre la faim et pour le développement),
- Ingénieurs sans frontières,
- Peuples Solidaires.
A l’ensemble des structures qui mobilisent leurs membres pour promouvoir le commerce équitable
Aux 95 groupes d’étudiants se mobilisant dans le cadre des actions commerciales

Programme des manifestations locales
http://maxhavelaar.free.fr/qce06/actions-qce.php

Des Producteurs invités
Les douze témoins de la Quinzaine
http://www.maxhavelaarfrance.org/QCE6/quizaine/producteurs.htm

Bananes   1. Charles Kwame Sackey du Ghana
Quinoa    2. Valerio Copa Condori de la Bolivie

Nouvelle campagne de sensibilisation
Un signe simple pour un geste du quotidien
http://www.maxhavelaarfrance.org/QCE6/quizaine/pub.htm
Le label Max Havelaar cherche à se positionner comme un « émblème » afin que le choix d’un commerce plus juste devienne une habitude pour le grand public.
Après deux ans de service, l’ancienne campagne "multiproduits" de Max Havelaar France vient d’être abandonnée. Elle a rempli le rôle qui lui avait été assigné en 2004 : montrer la diversité des filières labellisées. Aujourd’hui, l’association est arrivée à une nouvelle étape de son existence. Pour le grand public, le choix d’un produit équitable et d’un commerce plus juste doit devenir une habitude, simple et naturelle.

Jouez le jeu du commerce équitable
http://www.maxhavelaarfrance.org/QCE6/quizaine/livre.htm
Comme chaque année, Max Havelaar est mis au défi d’informer un public le plus large possible sur des thèmes porteurs de grands enjeux sociaux : le développement, le commerce Nord-Sud, les inégalités, les enjeux d’un commerce équitable... L’équation n’est pas simple. Max Havelaar a
donc choisi de proposer un jeu qui permette à tous de découvrir en s’amusant le commerce équitable, ce qu’il signifie pour les producteurs du Sud et en quoi notre consommation peut changer la donne. 

Inspiré du jeu de l’oie, ce jeu à taille humaine s’adresse à tous : enfants et adultes, sensibilisés ou non à la démarche. Sur les places centrales d’une cinquantaine de villes de France, 20 m² de plateau sont déployés, sur lesquels les participants avancent de question en énigme.

Les points de vente et les marques engagées
Quelques centimes qui font la différence
http://www.maxhavelaarfrance.org/QCE6/quizaine/pointsdevente.htm
Le commerce équitable, c’est avant tout les termes d’un échange plus juste. Chacun d’entre nous peut mettre en pratique ses valeurs au quotidien. 42 % des Français le font déjà en achetant l’un des 1300 produits labellisés Max Havelaar. À qualité égale, ils ne coûtent que quelques centimes de plus que les autres. Vous les trouverez tout simplement dans les grandes surfaces, des boutiques spécialisées, vente en ligne et par correspondance. Il suffit de repérer le logo Max Havelaar sur les emballages.

Tout au long de la Quinzaine, le label Max Havelaar sera mis en vedette dans les points de vente, surveillez les rayons, mais aussi les menus dans les hôtels et les restaurants.

Chez les distributeurs
Les centres E. Leclerc lancent les sacs de caisse écologiques en coton équitable, Intermarché propose un circuit pour partir à la rencontre des producteurs, Auchan crée un balisage spécifique pour I repérer les produits portant le label, JM Bruneau propose des produits en home de son site. 170 hôtels Mercure se mettent aux couleurs du commerce équitable : café, thé, jus de fruits sont à l’honneur pour des petits déjeuners et des cocktails équitables (plus d’infos). Le groupe de restauration Elior promovra les produits équitables qu’il distribue...

Du côté des marques

Ils s’engagent aussi...
ID TGV : Une voiture IdTGV embarquera le label Max Havelaar pendant 15 jours sur le trajet Paris-Bordeaux-Toulouse. À bord : dégustation, exposition, visionnage des courts-métrages sur le commerce équitable...
Ethical Fashion Market® : dimanche 14 mai au Cabaret Sauvage (Parc de la Villette – 75019 Paris) de 10h à 22h.
Venez découvrir l’utile et l’agréable et découvrez les collections équitables et écologiques d’une 50aine de créateurs mode, accessoires, design, et produits de beauté.
Ethical Fashion Market®, c’est aussi des débats, une expo, des projections, un espace de jeux pour enfants sur le commerce équitable, de la restauration bio et équitable, une battucada avec Sambatuc et pour finir la journée en beauté, un défilé melting pot et le concert inédit pour la sortie de leur nouvel album d’UHT; plus d’infos sur le www.ethicalfashionshow.com

Les partenaires financiers
http://www.maxhavelaarfrance.org/QCE6/quizaine/partenaires.htm
Le Ministère des Affaires étrangères, le Crédit Coopératif, le Groupe Chèque Déjeuner, la MACIF et l’ADEME soutiennent l’association Max Havelaar lors de la Quinzaine du commerce équitable. Coopératifs, mutualistes ou institutionnels, leurs valeurs rejoignent celles de l’association.
Leur engagement fidèle permet de mettre en œuvre une campagne publicitaire (affichage, spot TV, spot radio, insertions presse). La totalité des frais de réalisation est assurée par ces quatre partenaires historiques. Pour la diffusion de la campagne, l’ensemble des espaces publicitaires est offert gracieusement par les régies publicitaires et les collectivités locales.

NEWS & DOCUMENTS

Communiqués de presse
http://www.maxhavelaarfrance.org/ressources/communiques.htm
3 mai 2006
Naissance d’une Commission nationale du commerce équitable, L’association Max Havelaar France salue la naissance d’un cadre officiel, et souhaite que le développement des producteurs du Sud soit la priorité.
http://www.maxhavelaarfrance.org/ressources/cp-decret.htm
Le mercredi 3 mai, le gouvernement a annoncé la publication d’un décret* qui met en place une Commission nationale du commerce équitable. Celle-ci délivrera une reconnaissance officielle aux organisations apportant une garantie de commerce équitable.
Afin de garantir une indépendance vis-à-vis du monde économique, les organisations reconnues ne seront donc pas des entreprises intervenant dans la production, la commercialisation et la distribution. Parmi leurs activités figureront « des actions d’information et de sensibilisation du public aux enjeux du commerce équitable ». Elles devront mettre en place des contrôles et permettre aux producteurs de s’organiser pour devenir plus autonomes.
Définir qui fait du commerce équitable et qui n’en fait pas en France
Ainsi, le décret s’appuie sur les conclusions des débats qui ont eu lieu à l’Afnor, et qui avaient débouché sur une reconnaissance des standards internationaux du commerce équitable. En effet, contrairement aux autres pays, la France avait éprouvé le besoin d’un cadre réglementaire officiel pour le commerce équitable. Selon Victor Ferreira, directeur de l’association Max Havelaar France, «Ce décret a le mérite de clarifier les choses alors que la valeur d’équité devient un argument marketing. Il y a des initiatives qui se prétendent du commerce équitable sans en respecter les critères internationaux. Ce cadre minimal leur empêchera d’afficher n’importe quoi ».
Des marges d’interprétation subsistent
Cependant, le décret, relativement succinct, laisse des marges d’interprétation. On attend la parution de la circulaire d’application. « Des entreprises peuvent encore mettre en place des labels fondés sur une démarche marketing plus qu’une démarche de développement pour les producteurs du Sud, s’inquiète Victor Ferreira. Elles pourront respecter le texte, mais pas l’esprit. »
La composition de la Commission pèsera donc pour beaucoup dans la balance. Parmi ses membres, on compte huit représentants du gouvernement, huit ONG et associations de commerce équitable, deux professionnels du secteur, deux associations de consommateurs, deux personnes qualifiées. « C’est de leur compétence et de leur représentativité que dépendra l’interprétation des critères, estime Victor Ferreira. Etudieront-ils les candidatures en fonction de réels objectifs de développement ? Nous resterons vigilants sur ce point. »
*Le décret complète l’article 60 de la loi sur les PME du 2 août 2005.

Numéro spécial Quinzaine du commerce équitable
http://www.maxhavelaarfrance.org/documents/fair(e)13.pdf
Fair(e) Actualités N°12 (mars / avril 2006)
http://www.maxhavelaarfrance.org/documents/fair(e)12.pdf
• L’accord de l’Afnor balise le terrain de l’équitable
• Semaine étudiante du commerce équitable.
• La garantie en bref : un nouveau cadre pour l’environnement.
• Producteurs : un producteur malien réagit à la privatisation de la filière coton.
• Nouveautés produits.
• Interview : Une sociologue, Virginie Diaz, se penche sur le commerce équitable.
• Portrait : Rhône-Alpes, voyage dans les collectivités impliquées.
Fair(e) Actualités N°10 (novembre 2005)
http://www.maxhavelaarfrance.org/documents/fair(e)10.pdf
- Semaine de la solidarité Internationale
- Multinationales : La mobilisation commence à payer.
- OMC : Où en est le coton ?
- Produits : Des idées cadeau pour Noël.
- Producteurs : Le regard de l'agence Gamma sur un jardin de thé exemplaire.
- Débat : Quelle place pour le commerce équitable dans le commerce mondial ?
- Portrait : Marcel Launay plaide pour un commerce équitable Nord-Sud.

Fair(e) Actualités N°13 (mai/juin 2006)
http://www.maxhavelaarfrance.org/documents/fair(e)13.pdf
- Numéro spécial 6 Quinzaine du commerce équitable
Panorama Max Havelaar en France et dans le monde. Les chiffres du commerce équitable labellisé, évolutions 2001 - 2005
Impact du commerce équitable dans la filière café des Yungas en Bolivie
Présentation de la conférence de presse du 28 avril (Format ppt | 3,8 Mo)
Synthèse de l'étude (Format pdf | 30 pages | 540 ko)
Tout savoir sur le label Max Havelaar
http://www.maxhavelaarfrance.org/documents/tout_savoir_sur_le_label.pdf
Max Havelaar, un label de référence (PDF, 86 Ko)
http://www.maxhavelaarfrance.org/documents/maxhavelaar-un-label-de-reference.pdf
Rapport "Panorama de la garantie" (PDF, 96 pages)
Le plein d'info... More ...
Pour affiner votre vision du commerce équitable et du label Max Havelaar, ces documents sont à télécharger en PDF.
http://www.maxhavelaarfrance.org/ressources/plein_info.htm
- FAQ Max Havelaar, toutes les questions sur le label
- Le commerce équitable en chiffres (ppt, 1,2 Mo)
- Standards Flo-International / Max Havelaar
- Listes détenteurs de licence Max Havelaar (excel, 240 ko)
- Documentation Flo-International
- Rapports Annuels Max Havelaar France
- Bibliographie
- Campagnes
- Sondages

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ARTISANS DU MONDE pour un commerce équitable AdM

Artisans du Monde, précurseur du commerce équitable en France


Le choix d'une organisation partenaire est fondé sur un certain nombre de critères dépendant de son contexte économique, social, politique et culturel. Après lui avoir délivré l'agrément, la relation commerciale avec le producteur est établie sur le long terme. Les critères de cette relation commerciale ne s'appliquent pas uniquement au Sud mais concernent également le Nord. Ainsi, la Fédération Artisans du Monde demande une auto-évaluation annuelle de chaque association membre, mettant en regard sa pratique avec les principes édictés.

30 ANS DE COMMERCE EQUITABLE

Depuis 30 ans, Artisans du Monde construit avec ses partenaires du Sud une économie solidaire au service du développement durable. Le développement est ici entendu comme la maîtrise par les peuples et les sociétés de leurs choix économiques, politiques, sociaux, culturels et écologiques dans un objectif de démocratie. Réseau de distribution, associatif et militant, Artisans du Monde défend l'idée d'un commerce équitable à trois dimensions : économique, éducative et politique. Ses moyens d'action sont la vente de produits du commerce équitable, l'éducation des consommateurs, des campagnes d'opinion publique et des actions de plaidoyer.

Chronologie

• 1979 : On compte 17 associations locales Artisans du Monde. Dans les années 80, les associations et magasins se multiplient du fait de la chute des cours des matières premières.
• 1981 : Création de la Fédération Artisans du Monde.
• 1984 : Création de la S.A.R.L Fam-Import (devenue S.A. Solidar'Monde en 1994), structure d'importation et de distribution, dont les principaux actionnaires sont le Comité Catholique contre la Faim et pour le Développement (CCFD) et la Fédération Artisans du Monde.
• 1990 : On compte 45 groupes Artisans du Monde

Un réseau de proximité en développement

MISSION & OBJECTIVES

http://www.artisansdumonde.org/federation-devenirmembre-adm.htm

Les objectifs de notre association sont à la fois le soutien aux groupes de producteurs du Sud - par la vente de leurs produits - et la sensibilisation du public aux réalités du commerce international, sur les conditions de vie de nos partenaires du Sud et sur le rôle et le pouvoir du consommateur - par l'information. Notre réseau de vente est composé des associations "Artisans du Monde" (loi 1901) et d'autres associations, structures intéressées par notre démarche qui acceptent les principes du mouvement inscrits dans notre charte.

L'un des objectifs du commerce équitable est de former et d' informer les consommatrices-teurs, de les amener à réfléchir et agir, pour devenir des citoyens actifs.

AdM en chiffres

http://www.artisansdumonde.org/faq.htm

- 143 associations, 20 membres associés
- 166 points de vente, dont 135 magasins
- 5000 membres et 60 salariés
- En 2004 : 9,3 millions d'euros de chiffre d'affaires (+15%)
- 115 groupements de producteurs partenaires dans 42 pays
- 1 000 références en artisanat et
- 120 références alimentaires importées par le biais de la centrale d'achat Solidar'Monde

Un mouvement de référence dans le commerce, nos références :

La charte universelle des droits de l'Homme adoptée en 1948 par les Nations Unies et le pacte international des droits économiques, sociaux et culturels (1966), ratifié à ce jour par 151 États, dont la France.

Les valeurs de l'économie solidaire, notamment : l'utilité sociale, l'initiative collective, la coopération, la transparence, le fonctionnement démocratique, le développement local, le partage équitable de la valeur ajoutée, la pluralité des ressources humaines et financières, la construction de liens sociaux au travers de l'activité socio-économique. Le développement durable, entendu comme le progrès social, culturel et économique, au service des êtres humains, mais dans le respect et la sauvegarde de l'écosystème.

ACTIVITIES

Une relation commerciale basée sur le partenariat

http://www.artisansdumonde.org/criteres-commerces-equitable-adm.htm

Le choix d'une organisation partenaire est fondé sur un certain nombre de critères dépendant de son contexte économique, social, politique et culturel. Après lui avoir délivré l'agrément, la relation commerciale avec le producteur est établie sur le long terme. Les critères de cette relation commerciale ne s'appliquent pas uniquement au Sud mais concernent également le Nord. Ainsi, la Fédération Artisans du Monde demande une auto-évaluation annuelle de chaque organisation membre, mettant en regard sa pratique avec les principes édictés.

- Nos engagements au Nord
- Les engagements de nos organisations partenaires

Une fédération au service d’un réseau national

http://www.artisansdumonde.org/federation-adm.htm

Crée en 1981, la Fédération Artisans du Monde est une association loi 1901 composée d'un Conseil d'administration (16 membres) et d'un bureau (4 membres). Elle regroupe plus de 130 membres actifs (associations locales Artisans du Monde) et une vingtaine de membres associés. Employant une vingtaine de salariés, son secrétariat national est situé au 53 bd de Strasbourg à Paris (75010).

La Fédération anime et développe le réseau d’Artisans du Monde. Elle conçoit et coordonne les campagnes d'information et de sensibilisation au commerce équitable, réalise des outils
pédagogiques (brochures, vidéos), organise des formations et des rencontres. En charge des relations avec les pouvoirs publics, elle constitue le relais indispensable entre son réseau d'associations locales et les espaces d'actions et de représentation supranationaux.

La Fédération Artisans du Monde est membre de :
- la PFCE (Plate-forme Française pour le Commerce Équitable)
- le CRID (Centre de Recherche et d'Information pour le Développement)
- Coordination Sud
- MES (Mouvement pour l'Economie Solidaire)
- ATTAC (Membre fondateur)
- l'IFAT (International Fair Trade Association)
- NEWS! (Network of the European World Shops)
- Collectif de l'éthique sur l'étiquette
- RADIS, réseau pour une agriculture et une alimentation durables, inventives et solidaire
- Agrément d'association complémentaire de l'enseignement public
- Agrément d'association d'éducation populaire et de jeunesse

Notre Projet

Le projet ADM s'inscrit dans une démarche associative et collective. Nous appuyons et soutenons des projets dont l'objet sera la création d'une association ADM (et boutique) ou l'affiliation à la Fédération en tant que membre associé. Les boutiques sont animées par des bénévoles et des salariés. Notre activité repose essentiellement sur le bénévolat et il est très difficile d'en faire une activité professionnelle. La Fédération ADM propose aux groupes de personnes intéressées par la promotion du commerce équitable deux types de statuts : le statut de membre actif ou celui de membre associé.

Le commerce équitable
http://www.artisansdumonde.org/commerce-equitable.htm

Les trois dimensions du commerce équitable : économique, éducative et politique

La démarche du commerce équitable va au-delà d'un échange commercial différent permettant une meilleure rémunération des producteurs et par là même, leur développement économique. Elle insiste sur le fait que les organisations de commerce équitable, relayées par les consommateurs, soutiennent les organisations de producteurs, sensibilisent le grand public et mènent des campagnes visant à modifier les règles et les pratiques du commerce international conventionnel. Le commerce équitable recouvre donc trois dimensions, complémentaires et indissociables :

1. une dimension socio-économique : des échanges commerciaux équitables et un développement durable,
2. une dimension éducative pour d'autres modes de relations commerciales basées sur la confiance et la transparence,
3. une dimension politique avec un engagement pour plus de justice dans les règles du commerce international.

Le commerce équitable, une initiative de plus en plus connue et reconnue

La dernière étude du CREDOC pour FINANSOL réalisée en novembre 2003, révèle que 45% des personnes interrogées ont déjà entendu parler du commerce équitable. L'augmentation du nombre de militants s'engageant dans cette démarche atteste du désir de la population de mettre les idées de solidarité et de justice en action. Le développement du commerce équitable suscite l'attention des pouvoirs publics qui ont engagé, dans le cadre de l'Agence Française de Normalisation (AFNOR) un processus de définition du commerce équitable.

Les organisations de commerce équitable
http://www.artisansdumonde.org/organisations-commerce-equitable.htm

La réglementation sur le commerce équitable
http://www.artisansdumonde.org/legislation-commerce-equitable.htm

C'est à partir de 2002 que l'État entreprend de réglementer le commerce équitable.
En janvier 2006 et après plusieurs années de concertation, l'accord AFNOR relatif au commerce équitable a été signé par 51 organisations, dont la fédération Artisans du Monde.

Parallèlement aux travaux de l'AFNOR, le ministère du Commerce, des PME et des professions libérales, le Ministère de l'écologie et du développement durable et le Ministère des affaires étrangères ont rédigé l'article 60 de la loi du 2 août 2005 en faveur des Petites et Moyennes Entreprises (PME).

Le dispositif d'application de cet article (décret + circulaire) a fait l'objet d'une concertation avec les organisations françaises du commerce équitable, représentées par la plate-forme du commerce équitable. Le projet de décret a été rendu public le 3 mai 2006. Nous attendons que la circulaire reprenne les éléments qui ont fait l'objet d'une négociation.

Communiqués & interventions d'AdM et de la PFCE
Textes et rapports officiels

L'éducation au CE
http://www.artisansdumonde.org/education-commerce-equitable.htm

L'éducation au développement, l'éducation à la solidarité internationale, l'éducation au développement durable, l'éducation pour un changement global, l'éducation à la citoyenneté, l'éducation libératrice …… autant de termes pour caractériser une éducation qui se veut source d'émancipation, de 'conscientisation', de construction de l'esprit critique pour des changements locaux et globaux...

L'éducation au commerce équitable permet donc au citoyen de se forger sa propre opinion et de l'argumenter afin de pouvoir agir pour un monde plus juste.

Le rôle des associations Artisans du Monde

Un acteur reconnu

le référentiel Education d'Artisans du Monde
http://www.artisansdumonde.org/docs/referentiel-education-adm.pdf

Les campagnes soutenues par Artisans du Monde
http://www.artisansdumonde.org/campagnes-pression.htm

Artisans du Monde c'est plus qu'un réseau de magasins, c'est un mouvement associatif, composé de près de 5000 membres. Ces derniers informent et mobilisent le public lors de campagnes nationales ou européennes. L'objectif: réfléchir et agir en faveur d'une consommation responsable et changer les règles du commerce international.

Nos positions
http://www.artisansdumonde.org/positions-adm.htm

Les enjeux
Commerce équitable et régulations du commerce international
Certains acteurs du commerce équitable privilégient des régulations économiques au moyen du développement de systèmes de certification. Ils partent sur le fait qu’un accroissement notable de la demande des consommateurs pour des produits certifiés du commerce équitable permettra de faire pression sur les entreprises multinationales et de distribution pour qu’elles changent leurs politiques commerciales. D'autres acteurs du
commerce équitable, dont Artisans du Monde, doutent fortement que les entreprises multinationales puissent adopter des attitudes éthiques sans l’existance de normes et de régulations de type politique, qui impliquent notamment une limitation de la production et des volumes d’exportation.

Commerce équitable et souveraineté alimentaire
Agir en faveur d’un commerce équitable pour les produits d’exportation des pays du Sud et agir pour la reconnaissance du droit à la souveraineté alimentaire constituent donc deux démarches complémentaires visant notamment à favoriser une juste rémunération du travail dans la société, condition d’un développement durable des pays du Sud. Plus que complémentaires, ces démarches sont inséparables, car la viabilité sur le long terme d’un commerce équitable pour les produits d’exportation n’est envisageable que si les paysans perçoivent une juste rémunération pour les productions vivrières liée à la reconnaissance du droit à la souveraineté alimentaire.

Contribuer à des changements plus globaux du commerce mondial
Il appartient aujourd’hui aux acteurs du commerce équitable de contribuer à construire les mobilisations citoyennes nécessaires afin que leur expérience concrète d’économie solidaire puisse être un levier vers des transformations plus globales des règles du jeu de l’économie, notamment des échanges internationaux et, en fin du compte, du développement durable de la planète.

Développer des alliances entre acteurs de l’économie sociale et solidaire
C’est pourquoi, les organisations de l’économie sociale et solidaire doivent développer aujourd’hui une synergie commune autour de deux axes :
• une stratégie de développement économique plus forte
• une stratégie d’interpellation politique.

Altermondialisation
http://www.artisansdumonde.org/altermondialisation.htm

Les forums sociaux
Artisans du Monde participe à l’organisation des Forums Sociaux mondiaux et européens, notamment par l’intermédiaire du CRID (Centre de Recherche et d’Information pour le Développement qui a pour objectif de produire une réflexion sur le développement et la coopération internationale). Ces forums sont l’occasion de débattre avec des partenaires du monde entier de la place du commerce équitable dans la construction d’un autre monde

Artisans du monde, membre fondateur d’ATTAC
Fondée en 1998, Attac (Association pour la Taxation des Transactions pour l’Aide aux Citoyens) promeut et mène des actions de tous ordres en vue de la reconquête, par les citoyens, du pouvoir que la sphère financière exerce sur tous les aspects de la vie politique, économique, sociale et culturelle dans l’ensemble du monde.

ASSOCIATED SITES

Partenaires:
http://www.artisansdumonde.org/docs/carte partenaires.pdf

Si vous souhaitez vendre vos produits à travers le réseau Artisans du Monde, adressez-vous directement aux centrales d’achats. Votre demande ne sera pas traitée. Pour en savoir plus, allez dans la rubrique "les organisations de commerce équitable"
http://www.artisansdumonde.org/organisations-commerce-equitable.htm

ou sur le site de la centrale d’achats Solidar’monde.
http://www.solidarmonde.fr/

Si votre demande concerne l’achat de produits du commerce équitable, veuillez vous rendre dans la rubrique "nos points de vente".
http://www.artisansdumonde.org/boutiques-commerce-equitable.htm
Si vous souhaitez ouvrir votre propre point de vente, lisez d'abord ceci.
http://www.artisansdumonde.org/creer-boutique-commerce-equitable.htm

**NEWS & DOCUMENTS**

http://www.artisansdumonde.org/docs/etudeimpact.pdf

Méménto pour l’an 2000
http://www.artisansdumonde.org/commerceequitable/memento/memento.htm
Les textes suivant sont extraits du Mémento pour l’an 2000, réalisé par l’EFTA (European Fair Trade Association

**Etude sur le commerce équitable en Europe 2005**

**Les études de SOLAGRAL (SOLidarités AGRicoles et ALimentaires), octobre 2002**
Solagral a mené 4 études en 2002 sur : l’état des lieux, les critères, l’évaluation et le prix du commerce équitable en Europe, dans le cadre d’une convention avec la délégation interministérielle à l’innovation sociale et à l’économie solidaire et en partenariat avec le CIRAD, le CICDAC et le CEDAC.

Les critères du commerce équitable - Etat des lieux du travail d’élaboration des critères du commerce équitable au sein d’IFAT et de FLO
http://www.artisansdumonde.org/docs/solagral_ce_criteres_01-03.pdf

Etat des lieux et enjeux du changement d’échelle du commerce équitable - typologie des filières, marchés de consommation, gouvernance Internationale et cohérence globale du commerce équitable
http://www.artisansdumonde.org/docs/solagral_ce_etat_des_lieux_01-03.pdf

Evaluation du commerce équitable - pertinence, cohérence, efficience, efficacité et impact
http://www.artisansdumonde.org/docs/solagral_ce_evaluation_01-03.pdf

Le Prix équitable - définition et méthodes d’évaluation
http://www.artisansdumonde.org/docs/solagral_ce_prix_01-03.pdf

Le bulletin Equité
http://www.artisansdumonde.org/outils-equite.htm
Le bulletin Equité ! propose des textes de fond et des outils destinés aux acteurs de l’éducation au commerce équitable. Chaque numéro traite un thème différent.

Quelle(s) garantie(s) pour le commerce équitable - décembre 2005
http://www.artisansdumonde.org/docs/equite/EQUITE_garantie.pdf

Eduquer à la ConsonmaCtion - octobre 2005
http://www.artisansdumonde.org/docs/equite/equiteconsonmaction.pdf

L’équitable au féminin - avril 2005
http://www.artisansdumonde.org/docs/equite/Equitefemmes.pdf

Commerce international - mars 2005

Commerce équitable et développement durable - novembre 2002
http://www.artisansdumonde.org/docs/equite/equitedevdurable.pdf
Espace presse
http://www.artisansdumonde.org/presse.htm
Tous les communiqués de presse

La 6ème Quinzaine du Commerce Equitable est terminée
http://www.artisansdumonde.org/quinzaine/

Rapport du député Antoine Herth « Propositions pour le développement du commerce équitable en France»,
http://www.artisansdumonde.org/legislation-commerce-equitable.htm
Rapport réalisé dans le cadre d’une mission confiée par le Premier Ministre au député du Bas-Rhin. mai 2005
Les 40 propositions (extrait)

CONTACTS

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CTM ALTROMERCATO CONSORTIUM, Commercio Equo e Solidale

“Ctm altromercato: fair trade for a fair economy”
Ctm altromercato was originally a cooperative (Ctm-Cooperazione Terzo Mondo) founded in 1988 in Bolzano by a group of people and associations actively involved in international solidarity and development co-operation, with the aim of tackling poverty and the imbalances in North-South relations with innovative and concrete means. In June 28th, 1998, the Cooperative was transformed into a consortium of World Shops (Botteghe del Mondo) called Ctm altromercato.

Ctm altromercato – commercio equo e solidale (in italian)
http://www.altromercato.it/it/media/comunicati_stampa/Altromercato_respet
Ctm altromercato è la principale organizzazione di fair trade presente in Italia: un consorzio composto da 130 cooperative e organizzazioni non-profitti che promuovono e diffondono il commercio equo e solidale attraverso la gestione di 350 negozi “Botteghe del Mondo”, diffuse su tutto il territorio italiano.
Ctm altromercato instaura rapporti commerciali diretti con 150 organizzazioni di artigiani e contadini in 40 paesi di Africa, America Latina, Asia. Garantisce l’importazione dei prodotti a prezzi equi per valorizzare i costi reali di lavorazione e permettere una retribuzione dignitosa del lavoro, assicurare trasparenza nei rapporti di cooperazione e continuità nei rapporti contrattuali, sostiene attivamente la coltivazione biologica e promuove progetti di auto-sviluppo sociale e ambientale.
La gamma dei prodotti Altromercato si compone di articoli di artigianato etnico, prodotti alimentari, una linea di cosmesi naturale, una linea di abbigliamento per bambini in cotone biologico. I principali prodotti sono presenti oggi anche in punti vendita della grande distribuzione, negozi di alimentazione naturale, bar ed erboristerie.

MISSION & OBJECTIVES
http://www.altromercato.it/en/about/chi_siamo/
The Consortium is supporting and implementing economic co-operation activities with the aim of promoting the empowerment and the development of small-scale handicrafts and food producer groups from the South.
The co-operation is based on equal partnership.
All Ctm activities (products and information) are non-profit.

(in italian)
Ctm altromercato sviluppa e gestisce attività a diversi livelli. In particolare è impegnato a
http://www.altromercato.it/it/media/documenti_dati_ricerche/documenti_posizionamento/61?set_language=en&cl=en

• Sostenere gruppi di produttori in Africa, America latina e Asia, attraverso progetti di autosviluppo locale orientati alla massima qualità del processo produttivo, al rispetto dei diritti umani e dei lavoratori e alla tutela dell’ambiente;
• Sviluppare e distribuire oltre 200 prodotti alimentari, frutta tropicale e 3.000 prodotti artigianali importati direttamente dalle 150 organizzazioni di produttori nostri partner nel Sud del mondo
• Rafforzare la rete delle Botteghe del mondo associate a Ctm altromercato
• Informare i cittadini-consomatori sui problemi e le opportunità date dagli scambi internazionali, educare al consumo responsabile, portare alle Istituzioni la voce delle
comunità escluse o penalizzate dal mercato globale e la necessità di pratiche e regole di commercio internazionale sostenibili per tutti

- Sviluppare e promuovere la finanza solidale ed altre iniziative di economia solida
- Ctm altromercato: a network of World Shops and producers from the South

**ACTIVITIES**

(in English)

http://www.altromercato.it/en/about/chi_siamo/

118 World Shops with 230 selling outlets throughout Italy.

Ctm altromercato is currently the largest Fair Trade organisation in Italy and the second largest world-wide. It includes more than 118 organisations (associations and co-operative societies) which are responsible for the management of 230 World Shops throughout Italy.

The organisations operate across the country in partnership with other local actors and have an important role in the marketing and distribution of products coming from Fair Trade, as well as in the implementation of information and public awareness campaigns on Fair Trade and on the North-South relations in general.

Most of the work is done by an estimated 3 000 regular volunteers that work for a common dream: promote the social change and the change in consumption patterns for a more fair society.

In addition, more than two hundred regularly employed men and women work for the same dream: 60 in the head offices and 150 in the World Shops.

150 small-scale producer groups from Asia, Africa, Latin America.

Ctm altromercato works with over 150 democratically organised small-scale producer groups from the South. Its purpose is to create opportunities for producers who have been economically disadvantaged or marginalized by the conventional trading system.

http://www.altromercato.it/en/about/attivita/

**Ctm altromercato is engaged in the following activities:**

Supporting producer groups in Africa, Latin America and Asia, through local self development projects aimed at enhancing the quality of the production processes, at upholding human and workers’ rights and protecting the environment.

Developing and marketing over 200 food products, tropical fruits and 3 000 handicraft products directly imported from 150 partner producers organisations from the South.

Enhancing the network of World Shops associated to Ctm altromercato.

Educating consumers on issues and opportunities concerning international trade and on responsible consumption; helping the excluded communities to speak up and be heard by institutions; advocate for the promotion of sustainable rules and practices in international trade. Developing and promoting fair finance and other fair economy initiatives.

**CTM ALTROMERCATO SERVICES**

Ctm altromercato offers Corporate Social Responsibility services to companies and public administrations, which are considered as key partners for the development of a fair and sustainable economic system.

List of services:

- research and development of social responsibility tools within the trading relations involving countries from the South as well as different stakeholders;
- ethical evaluation and monitoring of producer groups/suppliers from the South for companies, public administrations and other organisations;
- certified Fair Trade raw materials and end-products offer;
- organisation and implementation of informational-educational sessions (particularly in the schools) on sustainable development;
- development of Ctm altromercato Fair Catering products and services for community restaurants, cafeterias, vending systems and other fair trade selling outlets.

Ctm altromercato offers to the public administrations and to companies the opportunity to initiate partnership projects, especially in technical assistance to producers as well as in awareness raising on issues concerning the North-South trade relations.
Campaigns

- Asia emergency

The campaign stems from a number of questions: how many of us know what happens to the bananas in their journey from the plantations in the South to the markets in the North? What are the working and environment conditions in the big banana plantations in Ecuador or in Ghana? Who is controlling the banana market? Who gains and who loses?

deiflhe rights speak up
http://www.altromercato.it/en/information/campaigns/campagna_banane_2005/

Banana is one of the most widely consumed tropical fruits in the world. It is rich in minerals and is therefore highly recommended for adults, children and sportsmen.

Banana is good for you: this is what we have learned. This is what we have been taught. What many of us don't know is what really happens to this delicious yellow fruit in its journey from the plantations to our tables.

- Banana plantations
  http://www.altromercato.it/en/information/campaigns/campagna_banane_2005/plantagione
- Work and environment conditions in banana plantations: exploitation and no future.
- The world market
  Who is controlling the banana market (and who gains)
  http://www.altromercato.it/en/information/campaigns/campagna_banane_2005/mercato
  Chiquita, Dole and Del Monte control over 50% of the European banana market. They own huge plantations in Latin America (some reach 500.000 hectares).
  80% of export bananas come from Latin America: Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Nicaragua, Panama, Venezuela.
- Fair Trade bananas
  The company Agrofair was established in Holland in 1996 with the aim of importing and distributing fair trade bananas to Europe.
  What makes the structure unique is that small banana producers are Agrofair's direct shareholders (50%). A number of international solidarity and fair trade NGOs hold the remaining 50% of the share capital. Ctm altromercato is one of the Agrofair shareholders.
  Agrofair is the result of the commitment of a group of people who decided to develop and expand the offer of bananas produced under non-exploitative conditions and with respect for the environment, the workers and ultimately the consumers, through a careful management of the entire production and supply chain, breaking away from the rules imposed by the market, which penalize small banana producers and limit their access to market. The price
  Ctm altromercato fair trade bananas assure complete supply-chain and price transparency.

Banana campaign and its concrete actions

The banana campaign includes the following actions: petition, post card and information. Each of us can contribute to the promotion of rights and the regulation of the markets with simple concrete actions.
http://www.altromercato.it/en/information/campaigns/campagna_banane_2005/banane_azioni

- subscribe the petition addressed to public institutions, universities and municipal administrations containing the request to promote the information events on North-South relations, international market and the Fair Trade alternative. The petition calls also for the introduction of fair trade bananas in public refectories; (see attached petition-facsimile)

Work in progress: Fair trade in Asia after the tsunami
http://www.altromercato.it/en/primapagina/dopo_tsunami_en
A campaign in support of the producers hit by the tsunami in December 2004. More than mere emergency assistance. Actions in support of Fair Trade producers. A bank and a post office account have been opened for the deposits in favour of the producer groups in Asia. Ctm altromercato is providing support to activities in Sri Lanka and Thailand: reconstruction of boats and houses of the most affected population.

(in Italian)

**Eventi**

http://www.altromercato.it/it/media/eventi/


**Investire nella finanza etica per sostenere il commercio equo e solidale**

http://www.altromercato.it/it/primapagina/certificati_deposito

I Certificati di deposito Ctm altromercato permettono al risparmiatore di indirizzare i propri risparmi a sostegno del commercio equo e solidale

**Edizioni nazionali**

http://www.altromercato.it/it/media/dicono_di_noi/quotidiani_nazionali/

- Conqueriamo l’Europa
  http://www.altromercato.it/it/media/dicono_di_noi/quotidiani_nazionali/espansione_april
e06.pdf
- QN, 1 aprile 2006
  Guida alla Pasqua: Qualità e giustizia, l’alternativa equo-solidale nelle botteghe del mondo.
- Altroconsumo n. 191 marzo 2006
  http://www.altromercato.it/it/media/dicono_di_noi/quotidiani_nazionali/a
ltroconsumo%20220306.pdf
  Dove vanno i miei soldi?
- Liberazione, 22 marzo 2006
  Commercio equo, l’Italia fa la parte del leone.
- Il Resto del Carlino, 14 marzo 2006
  Anche nella bellezza c’è un po’ di solidarietà
- Gdo week - n. 353 - 8 marzo 2006
  http://www.altromercato.it/it/media/dicono_di_noi/quotidiani_na
zionali/gdo%20week%20marzo06.pdf
  Altromercato per RespEt

**Informazione**

http://www.altromercato.it/it/informazione/informazione

azioni proposte ai consumatori

http://www.altromercato.it/it/informazione/informazione/azioni_proposte_consumatori/

Campagna equo cioccolato puro cioccolato: partecipa anche tu!

http://www.altromercato.it/it/informazione/informazione/azioni_proposte_consumatori/3
6

Per avere la possibilità di acquistare un cioccolato ad alta qualità (non contiene grassi diversi dal burro di cacao) e ad alta dignità (il cacao viene acquistato dai produttori e pagato un prezzo che consenta loro una vita dignitosa). dibattito sul commercio equo tutte le botteghe del mondo

http://www.altromercato.it/it/botteghe/tutte_le_botteghe/

piemonte
val d’aosta
lombardia
trentino alto adige
veneto
friuli venezia giulia
liguria
emilia romagna
toscana
umbria
marche
lazio
abruzzo
molise
campania
puglia
basilicata
calabria
sicilia
sardegna
esteri
dibattito sul commercio equo
Vai su di un livello
http://www.altromercato.it/it/informazione/informazione/dibattito_commercio_equo/

Ctm altromercato: 15 anni di commercio equo
http://www.altromercato.it/it/informazione/informazione/dibattito_commercio_equo/uto
pie_concrete

Ctm altromercato tra i primi accreditati da IFAT con il marchio di organizzazione di commercio equo e solidale.

Parlamento europeo: dare sostegno a chi pratica il commercio equo
http://www.altromercato.it/it/informazione/informazione/dibattito_commercio_equo/28

Il Parlamento Europeo riunito in sessione plenaria a Strasburgo dall'1 al 4 settembre, alla vigilia della 5ª Conferenza Ministeriale del WTO, ha approvato il rapporto di Luisa MORGANTINI su commercio e sviluppo. Il rapporto - come aiutare i Paesi in via di sviluppo a beneficiare degli scambi - sottolinea la necessità di democratizzare il sistema di regolamentazione del commercio internazionale, propone un'apertura asimmetrica dei mercati per compensare lo squilibrio degli scambi commerciali che non sono ugualmente benefici per tutti i paesi, e chiede alla Commissione di non esercitare pressioni sui paesi in via di sviluppo per la liberalizzazione e la deregolamentazione indiscriminate dei loro mercati. Per tali ragioni il rapporto MORGANTINI chiede alla Commissione di sostenere finanziariamente le imprese e le associazioni che praticano e promuovono il commercio equo e di ripristinare i sistemi destinati a garantire prezzi minimi per taluni prodotti essenziali. Il rapporto richiede infine che alcuni beni essenziali, quali l'acqua e la terra, non rientrino in una logica puramente mercantile ed in particolare che l'acqua venga riconosciuta come 'bene comune', sia democratizzata la sua gestione, venga promossa un'educazione alla gestione responsabile ed ecosostenibile e vi sia un finanziamento pubblico per l'accesso ad essa. (bruxelles, 8 settembre 2003)

Intervista su Crisi di crescita: prospettive del commercio equo
http://www.altromercato.it/it/informazione/informazione/dibattito_commercio_equo/35

Le istituzioni dell'Unione Europea possono avere un ruolo nel sostenere un modello di commercio equo?
Finora le istituzioni europee hanno sostenuto il commercio equo soprattutto in linea di principio, hanno appoggiato il progetto di marchio unico di certificazione dei prodotti, ma non sono andate oltre.
Un ruolo importante lo giocano di più comuni e regioni, quando promuovono l'acquisto dei prodotti per le mense scolastiche o singoli progetti di cooperazione internazionale. L'Unione Europea dovrebbe assumere almeno alcune idee di fondo del commercio equo e solidale e pretendere che influenzino le revisioni dei trattati dell'Organizzazione Mondiale del Commercio, che viceversa vanno in tutt'altra direzione. Ma al momento siamo molto lontani da questo.

Intervista a cura di Allen Montrasio, responsabile relazioni esterne Ctm altromercato

in movimento
http://www.altromercato.it/it/informazione/informazione/in_movimento/
Due volontarie del commercio equo tra i pacifisti fermati in Palestina
Senza acqua che vita è? Salviamo un bene comunitario.
Il commercio equo da Riva del Garda a Cancùn
Cancun: il commercio equo presenta le sue proposte
Pascal Lamy racconta l’arrivo a Cancùn
Controvertice Riva: un resoconto
Ultime da Cancùn

lavoro
http://www.altromercato.it/it/informazione/informazione/lavoro/

mercati e prodotti
http://www.altromercato.it/it/informazione/informazione/mercati_prodotti/
Rai Tre e Altoconsumo e il miele Valdivia del Cile – Il Consorzio risponde
Quanto costa una banana? Confronto tra i prezzi di mercato e quelli del fair trade
Il burro di cacao è insostituibile
http://www.altromercato.it/it/informazione/informazione/mercati_prodotti/12

IL BURRO DI CACAO E’ INSOSTITUIBILE:
- per 11 milioni di persone in Africa occidentale che dipendono dal cacao per il loro reddito*
- per la Costa d’Avorio o il Ghana dove il cacao è la principale voce dell’export*
- perché si calcola che questa sostituzione comporti una diminuzione di consumo di semi di cacao che si aggirerebbe tra le 80.000 e le 120.000 tonnellate*
- perché solo per il Ghana si può prevedere una perdita di introiti pari a 300 milioni di dollari* Direttiva comunitaria su burro di cacao: cosa cambia dal 3 agosto 2003

Unctad e fair trade

azione sociale
http://www.altromercato.it/it/informazione/azione_sociale/
Bollettino politico n. 3 novembre dicembre 04
Bollettino politico n. 2 ottobre 04
Ctm altromercato aderisce alla rete italiana per il disarmo
Ctm altromercato al Forum sociale mondiale
Forum sociale mondiale
Forum sociale mondiale
Fair Trade Rules. Il commercio internazionale deve essere equo!
Ecco il documento che contiene le richieste della rete mondiale di Fair trade in vista della VI conferenza ministeriale del WTO ad Hong Kong (dicembre 2005). E’ stato promosso da FINE, il coordinamento che riunisce le maggiori organizzazioni mondiali di commercio equo e solidale ovvero Flo, Ifat, News!, Efta

ALTROMERCATO PARTNER PER RESPET CENTRO PER L’IMPRESA ETICA E RESPONSABILE [23/02/2006]
http://www.altromercato.it/it/media/comunicati_stampa/Altromercato_respet?set_language=en &cl=en

(in English)
WHAT IS FAIR TRADE?
http://www.altromercato.it/en/about/attivita/
FAIR TRADE: A NEW FORM OF CO-OPERATION
(definition adopted by IFAT - International Federation of Alternative Trade)
FAIR TRADE - SOME FIGURES
• 18 countries involved
• 600 producer groups/organisations from the South
• 100 fair trade organisations (importers)
• 2 750 World Shops
• 1 250 employees
• 100 000 volunteers
• 5 000 000 Euro of turnover
- 10 000 000 Euro invested in awareness raising campaigns

**Products**
- food products
- handicrafts
- cosmetics
- all products (in Italian)
[http://www.altromercato.it/it/prodotti/moda/tutti_prodotti/](http://www.altromercato.it/it/prodotti/moda/tutti_prodotti/)

**Birbanda: Cose da piccoli**
[http://www.altromercato.it/it/prodotti/moda/](http://www.altromercato.it/it/prodotti/moda/)

Il produttore: Naturtex

Perù Naturtex Partners è un’organizzazione che si occupa dello sviluppo del cotone biologico nativo attraverso la ricerca scientifica e la gestione dell’intera filiera tessile (dalla semina al prodotto finito), in rete con una catena integrata di fabbriche che operano nel rispetto dei criteri di responsabilità sociale.

Oggi Naturtex mantiene relazioni commerciali con un centinaio di famiglie di produttori di cotone nativo. I campesinos ricevono la fornitura di semi organici certificati, supporto tecnico-logistico e il pagamento di un prezzo equo per la fibra. I filati, tessuti e confezioni finite sono realizzati da una rete di imprese peruviane che applicano i criteri di responsabilità sociale previsti dal protocollo SA8000.

Perù Naturtex Partners possiede le certificazioni SKAL per la produzione biologica e per la produzione tessile sostenibile.

**publishing material (in Italian)**

catalogo
[http://www.altromercato.it/it/prodotti/editoriali/tutti_prodotti/](http://www.altromercato.it/it/prodotti/editoriali/tutti_prodotti/)
- analisi del sistema economico e sociale
  [http://www.altromercato.it/it/prodotti/editoriali/tutti_prodotti/300](http://www.altromercato.it/it/prodotti/editoriali/tutti_prodotti/300)
- nuovi stili di vita
- culture del sud del mondo
- libri per bambini e ragazzi e sussidi didattici
- agende e calendari

**Producers**

35 countries and 135 producer groups involved; millions of women and men working for a more fair economy. Towards a global network of grassroots organisations. (see map)

**producers records**
- africa
- south america
- central america
- asia

**development projects**

**cooperation**

The main purpose of the Cooperation Unit is to finance self-development.
Ctm Altromercato Cooperation Unit is responsible for the planning and implementation of a vast range of activities aimed at the promotion of Fair Trade, and more specifically, at the economic and social development of small farmer and artisan producer groups from the South. The interventions are carried out in partnership with other European
Alternative Trade Organisations (ATOs), Ngos, World Shops, with other national and European socio-economic actors and more than 200 producer organisations from the South.

Main objectives:

- Strengthen 200 producer organisations involving approximately 200.000 small farmers and artisans from more than 40 countries.
- Guarantee stable partnership relations, sustainable access to market, credit and information to 200 partner producer organisations from the South;
- Promote a more responsible cultural and economic growth in Europe, through action research, communication, awareness raising and a greater involvement of European social and economic actors;
- Assess and enhance the methodology for the involvement of new producer groups from the South and new European socio-economic actors in the responsible economy network.

ongoing projects
http://www.altromercato.it/en/producers/progetti_cooperazione/progetti_in_corso/

Projects 1999-2003

Development of new handicrafts products for the artisan groups affiliated to Aj Quen - Guatemala

The association Asociación de Artesanos Aj Quen (meaning "weaving together") is a private, non-profit, non-political and laic development organisation, founded in 1989. It is composed by artisan organisations coming from different regions of Guatemala, and by groups of women who lost their husbands during the civil war, or as a result of military repression on Maya populations in late 1980s.

Games without borders - YWCA - BANGLADESH

In 1971, Ywca launched a free education programme for girls and women coming from poor families. Two years later, in 1973, it opened a jute Craft Centre with the aim of providing training and job opportunities to poor, uneducated and jobless women. So far, more than 1500 women have attended the training courses and have learned how to produce handicrafts.

Project in support to KKM artisans- India

The project is the continuation of a product development intervention concluded in March 2004.

Threads may change lives

SKVIS – Intercultural collaboration and training for the development of Indian Fair Trade handicrafts products.

field reports
http://www.altromercato.it/en/producers/progetti_cooperazione/testimonianze/

- Africa: a good example of cooperation

Kenya project, financed by the Autonomous Province of Trento and by several World Shops from Genova, Savona, Bergamo and Milan. Part of the project funds were used for the creation of a plant nursery for more than 20.000 small plants. The nursery allows the cultivation of plants during the dry season, which are sold to 3.500 artisans during the rain season and are then cultivated in family "shambas". One of the main problems that needed to be tackled was the low availability of wood for artisans engaging in woodcrafts. Thanks to the project, the co-operative was able to acquire new cultivable land and to grow new plants and trees such as cypress, eucalyptus, mahogany, neem, keyapple, grivella, jucaranda and fruit trees such as mangos and papayas. Martin Malila told us that the co-operative was founded 40 years ago right after the country's independence (1963). He showed us the nursery's irrigation system: a group of boys were pressing the pedals of a mechanical pump, which was extracting the water from a small river nearby. Other boys were taking water from the same dry river as they were washing cars for quick cash. Martin Malila also explained that education in Kenya is still a
privilege: the elementary education became free only recently. The secondary school fees of 200 Euro make it impossible for many families to send their children to schools. University is accessible only to rich families. One of the Mdcu objectives is to find a sponsor and offer scholarship to children coming from poor artisan families to allow them to finish the secondary school. This may help them to break the vicious cycle of poverty and have a better future. (by Luca Palagi)

- Meru Herbs: providing water to all houses
- Far East: an example of fair cooperation
- KKM - Kuru Ksetr Mandal village is located in Dehra Dun city outskirts situated on the Himalayan slopes in the North Indian state of Uttar Pradesh.
- Central America: two examples of cooperation

support a project
http://www.altromercato.it/en/producers/support_a_project/
Participate directly in the creation of a more fair economy by supporting Ctm development projects aimed at the improvement of the living conditions of small producers from the South.
Project interventions include the enhancement of the production and the work conditions of small-sized producers, and the improvement of services and infrastructures in their communities of origin (professional training, education, health, sanitation, communications, etc).
For further information on how to support Ctm development projects write progetti@altromercato.it

ASSOCIATED SITES

International partnerships
http://www.altromercato.it/en/about/partnership/
Collaboration with other organisations
A considerable number of Ctm activities are carried out in partnership with other organisations as well as with local, national and European institutions.

- The European Commission has co-financed several consumer-awareness campaigns and co-operation projects that implied the participation of partners from the South and of other qualified NGOs.
- Ctm altromercato collaborates with the European Council in an ad-hoc committee for the definition and promotion of social and fair economy.
- The Consortium also participates in the Multi-stakeholder Forum on the Corporate Social Responsibility promoted by the European Commission.
- At the national level, Ctm altromercato works for the promotion of Fair Finance with the partners Cassa Rurale di Bolzano, CGM Consortium, CreditoSud, Banca Etica, Banche di Credito Cooperativo.
- At local level, the city council of Genoa was the first public administration in Italy to adopt Fair Trade among the quality parameters for the definition of the school menus.
- Among the fifty Italian local councils that have been contacted during 2002, fifteen have decided to include fair trade as one of the required conditions for the allotment of contracts in school catering services in the year 2003.

NEWS & DOCUMENTS (in Italian)

Relazione annuale 2004 2005 consorzio Ctm altromercato
Document Actions
http://www.altromercato.it/it/chi_siamo/relazione0405/relazione_annuale
Parte I: Chi siamo; Il mondo dei produttori.
Parte II: Prodotti; Finanza solidaire; Azione sociale; Un Consorzio internazionale.
Parte III: il bilancio dell’ultimo esercizio
Statute
http://www.altromercato.it/en/about/statuto/

Pobertà e sviluppo nel sud del mondo: avanti così?
http://www.altromercato.it/it/primapagina/appello_ong
Un appello delle Ong italiane per una nuova politica dello sviluppo globale

Lettera aperta di Ctm altromercato sull’inclusione delle grandi compagnie transnazionali nel settore del fair trade
http://www.altromercato.it/it/primapagina/transazionali
Il lancio di una linea certificata di caffè equo e solidale Nestlè nel Regno Unito è stato ampiamente ripreso dalla stampa nazionale e internazionale e sta scatenando in tutto il mondo una spontanea reazione di protesta da parte di organizzazioni di commercio equo e solidale, volontari, consumatori consapevoli, attori della società civile. Ctm ritiene necessario chiarire che il problema non si riduce a un giudizio sul profilo etico della TNC di turno (oggi Nestlè), ma investe lo stesso concetto di commercio equo e solidale, ovvero il modello economico sotteso a questa definizione.
- Lettera aperta di Ctm altromercato su transnazionali e fair trade
- Alcune note di approfondimento

Criteri AGICES del commercio equo e solidale
Document Actions
http://www.altromercato.it/it/media/documenti_dati_ricerche/documenti_posizionamento/63
CARTA ITALIANA DEI CRITERI DEL COMMERCIO EQUO E SOLIDALE

Criteri internazionali IFAT del commercio equo e solidale
Document Actions
http://www.altromercato.it/it/media/documenti_dati_ricerche/documenti_posizionamento/64
IL SISTEMA DI ACCREDITAMENTO DEL FAIR TRADE

«MONITORAGGIO SITI NO PROFIT 2005»
Il sito altromercato è etically correct Document Actions Una ricerca svolta dall’Università di Udine sui siti web delle organizzazioni non profit segnala il sito di Ctm altromercato tra i migliori censiti.

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THE DEPARTMENT FOR INTERNATIONAL DEVELOPMENT (DFID)

The Department for International Development (DFID) is the part of the UK Government that manages Britain's aid to poor countries and works to get rid of extreme poverty.

MISSION & OBJECTIVES

DFID, the Department for International Development: leading the British government’s fight against world poverty.

One in five people in the world today, over 1 billion people, live in poverty on less than one dollar a day. In an increasingly inter-dependent world, many problems - like conflict, crime, pollution, and diseases such as HIV and AIDS - are caused or made worse by poverty. DFID supports long-term programmes to help tackle the underlying causes of poverty. DFID also responds to emergencies, both natural and man-made.

DFID’s work forms part of a global promise to
- halve the number of people living in extreme poverty and hunger
- ensure that all children receive primary education
- promote sexual equality and give women a stronger voice
- reduce child death rates
- improve the health of mothers
- combat HIV & AIDS, malaria and other diseases
- make sure the environment is protected
- build a global partnership for those working in development.

Together, these form the United Nations’ eight ‘Millennium Development Goals’, with a 2015 deadline. Each of these Goals has its own, measurable, targets.

DFID works in partnership with governments, civil society, the private sector and others. It also works with multilateral institutions, including the World Bank, United Nations agencies, and the European Commission.

DFID works directly in over 150 countries worldwide, with a budget of nearly £4 billion in 2004. Its headquarters are in London and East Kilbride, near Glasgow.

ACTIVITIES

Aid, Trade, Growth & Global Partnership

More and better aid, fairer trade, and debt relief

Better aid

The big increases in aid that we have seen in 2005 will only be helpful if they are spent properly. Development practitioners and partner governments alike agree that aid is more effective if it is spent in line with the country’s own budget priorities, given in a coordinated way, focused on the poorest, predictable, untied to the provision of goods or services delivered through effective institutions and focused on results not inputs.

There is also consensus that aid works better if donors attach minimal conditions to their aid, strengthen accountability between governments and their citizens and ensure that policies are joined up behind the country's poverty reduction strategy.
More aid
We are also increasing our aid to poorer countries. UK aid was increased in 2002 by £1.5 billion to reach £4.6 billion a year by 2005-06 - that’s an average increase of more than 8% a year in real terms.
This year the NGOs are focusing on these issues through the Make Poverty History campaign, which calls for Trade Justice, More Aid and Debt relief.

- Why trade really matters in the fight against poverty
http://www.dfid.gov.uk/tradematters/default.asp
DFID is committed to making trade work for poor people. And Trade Matters is our guide to how trade could help the world’s poorest people get out of poverty.
Our wealth is built on the breadth and choice of the markets we can sell to – or buy from. For many people economic poverty is rooted in their inability to trade – and trade is a vital route out of poverty.
There are a lot of ifs and buts on the way to a fairer world. But, if trade took off for the poorest countries, and if rich nations played fair with poor ones, by allowing them a decent foothold in Western markets, the world would take a giant step towards ending poverty.

Case Studies
A Divine story: DFID’s contribution to a Fairtrade success

DFID to increase funding for Fairtrade products by 150 per cent
Sales of Fairtrade products for 2004 are likely to be confirmed in excess of £130 million, maintaining the 40+% growth seen over recent years. In fact, the UK recently overtook Switzerland to become the biggest Fairtrade market in the world.
Those sales add up to more than just good business. The Fairtrade Foundation (FTF) helps farmers and other producers to earn a decent living and obtain good healthcare and education. It’s making a real contribution towards helping poor people to help themselves out of poverty.
DFID has been a key partner in that success, and is committed to helping Fairtrade build on that success.
Which is why, at the start of Fairtrade Fortnight (March 1-13, 2005), Hilary Benn, the Secretary of State for International Development, is announcing funding of £750,000 for the FTF.
It is an increase of 150 per cent on the Department for International Development’s (DFID) previous contribution of £300,000. bringing DFID’s total support to over £1 million between 2002 and 2007.

What is Fairtrade Fortnight?
Fairtrade Fortnight is an annual campaign to raise awareness of fair trade and encourage more shoppers to vote for change by choosing fair trade products.
Check Out Fairtrade is the theme for Fairtrade Fortnight (http://www.fairtrade.org.uk/get_involved_fairtrade_fortnight_2005.htm) and is a call to consumers across the UK to find out all about the Fairtrade Mark.
In the UK, Fairtrade Fortnight 2005 was launched at HM Treasury by Gordon Brown.

ASSOCIATED SITES
The Independent: Ethical shopping bears fruit for fair trade farmers
Fairtrade Fortnight (BBC Religion & Ethics 6-19 March 2006) The Independent: Ethical shopping bears fruit for fair trade farmers
Fairtrade Fortnight (BBC Religion & Ethics 6-19 March 2006)
http://www.bbc.co.uk/religion/religions/features/fairtrade/index.shtml

BBC comment on fair trade: Fair Play to Us (22/02/05)
BBC News Magazine Fair play to us
http://news.bbc.co.uk/1/hi/magazine/4287215.stm
By Jonathan Duffy
British consumers spend more on Fair Trade products than any other country. Why have UK shoppers embraced ethical trading so warmly, and why are some in the industry worried it could be just a fad?

Global week of action on trade (10-16 April, 2005)
Make Poverty History campaign trade page
http://www.makepovertyhistory.org/
Rough Guide to a Better World
http://www.roughguide-betterworld.com/
Fair Trade business is blooming
Twin Trading Ltd
http://www.twin.org.uk/
Oxfam to open coffee shops
http://news.bbc.co.uk/1/hi/magazine/3708585.stm

By Tom Geoghegan, BBC News Online
Oxfam is to launch a chain of fair trade coffee shops in what it says is a UK first. But how does a brand associated with charity hope to survive the cut and thrust of fierce competition?
Like David facing Goliath, Oxfam versus Starbucks does not seem like a fair fight, but the charity says it has something different to help it survive.
It hopes its emphasis on fair trade - which guarantees a fair price to producers - will give it a niche in the coffee shop market.
The sight of Oxfam cafes, which will be called Progreso and will also sell fair trade cakes and biscuits, may not be too far away.
On Thursday, there will be one at a central London Oxfam branch for one day only...

NEWS & DOCUMENTS

Fairtrade Fortnight 2006: So why should we care about fair trade?

"We must help poor countries": Hilary Benn on fair trade and beyond

Trade Matters: eliminating World poverty
http://www.dfid.gov.uk/tradematters/tradematters.pdf

DFID and Fair Trade Draft paper for discussion

... 5. DFID has supported FT initiatives for a number of years, through direct support to the FT movement, development education in the UK, and its regional programmes. There is strong justification for continued support for the industry-wide elements of FT. The experience of DFID and other agencies suggests that a combination of measures – research and communication of best practice; stronger product marketing; refinement of the FT label; strengthening development and independent monitoring of FT standards; and continued commercialisation of the industry - are all needed to advance this mainstreaming process.

6. This paper advocates continued support to FT, but suggests DFID should not single out the sector for special attention. Instead, it should support FT where this complements existing private sector development programmes, builds on the comparative advantage of specialist agencies, feeds into Whitehall initiatives, and joins up DFID’s work with other donors...

UK Government Response to International Development Committee's Sixth Report of Session 2004-05. 'Fair Trade? The European Union's Trade Agreements with African, Caribbean and Pacific Countries'
Presented to Parliament by The Secretary of State for International Development by Command of Her Majesty.

**Development Work 52 weeks a year**

**Reducing poverty by tackling social exclusion**

**Supermarket Tasting Stand Briefing Sheet**

**Statistics on International Development 2005**
  Where the expenditure UK

**CONTACTS**

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ESPANICA Comercio Justo

ESPANICA es la organización de Comercio Justo que distribuye en España el café que producen en Nicaragua los pequeños productores asociados en cooperativas de trabajadores que son dueños de la tierra que cultivan y que participan en un proyecto de cambio de las estructuras que rigen el comercio internacional. Desde mayo de 2001 ESPANICA distribuye también anacardo natural. Pincha aquí o aquí para saber más sobre nuestro proyecto. Desde octubre de 2003 ESPANICA adopta la forma jurídica de Cooperativa sin Animo de Lucro.

EL ORIGEN DE ESPANICA

http://www.nodo50.org/espanica/
está en un acuerdo entre la ONG española Asociación Rubén Darío (ARD) y la ONG nicaragüense Centro para la Promoción, la Investigación y el Desarrollo Rural y Social CIPRES http://www.cipres.org/. La Asociación Rubén Darío es una organización pequeña, pero formada por personas con unas dosis enormes de ilusión y esperanza. Esta esperanza se fundamentaba –a principios de los años 80 del siglo XX- en los cambios sociales experimentados en Nicaragua, que abrían una posibilidad de formas alternativas de organización de la propiedad de la tierra, hacía una distribución más social y popular.

La ARD -radicada en Madrid- desarrolló durante la citada década proyectos de cooperación económica, que con el tiempo se fueron orientando cada vez más al apoyo al sector productivo popular, y más concretamente a la producción agrícola campesina nicaragüense. Este sector popular procede de una economía estatalizada que, tras las elecciones de 1990 y gracias a las luchas campesinas, se transfirió a manos de los trabajadores y productores asociados en cooperativas. Era sin embargo éste un marco en el que los productores iban a tener muy difícil su supervivencia: había que crear nuevas estrategias.

A partir de la propia experiencia, y recogiendo referencias históricas cooperativistas y comunitarias, se desarrolló en Nicaragua todo un nuevo proyecto estratégico de producción y gestión de la economía: la ECONOMÍA POPULAR.

MISSION & OBJECTIVES

ESPANICA es una Sociedad Solidaria de Servicios creada en España con dos objetivos básicos:

- Abrir el mercado español de café y otros productos a los pequeños productores nicaragüenses.
- Impulsar una campaña permanente de sensibilización social y educación para el desarrollo.

ESPANICA permite a los pequeños productores nicaragüenses acceder hasta el consumidor español, ofertándole un café de alta calidad. Mediante ESPANICA, los trabajadores-productores pueden recupera el valor añadido por su trabajo y así poder mejorar sus condiciones de vida y de desarrollo.

Cómo funcionamos
http://www.nodo50.org/espanica/doc5.htm
Aquí te explicamos, mediante un gráfico, el proceso de producción y comercialización del café de Nicaragua de ESPANICA

NEWS & DOCUMENTS

ESPANICA hace pública su postura crítica sobre el llamado "Sello de Comercio Justo"
http://www.nodo50.org/espanica/notic12.html

El modelo de ESPANICA llama la atención de la CEPAL
http://www.nodo50.org/espanica/cepal.html
El Comercio Justo: Origen y Evolución
http://www.nodo50.org/espanica/cjust.html
- A modo de introducción: Un ejemplo gráfico del comercio "injusto"
- Buscando una definición de Comercio Justo: Sujetos que intervienen
- Las primeras formas de Comercio Justo
- La función del "sobreprecio"
- El principio de "fidelización"
- La segunda generación de Comercio Justo: Los "sellos de garantía" y sus riesgos
- Hacia la tercera generación de Comercio Justo
- Algunas conclusiones

El "sello de Comercio Justo": Objetiones de ESPANICA
http://www.nodo50.org/espanica/sello.html
Presentado por ESPANICA a la Comisión de Importadoras (Coordinadora de Organizaciones de Comercio Justo)
Septiembre de 1999
- Introducción: La propuesta de un Sello de Comercio Justo
- Algunas objeciones generales al informe EEOSCJ
- Objetiones relativas a los CONSUMIDORES de productos de Comercio Justo
- Objetiones relativas a los PRODUCTORES (proveedores) de productos de Comercio Justo
- Objetiones relativas a las ORGANIZACIONES que comercializan productos de Comercio Justo
- Preguntas a las Organizaciones de Comercio Justo

Entre los mejores cafés de España
http://www.nodo50.org/espanica/mejor.html

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ÉQUITERRE
Promoting ecological and socially just choices

Our organization develops projects that empower citizens to make environmentally and socially responsible choices. As you navigate our Website, you’ll find extensive information on our programs and the actions you can take to bring about change. Not all of our documentation is available in English, and at times you may be directed to the French version of our Website.

MISSION & OBJECTIVES


In keeping with its name, Equiterre, “an equitable earth”, is dedicated to building a citizens’ movement by promoting individual and collective choices that are both environmentally and socially responsible. Through its four programs - ecological agriculture, fair trade, sustainable transportation and energy efficiency - the organization has developed projects that encourage individuals to take concrete actions that bring about positive change. All of Équiterre’s projects are backed by solid expertise, built on the latest developments in the related fields.

History

Equiterre was founded in 1993 by a group of young people who had participated in various preparatory conferences at the Earth Summit in Rio de Janeiro, Brazil, the previous year. This group shared the view that issues of poverty, the environment and North-South inequities must be considered in order for real change to occur in society. They decided to create an organization that would enable them to put their principles into action. Equiterre has since been devoted to implementing projects that focus on solutions rather than problems. The organization has grown thanks to the synergy of the many individuals who have joined its ranks.

Programs

Ecological Agriculture

Equiterre’s Ecological Agriculture program allows Quebeckers to experience the benefits of agriculture and food without pesticides or chemical fertilizers. In addition to forming a network of farms that supply organic food through its Community Supported Agriculture (CSA) project, Equiterre organizes initiatives that stimulate citizen action, such as the Organic Baskets and Organic Daycare projects.

FAIR TRADE

Equiterre’s Fair Trade program was created to enable consumers to use their buying power to oppose existing inequalities in international trade. In purchasing fair trade products certified by Transfair Canada, the consumer-actor allows small farmers in the South to obtain a fair price for the products they cultivate, such as coffee, tea, sugar and cocoa.

Energy Efficiency

Equiterre’s Energy Efficiency program was developed with the aim of reducing the many environmental problems related to excessive energy consumption, including urban smog, climate change and flooding in virgin forests. Equiterre advisors, accredited by the Agence de l’efficacité énergétique, make home visits in order to evaluate household energy use and provide residents with tips to help them develop energy-efficient habits that are beneficial to the environment and easy on the wallet.
Sustainable Transportation
Équiterre’s Sustainable Transportation program was born out of a desire to reduce the impact of pollution caused by transportation, in particular greenhouse gas emissions, which are an important cause of climate change. In keeping with this aim, Équiterre has developed a practical information kit to help citizens adopt a combination of modes of transportation such as carpooling, bicycling, walking or public transport. By implementing structures making it easier for citizens to use this “transportation cocktail,” the program makes a valuable contribution toward the achievement of the objectives of the Kyoto Protocol.

ACTIVITIES

Tools to Take Action
Équiterre’s objective is to help citizens take small, simple steps that will have long-term, positive effects on the environment and society. This section presents practical tools and relevant information to assist people who want to take action through their consumer and lifestyle choices.

Consume differently
We are more and more aware about the importance of promoting sustainable development. We are also willing to adapt our lifestyles to minimize our impact on the environment. As consumers, the choices we make have a definite influence on the way in which our food is produced, on the modes of transportation we use and on the energy we consume. The aim of the Directory and Consumer-Actor Guide is to publicize available resources as well as simple, accessible solutions that we can apply in our daily lives.

Consommer autrement (French)
http://www.equiterre.org/outils/consommer/index.php
Le guide des consomm’acteurs (French)
http://www.equiterre.org/outils/consommer/guideConsommacteurs2.php#consommer3

The Fair Trade Program
The overall purpose of the program is to promote public awareness on Fair Trade issues using among others the examples of coffee, tea, sugar, cocoa, and crafts. Efforts are made to encourage the development of these products in Canada and in developing countries.

Since 1996, several awareness campaigns were organized in Quebec and in other Canadian provinces including conferences, information stands, training workshops for citizens and market participants and two photo exhibits. In addition, extensive media outreach as well as the publication of educational tools have had an important impact on the development of Fair Trade over the last few years.

Demand Fair Trade Products
While more and more businesses and institutions are offering fair trade products, it’s still important to ask for these products in places where they are not yet available. Équiterre encourages citizens and consumers to take concrete action to increase the availability of fair trade products.

Educate yourself
Before taking action, it's important to be well informed. A good place to start is with the educational material available on Équiterre's website. Acquaint yourself with the principles of fair trade and its impact on communities in the South. Then, consult the available tools, including the list of retail outlets, suggestion cards (to be translated in the near future), and many others!
Investigate
Whether at school or at the office, a bit of research is essential before making a request for fair trade products. You'll need the following information:
Who is the current supplier?
Does this supplier already offer a range of fair trade products?
When does the current service contract come up for renewal?
In the case of retailers, check whether they offer fair trade products that are certified by TransFair Canada.

Take action
Demand fair trade products:
In stores, companies and restaurants;
At your school;
At your place of work.
At home, prepare your recipes using fair trade products.

ASSOCIATED SITES

Fair Trade Links

Fair Trade Certification
- Transfair Canada
  http://www.transfair.ca

Fair Trade associations

Fair Trade organisations
- Café Unidos
  http://www.cafeunidos.org
- Equita
  http://www.equita.qc.ca
- Ten Thousand Villages Network
  http://www.tenthousandvillages.com/

Partners involved in fair trade (Canada)
- Canadian International Development Agency (CIDA)
  http://www.acdi-cida.gc.ca
- International development research center
  http://www.idrc.ca
- Chaire Économie et Humanisme - UQAM
  http://www.ceh.uqam.ca
- Chaire Éducation Relative à l'Environnement - UQAM
  http://www.unites.uqam.ca/ERE-UQAM

Partners involved in fair trade (United States)
- Global Exchange
  http://www.globalexchange.org
- Institute for Agriculture and Trade Policy
  http://www.iatp.org
- Oxfam America
  http://www.oxfamamerica.org
- Transfair USA
  http://www.transfairusa.org/
- United Student for Fair Trade
  http://www.usft.org

Partners involved in fair trade (Europe)
- Claro (Switzerland)
  http://www.claro.ch/
Other Links

- Coffee Association of Canada
  http://www.coffeeassoc.com
- International Cocoa Organization
  http://www.icco.org
- Coffee certification databases - Commission for Environmental Cooperation
  http://www.cec.org/databases/certifications/Cecdata/index.cfm?websiteID=6
- International Coffee Organization
  http://www.ico.org
- Specialty Coffee Association of America
  http://www.scaa.org

NEWS & DOCUMENTS

Annual Reports

- Annual report 2005
  http://www.equiterre.org/docs/ra_equiterre_05_en.pdf
- Annual report 2004

- Bibliographie commentée (Chaire Économie et Humanisme et Équiterre)
  http://www.ceh.uqam.ca/pdf/cahier14.pdf [in French only]

- Deux poids deux mesures
  [in French only]

- Plate-forme pour le commerce équitale
  http://www.commerceequitable.org [in French only]

- Report of fair trade trend 2003

- 2005 Report: Fair trade trends in North America and the Pacific Rim

- The Fair Trade Federation http://www.fairtradefederation.com/

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http://www.fairtrade.org.uk/

**FTF FAIR TRADE FOUNDATION**

http://www.fairtrade.org.uk/about_us.htm

The Fairtrade Foundation was established in 1992 by CAFOD, Christian Aid, New Consumer, Oxfam, Traidcraft and the World Development Movement. These founding organisations were later joined by Britain’s largest women’s organisation, the Women’s Institute.

The Foundation is the UK member of Fairtrade Labelling Organisations International (FLO), which unites 20 national initiatives across Europe, Japan, North America, Mexico and Australia/New Zealand.

Currently there are a total of 32 members of staff at the Fairtrade Foundation that work within the departments of Commercial Relations, Communications, Certification, and Finance and Resources. We also rely on the work of around 15 volunteers.

The Fairtrade Foundation is a registered charity (no. 1043886). It is also a company registered in England and Wales (no. 2733136).

**MISSION & OBJECTIVES**

**The role of the Fairtrade Foundation**
http://www.fairtrade.org.uk/suppliers_become_a_licensee.htm

**Developing Fairtrade Criteria**

In conjunction with its partners in FLO, the Foundation works to introduce new Fairtrade products and to update the standards for existing products to ensure that the benefits to producers are maximised.

**Monitoring and Developing Fairtrade Producers**

The Foundation contributes to FLO’s work in identifying producers who could benefit from Fairtrade, providing assistance to producers to develop areas such as administrative and marketing capacity, product quality and productivity. Registered producers are also monitored through regular reports to FLO and by periodic inspection visits.

**Inspection and Audit of Licensees**

The success of the Mark depends on consumer confidence in the guarantee it offers that third world producers receive a better deal. This can be sustained only by thorough audit of the supply chain to ensure that Fairtrade standards are adhered to.

**Raising Awareness**

The Foundation publishes a newsletter, Fair Comment, three times a year, and also produces a range of posters, leaflets and point-of-sale material to raise consumer awareness of Fairtrade. We also exhibit at public events like the Good Food Show to tell the public what we do and give people an opportunity to sample Fairtrade products. Each year in March we organise Fairtrade Fortnight, when local groups across the country link up with supermarkets, wholefood shops, churches and schools to promote Fairtrade. Information is regularly issued to newspapers, magazines and broadcast media to secure features on Fairtrade issues. We are supported in this work by CAFOD, Christian Aid, Oxfam, Traidcraft Exchange and the World Development Movement as well as the National Federation of Women’s Institutes, the Townswomen’s Guild and many other voluntary organisations.

**What we do?**

http://www.fairtrade.org.uk/about_us.htm

- **License the FAIRTRADE Mark**

  The Foundation licenses the FAIRTRADE Mark, to products which meet internationally recognised standards. The supplier (brand-owner or main national distributor) must sign the Foundation’s Licence Agreement which provides a licence to use the Mark. Licensees are independently audited.

- **Raise awareness**
Our primary communication aims are to raise awareness of the FAIRTRADE Mark, to deepen understanding of the Mark and to increase sales of Fairtrade certified products. We produce a range of promotional materials such as leaflets and posters to raise awareness. Each year in March we organise Fairtrade Fortnight, when local groups across the country link up with supermarkets, wholefood shops, churches and schools to promote Fairtrade. Information is regularly issued to newspapers, magazines and broadcast media to secure features on Fairtrade issues. We are supported in this work by CAFOD, Christian Aid, Oxfam, Traidcraft Exchange and the World Development Movement as well as the National Federation of Women’s Institutes, the Townswomen’s Guild and many other voluntary organisations.

- **Develop Fairtrade Criteria**
In conjunction with its partners in FLO, the Foundation works to introduce new Fairtrade products and to update the standards for existing products to ensure that the benefits to producers are maximised.

**What’s Fair Trade**
http://www.fairtrade.org.uk/about_what_is_fairtrade.htm

The FAIRTRADE Mark is an independent consumer label which appears on products as an independent guarantee that disadvantaged producers in the developing world are getting a better deal.

For a product to display the FAIRTRADE Mark it must meet international Fairtrade standards. These standards are set by the international certification body Fairtrade Labelling Organisations International (FLO).

Producer organisations that supply Fairtrade products are inspected and certified by FLO. They receive a minimum price that covers the cost of sustainable production and an extra premium that is invested in social or economic development projects.

**Become a licensee**
http://www.fairtrade.org.uk/suppliers_become_a_licensee.htm

- **guide for companies**
This page provides guidance about the FAIRTRADE Mark for companies and prospective licensees. It is in the following sections:
  - Commodities covered
  - Composite products

- **Cotton**
- **Fairtrade principles**

**Assisting Disadvantaged Producers**

The prime objective of Fairtrade is to develop access to markets in developed countries for producers who tend to be marginalised by conventional trading structures. Typically Fairtrade focuses on small-scale producers, although this depends on the particular commodity. For example, Fairtrade coffee producers are generally small, family-owned farms working through co-operatives for marketing and export, while tea more usually originates from estates where employment practices, environmental management and worker participation structures meet international Fairtrade standards.

Fairtrade producers must also be able to demonstrate that they can meet market requirements for quality, consistency and continuity of supply as well as the capacity to process orders for export. To avoid dependency on Fairtrade, producers are encouraged to maintain and develop existing export business.

To qualify for the FAIRTRADE Mark, products must be bought from registered producers and purchased under Fairtrade terms.

- **Direct Trade**

Fairtrade coffee is bought directly from farmers’ organisations at a guaranteed price. Most coffee buyers trade through the world commodity markets, so the buyer and seller never meet. This means that buyers do not know who the growers are, or how much they receive for their beans. Nor is it possible for buyers to know what conditions the producers work in. By bypassing the international commodity market and buying direct from farmers’ associations or co-operatives, Fairtrade enables farmers to get a greater share of the rewards for their labour.
A Fair Price

For most products, Fairtrade criteria establish a minimum guaranteed price that covers the cost of production and ensures a living wage for growers. The set Fairtrade price is always the minimum price paid but rises in line with market prices if they rise above the minimum Fairtrade price. There is no minimum price set for tea because Fairtrade criteria set standards for wages rather than prices.

Pre-Finance

Some small producers find it difficult to obtain finance to make their products available for export and often have to pay very high interest rates. Producers may therefore request part-payment of orders in advance of delivery, for which a fair commercial cost should be passed on by the importer.

A Premium

In addition to the purchase price paid by importers, a separate payment is made which is designated for social and economic development in the producing communities. The farmers and growers themselves decide how these funds are to be spent. As part of the Fairtrade criteria, registered producers are accountable to FLO for the use of this money. It is generally used for improvements in health, education or other social facilities, although it may also be used for certain development projects that enable growers to improve productivity or reduce their reliance on single commodities.

Long-term Trading Relationships

Fairtrade encourages importers to place orders well in advance so that producers can plan their business with some security.

- Eligible products and licensing procedure
- The Fairtrade supply chain
- The role of the Fairtrade Foundation
- Taking it further
- Glossary of terms

Licensees

http://www.fairtrade.org.uk/suppliers_licensees.htm

Fairtrade standards

http://www.fairtrade.org.uk/about_standards.htm

All products carrying the FAIRTRADE Mark meet standards set by the international body Fairtrade Labelling Organisations International (FLO). For confirmation of the latest Fairtrade standards and prices, (see the FLO http://www.fairtrade.net/index.html)

download the Mark

http://www.fairtrade.org.uk/resources_download_the_mark.htm
benefits
http://www.fairtrade.org.uk/about_benefits.htm

frequently asked questions
http://www.fairtrade.org.uk/about_faq.htm

Definitions and policy
• What is Fairtrade?
• What is the FAIRTRADE Mark?
• What does Fairtrade mean for third world producers?
• What is the difference between fair trade and ethical trading?
• ...Read more

• Is Fairtrade a subsidy that encourages farmers to grow more coffee and therefore contribute to global oversupply and low prices?

Fairtrade products
• What products are available and where can I find them?
• Why are there not more types of FAIRTRADE Mark products?
• My existing tea/coffee supplier assures me that they pay a fair price and treat their suppliers decently. Isn't this as good as Fairtrade?
• Are there organic Fairtrade products?
• What about Genetically Modified Organisms (GMOs)?
• Why do some products claim to be fair trade but not carry the Mark?
• Promoting Fairtrade

ACTIVITIES

Fair Trade in UK
Sales
http://www.fairtrade.org.uk/about_sales.htm

consumer research about Fairtrade in the UK
http://www.fairtrade.org.uk/about_consumer_research.htm
• AWARENESS OF THE FAIRTRADE MARK ROCKETS TO 50%
  http://www.fairtrade.org.uk/pr270505.htm

chronology of Fairtrade in the UK
http://www.fairtrade.org.uk/about_chronology.htm
• Highlights of 2003

Impacts on Fairtrade
growers
http://www.fairtrade.org.uk/suppliers_growers.htm

Fairtrade Fortnight
http://www.fairtrade.org.uk/get_involved_fairtrade_fortnight.htm
• Fairtrade Fortnight 2006
  http://www.fairtrade.org.uk/get_involved_fairtrade_fortnight_2006.htm
• Fairtrade Fortnight 2005
• Fairtrade Fortnight 2004
• Fairtrade Fortnight 2003

Fairtrade towns
http://www.fairtrade.org.uk/get_involved_fairtrade_towns.htm

how it began
In May 2000, Garstang in Lancashire declared itself ‘the world’s first Fairtrade Town’. The campaign caught the imagination of local people, the interest of politicians, and made headlines across the north-west – not to mention hugely raising awareness of the FAIRTRADE Mark in the area.

March 2005 sees the declaration of the 100th Fairtrade Town.

ASSOCIATED SITES

Fairtrade Foundation members
http://www.fairtrade.org.uk/resources_links.htm#Members:

- Banana Link
  http://www.bananalink.org.uk/
- CAFOD
  http://www.cafod.org.uk/
- Christian Aid
  http://www.christian-aid.org.uk/
- Methodist Relief and Development Fund
  http://www.mrdf.org.uk/
- NFWI (National Federation of Women's Institutes of England, Wales, Jersey, Guernsey and Isle of Man)
  http://www.mrdf.org.uk/
- Nicaragua Solidarity Campaign
  http://www.nicaraguasc.org.uk/
- Oxfam
  http://www.oxfam.org.uk/
- People and Planet
  http://peopleandplanet.org/
- Shared Interest Foundation
  http://www.shared-interest.com/
- SCIAF (Scottish Catholic International Aid Fund)
  http://www.traidcraft.co.uk/
- Traidcraft Exchange
- United Reformed Church
- WDM (World Development Movement)

NEWS & DOCUMENTS

Annual Reports
http://www.fairtrade.org.uk/about_annual_reports.htm

- fairtrade foundation reports
  - Spilling the Beans on the Coffee Trade (PDF)
  - Unpeeling the Banana Trade (PDF)
  - fairtrade foundation briefings
  - The 5 guarantees behind the FAIRTRADE Mark (PDF)
  - Bananas: behind the price tag (PDF)
  - EU trade policy and the threat to Fairtrade bananas (PDF)
- external research
  - Thriving in a Hostile Environment: Fairtrade’s Role as a Positive Mechanism for Disadvantaged Producers (Alex Nichols)
  - Fair Trade: Market-Driven Ethical Consumption, Alex Nicholls & Charlotte Opal
  - Colorado State University Fair Trade Research Group
  - European Fair Trade Association
  - National Resources Institute
  - International Institute for Environment and Development
  - Monitoring Impact of Fairtrade Initiatives: A Case Study of Kuapa Kokoo and the Day Chocolate Company (Twin and Lorain Ronchi)
Making Trade Work for the Producers (Max Havelaar Netherlands)
- commodity information
Food and Agriculture Organisation of the United Nations
World Cocoa Foundation
International Coffee Organisation
International Cocoa Organisation
Sugaronline

Highlights of 2004

Fairtrade Foundation's Annual Review 2000-2001

education packs
http://www.fairtrade.org.uk/resources_education_packs.htm
- your school and fairtrade mark

NEWS
April 2006 Fairtrade Foundation
http://www.fairtrade.org.uk/downloads/pdf/May06.pdf

Press Release
New Fairtrade wines for summer
http://www.fairtrade.org.uk/pr170506.htm

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Web site: www.fairtrade.net

contacting staff
If you know the name of the individual staff member you wish to e-mail directly, use the formula
firstname.lastname@fairtrade.org.uk
GEPA 3 FAIR HANDELSHAUS

The foundation of Gepa
http://www.gepa.de/htdocs_en/fair_trade/chronik70.html
On May 14th, 1975, the company agreement, creating Gepa as "economic arm" of the movement, was signed by A3WH, Kirchlicher Entwicklungsdienst (KED – the Protestant development service), Misereor and the newly founded Arbeitsgemeinschaft Dritte Welt Läden (association of world shops). The turnover of the initial year was 2.6 million DEM.
In 1977, the first criteria for the selection of project partners were adopted.
The A3WH association ceased to exist in 1978. Gepa was commissioned to do educational work on trading partners and their products. Learning and trading were regarded as equally important: "Wandel durch Handel" (change through trade).
For 30 years now, Gepa Fair Handelshaus has been standing for a trade with a compatible social and environmental impact. Today Gepa is Europe's biggest Fair Trade company with an annual turnover of more than 33 million EUR. Every year, we have transferred over 18 million EUR for food products, handicrafts and textiles to our business partners in over 170 cooperatives and marketing organizations in Africa, Asia and Latin America. Our products are on sale in 800 world shops and 6'000 action groups, but also in numerous supermarkets, organic food shops, business canteens and educational institutions. Our Online Shop sends our products straight to your home.

MISSION & OBJECTIVES
GEPA Fair Handelshaus—("Society for the Promotion of Partnership with the Third World Ltd") is a trading organization with developmental and ethical objectives. It aims to improve the living conditions of people in Asia, Africa and Latin America who are placed at a disadvantage due to global, regional and national economic and social structures.
It is gepa's objective
"to improve the living conditions of people - especially in countries of the "Third World" - suffering economically and socially for regional, national and international structural reasons. It wishes to work as a reliable partner of the producers, to make it possible for them to take part in national and international marketing and to secure a decent living for them out of own efforts".
(Paragraph 2, section 1a of the gepa Company Agreement of 25-09-1989)
Gepa promotes the sale of products of such producers from the "Third World"
"who are in a weak position for trade, because they still have insufficient contacts, production methods and / or financial possibilities"
"or whose trading contacts are insufficient or imply discriminating trading conditions for other reasons, and who therefore need support, advice and cooperation".
(Paragraph 2, Section 2aa)

gepa’s Fair Trade improves the living and working conditions of people in the South, following the spirit of the UN programme Agenda 21 for economic, social and ecological sustainability.
For our trading partners, Fair Trade means
long-term and trustful cooperation giving them perspectives;
prices covering the production costs as well as the real cost of living while giving scope for development and community tasks;
pre-payment on request and thus more planning security for producers.
For our customers, Fair Trade means a fair price!
A fairly traded gepa premium coffee, for instance, only costs ca. 2 Cents more per cup!
Quality and competence
"Good value" does not mean "cheap"!
Our high quality products from all over the world deserve adequate prices!
To us, quality means premium and bio quality for conduction saving the health of consumers in the North and of overseas producers – ecological farming protecting natural resources; non-genetically engineered food products! continuous quality upgrading through direct cooperation and checks; better living and working conditions for producers in the South; environmentally compatible production saving the health of consumers in the North and of overseas producers – ecological farming protecting natural resources; non-genetically engineered food products!

**ACTIVITIES**

Gepa's sales channels
http://www.gepa.de/htdocs_en/profil/salechannels.html#einzelhandel

**World shops and action groups**
This segment, consisting of ca. 800 world shops and 6'000 campaign groups, is the largest sales channel of gepa. In this field, people put considerable efforts into the interests of overseas producers. gepa backs the initiatives of the world shops with advice and services as well as a well-aimed professionalization concept. Numerous world shops are ready for changes, many of them have already rearranged their sale-room or moved. In most of these cases, sales have increased – new perspectives and market chances in favour of the producers are in sight.

**Retailers, supermarkets, health food stores**
Since 1993, Gepa products have been on offer in health food stores and organic food shops. The first customer was (and still is) Karstadt/Quelle with a yearly special promotion campaign for Fair Trade products.
A regular component of numerous retail outlets since 2000 has been the Bio & Fair concept, a nice wooden shelf with the most popular Gepa organic food products. The most booming trend products of this sector are espresso and chocolate with an increase of over 40 per cent, but also cappuccino, honey, rice and many others more.
60 per cent of the Gepa food products bear the Naturland seal or the EC eco regulation seal. On the international trade fair for organic food and natural products, "Biofach", the Gepa organic chocolate "Fairena Noir Orange" was appointed "product of the year 2002".
More and more critical consumers look for quality including organic cultivation, environmental compatibility and ethic quality. Gepa complies with their demands, expanding its range of fairly traded organic products continuously.
An increasing number of retail and health food stores offer you the possibility of buying gepa products in your vicinity.

**Large-scale consumer service**
In many town halls, students' clubs, ministries, hospitals or business canteens, fairly traded Gepa coffee or tea is served, or chocolate bars and sweets are offered for sale or distributed on conferences.
gepa has got a special large-scale offer for these clients, which includes big packing units, coffees with the adequate grinding grade for big coffee machines or environmentally friendly returnable buckets.
There is a competent team offering special field service and personal visits.
The high quality of the Gepa products is convincing more and more customers in the large-scale sector.

**Forum's goal to coordinate Fair Trade activities in Germany in order to**
http://www.gepa.de/htdocs_en/fair_trade/trading_politics.html#forum
get joint claims accepted by politicians and traders, and facilitate a stronger expansion of Fair Trade in Germany.
Members of the Forum are either organizations which are exclusively committed to Fair Trade, as well as players who consider the promotion of Fair Trade to be one of the most important aspects of their work.
They ratified a declaration of principles as common basis of their future work. Each of them has an active member at least in one of the Forum working groups.
Present members
Arbeitsgemeinschaft Evangelische Jugend
BanaFair
Brot für die Welt
Bund der Katholischen Jugend
Die Verbraucherinitiative
dritte-welt-partner Ravensburg
El Puente
Evangelischer Entwicklungsdienst
gepa Fair Trade Company
Konferenz der Gruppenberater
Misereor
Podi-Mohair
Servicestelle Kommunen in der Einen Welt
TransFair
Weltladen-Dachverband
AGL – Arbeitsgem. Der Landesnetzwerke

Structure
http://www.gepa.de/download/gepa_organigramm.pdf

Fair Trade policy
Internally, the Gepa policy department is responsible for political issues and questions on Fair Trade as well as for the elaboration and monitoring of the Fair Trade criteria. This is done in cooperation with different Fair Trade networks.

Trading criteria
http://www.gepa.de/htdocs_en/fair_trade/trading_politics.html#kriterien
It is Gepa's objective to improve the living conditions of marginalized producers in the South by offering them a market chance in order to make it possible for them to take part in national and international marketing under fair conditions and to secure a decent living for them out of own efforts.
Fair Trade requirements with regard to trading partners, products and conditions are stipulated in a criteria catalogue, taking into account the characteristics of the individual countries and trading partners.

Monitoring and certification
http://www.gepa.de/htdocs_en/fair_trade/trading_politics.html#pruefung
Gepa is responsible for the selection of its trading partners and the ethical quality of the trade relations. Part of the monitoring and certification tasks are done by the international systems of FLO (Fair Trade Labelling Organizations International) and IFAT (The International Fair Trade Association).
Inspection and certification of trading partners who are on the FLO producers' register, is done by FLO. Among them are at present all those organizations from which gepa buys coffee, tea, sugar, cocoa, orange juice and honey.

Networks – Forum Fairer Handel (Fair Trade forum)
http://www.gepa.de/htdocs_en/fair_trade/trading_politics.html#forum
A network of Fair Trade organizations and actors in Germany
After years of informal cooperation, Fair Trade organizations and players in Germany got more and more aware of the necessity to have a joint platform in order to achieve as much public attention for Fair Trade as possible and thus to optimize its impact.
On 18 November 2002, 15 Fair Trade actors founded the "Forum Fairer Handel" (Fair Trade forum) in Cologne.

Forum Fairer Handel (Fair Trade forum)
http://www.gepa.de/htdocs_en/fair_trade/trading_politics.html#forum
The work of Forum Fairer Handel is done in – largely autonomous – working groups.
The following working groups are in existence:
• Bildung (information, awareness-raising)
• Kampagnen / Öffentlichkeitsarbeit (campaigning, public relations)
• Faire Handelspolitik (Fair Trade policy)
• Monitoring

A circle of seven members coordinates the working groups' activities and serves as contact partner for the member organizations and the public. Its members represent Fair Trade organizations, TransFair, the Association of World Shops, or members engaged in special working group issues. Since April, 2004, the Fair Trade forum has got a regular coordinator. Her name is Antje Edler – here is her e-mail address: antjeeedler@gmx.de

European and international
Networks – at both the European and international level
http://www.gepa.de/htdocs_en/fair_trade/trading_politics.html#netzwerke
Fair Trade and good products alone are not enough to bring about really sustainable changes of the situation of Southern producers marginalized on the world market. Lobbying and political advocacy work, campaigning and a comprehensive cooperation of the Fair Trade organizations are important components of our work. Therefore, gepa is a member of different networks both at the European and international level, with the common aim to promote Fair Trade and thus the interests of the trading partners.

Campaigns (in german)
• “Fair feels good” – Infokampagne zum Fairen Handel der Verbraucher-Initiative e.V. www.fair-feels-good.de
• „Fairstärkung für Niedersachsen“ – Fair Handelskampagne Niedersachsen www.fairstaerkung.de
• Fair Play - Fair Life - Kampagne für fair gehandelte Bälle zur WM 2006 in NRW www.fairplay-fairlife.de
• FairHandeln Bayern www.fairhandeln-bayern.de
• "Fair kauft sich besser", Fair Handelskampagne in Schleswig-Holstein www.fair-kauft-sich-besser.de
• "Inkota-Fairtour", Fair Handelskampagne in den neuen Bundesländern www.inkota-fairtour.de
• "Pidecafé-Kampagne", der Regionalkaffee für Baden Württemberg www.pidecafe.de
• Blumenkampagne www.fian.de
• Erlassjahrkampagne www.erlassjahr2000.de
• Kampagne für saubere Kleidung www.saubere-kleidung.de

Child labour
Global March gegen Kinderarbeit www.global-march.de
terre des hommes www.terre-des-hommes.de
Werkstatt Ökonomie www.werkstatt-oekonomie.de

ASSOCIATED SITES

Our partners
http://www.gepa.de/htdocs_en/profil/index.html#partners
Our trading partners in the South are ca. 170 cooperatives, export organizations and committed private enterprises in 44 countries of Africa, Asia and Latin America. Long-term business contracts under fair conditions, long-standing and trustful cooperation as well as transparency at any level of our commercial chains are typical of our trading relationships. As a matter of principle, profits are re-invested in Fair Trade and not distributed among the share holders!
Our shareholders (german)
Bischöfliches Hilfswerk der Katholischen Kirche Misereor e.V. (the episcopal relief organization of the Catholic Church)
Evangelischer Entwicklungsdienst der Evangelischen Kirche in Deutschland EED (the German Protestant development service)
Arbeitsgemeinschaft der Evangelischen Jugend in Deutschland aej (the youth association of the German Protestant Church)
Bund der Deutschen Katholischen Jugend BDKJ (the youth association of the German Catholic Church)
Kindermissionswerk "Die Sternsinger" (Pontifical missionary organization for children in Germany)

Gepa shareholders links
• Arbeitsgemeinschaft der Evangelischen Jugend in Deutschland aej www.evangelische-jugend.de
• Bund der Deutschen Katholischen Jugend BDKJ www.bdkj.de
• Evangelischer Entwicklungsdienst EED www.eed.de
• Misereor – Bischöfliches Hilfswerk der Katholischen Kirche www.misereor.de


Aid agencies / development organizations
VENRO – Verband Entwicklungspolitik deutscher Nichtregierungsorganisationen e.V.
www.venro.org
Arbeitskreis Lernen und Helfen in Übersee
www.entwicklungsdienst.de
Work and study trips to Asia, Latin America and Asia, programme of Carl Duisberg Gesellschaft e.V.
ASA-Programm
www.asa-cdg.de
Brot für die Welt
www.brot-fuer-die-welt.de
CDG – Carl Duisberg Gesellschaft
www.cdg.de
DED – Deutscher Entwicklungsdienst
www.ded.de
DÜ - Dienste in Übersee
www.due.org
EED – Evangelischer Entwicklungsdienst
www.eed.de
Friedrich -Ebert-Stiftung
www.fes.de
Gesellschaft für bedrohte Völker
www.gfbv.de
GTZ – Deutsche Gesellschaft für techn. Zusammenarbeit
www.gtz.de
Jugend Dritte Welt e.V.
www.jugend-dritte-welt.de
Kindermissionswerk "Die Sternsinger
www.sternsinger.de
Kindernothilfe
www.kindernothilfe.de
Kolping-Werk
www.kolping.de
Misereor www.misereor.de
Missio – Internationales Missionswerk der Katholischen Kirche in Deutschland
www.missio-aachen.de und www.muenchen.missio.de
Nichtregierungsorganisationen online www.ngo-online.de
Oikocredit – International arbeitender ethischer Investmentfond www.oikocredit.org
terre des femmes www.terre-des-femmes.de
terre des hommes www.terre-des-hommes.de
UNICEF Deutschland www.unicef.de

Cooperations
  • "Die Sternsinger" - Aktion vom Kindermissionswerk für Kinder www.star-kids.de
  • "Tazpresso" - der fair gehandelte Espresso der "taz"-Tageszeitung www.taz.de/tazpresso
  • "Surprise worldwide" - eine Adventsaktion für Kinder www.weltweit-wichteln.org
  • VCH-Hotels - Verband Christlicher Hoteliers e.V. www.vch.de
  • Eurotoques - Spitzenköchevereinigung zur Förderung gesunder Ernährung mit natürlichen Lebensmitteln www.eurotoques.de

Consumer information
  • Verbraucher – Initiative www.verbraucher.org

Development policy
  • BMZ – Bundesministerium für wirtschaftliche Zusammenarbeit www.bmz.de
  • DIE – Deutsches Institut für Entwicklungspolitik www.die-gdi.de
  • DSE – Deutsche Stiftung für Internationale Entwicklung www.dse.de
  • Entwicklungspolitik online - ausführliches Register mit Links - www.epo.de
  • Erlassjahr 2000 www.erlassjahr2000.de
  • InWent - Internationale Weiterbildung und Entwicklung gGmbH www.inwent.org
  • VENRO – Verband Entwicklungspolitik deutscher Nichtregierungsorganisationen e.V. www.venro.org
  • eed - Evangelischer Entwicklungsdienst e.V. www.eed.de

Ecology / organic cultivation
  • Umfassendes Link-Verzeichnis zu Bio- und Öko-Informationen www.bioverzeichnis.de
  • Demeter-Bund www.demeter.de
  • Eco-World – portal for detailed information on ecological issues www.eco-world.de
  • IFOAM – Internationale Vereinigung Biologischer Landbaubewegungen www.ifoam.org
  • IMO - Institut für Markökologie www.imo.ch
  • Naturland Verband e.V. www.naturland.de

Fair Trade in Germany
  • Banafair www.banafair.de
  • Fair Trade e.V. www.fairtrade.de
  • Weltladen-Dachverband www.weltlaeden.de

Fair Trade in Europe
  • Austria: EZA Dritte Welt www.eza3welt.at
  • Belgium: Magazin du monde – Oxfam www.oww.be
  • England: Traidcraft www.traidcraft.co.uk
  • Italy: CTM Altromercato www.altromercato.it
  • Switzerland: claro fair trade www.claro.ch
  • gebana ag, Zürich www.gebana.com
  • Spain: Intermon www.intermon.org
  • Ideas www.ideas.coop
  • The Netherlands: Fair Trade Organisatie www.fairtrade.nl
  • EFTA – European Fair Trade Association www.eftafairtrade.org
  • NEWS! – Network of European Worldshops www.worldshops.org
- Oxfam Market Access Team, Observer [www.oxfam.org.uk](http://www.oxfam.org.uk)

**Faire Trade international**
- FLO – Fair Labelling Organization International [www.fairtrade.net](http://www.fairtrade.net)
- IFAT – The International Fair Trade Association [www.ifat.org](http://www.ifat.org)

**Global Learning**
See [www.fairtrade.de/links/Globales Lernen/Entwicklungspolitik](http://www.fairtrade.de/links/Globales Lernen/Entwicklungspolitik)

**Honey**
Deutscher Imkerbund [www.deutscherimkerbund.de](http://www.deutscherimkerbund.de)
Richtlinien für naturnahe Imkerei [www.naturland.de](http://www.naturland.de)

**Labelling organizations**
Fair Labelling Organisation International FLO [www.fairtrade.net](http://www.fairtrade.net)
ILO – International Labour Organization [www.ilo.org](http://www.ilo.org)
RUGMARK – labeling carpets without child labour [www.rugmark.de](http://www.rugmark.de)
TRANSFAIR – labels for Fair Trade [www.transfair.org](http://www.transfair.org)

**Networks**
EFTA – European Fair Trade Association [www.eftafairtrade.org](http://www.eftafairtrade.org)
FLO – Fair Labelling Organization [www.fairtrade.net](http://www.fairtrade.net)
IFAT – The International Fair Trade Association [www.ifat.org](http://www.ifat.org)
NEWS – Network of European World Shops [www.worldshops.org](http://www.worldshops.org)
Weltladendachverband [www.weltlaeden.de](http://www.weltlaeden.de)

**Coffee**
Deutscher Kaffeeverband e.V. [www.kaffeeverband.de](http://www.kaffeeverband.de)
Kaffeebörse New York [www.csce.com](http://www.csce.com)

**Tea**
- Deutscher Teeeverband e.V. [www.teeeverband.de](http://www.teeeverband.de)

**Trade partner**
- Navdanya [www.navdanya.org](http://www.navdanya.org)

**World shops**
- Fair feels good – Kamapagne – search function for world shops [www.fair-feels-good.de](http://www.fair-feels-good.de)
- WelTladendachverband – search function for world shops [www.weltlaeden.de](http://www.weltlaeden.de)

**Youth organizations**
- aej – Arbeitsgemeinschaft der Evangelischen Jugend in Deutschland [www.evangelische-jugend.de](http://www.evangelische-jugend.de)
- BDKJ – Bund der Deutschen Katholischen Jugend in Deutschland [www.bdkj.de](http://www.bdkj.de)
- KLJB – Katholische Landjugendbewegung [www.kljb.de](http://www.kljb.de)
- KSJ – Katholische Studierende Jugend [www.ksj.de](http://www.ksj.de)
NEWS & DOCUMENTS

The Gepa chronicle
http://www.gepa.de/download/The_gepa_Chronic_en.pdf
- The seventies
- The eighties
- The nineties
- 1996 - 2000
- Late in 2001
- 2002 - 2003

Fair Trade History” (PDF document, 29 KB)

Gepa - Facts and Figures" (PDF document, 95 KB)
http://www.gepa.de/download/gepa_ZDF_03_04_E.pdf

„Gepa’s Development Objectives and Criteria for Production and Trade in Conformity with Development“ (Word-Document, 9 KB)

CONTACTS

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IDEAS Iniciativas de Economía Alternativa y Solidaria

I.D.E.A.S. (Iniciativas de Economía Alternativa y Solidaria) es una empresa cooperativista, sin ánimo de lucro, enmarcada dentro del ámbito de la Economía Solidaria, de utilidad social, agente de transformación socioeconómica y defensor de la democracia económica y social dentro de las empresas. Los fines lucrativos de la empresa se limitan a la generación de beneficios, sin reparto de dividendos, para su reinversión en el propio proyecto. Actúa con ámbito estatal, con su sede principal en Córdoba y oficina a su vez en Madrid.

Se enmarca dentro de las llamadas Organizaciones de Comercio Justo. Bajo esta práctica se entiende el establecimiento de relaciones comerciales directas con pequeñ@s productor@s del llamado Tercer Mundo, artesan@s, campesin@s, que padecen las situaciones más graves de marginación –económica y/o social o difícil acceso al mercado. El Comercio Justo, como una relación comercial sustentada en parámetros de justicia y dignidad, surge como una nueva vía de cooperación al desarrollo.

MISSION & OBJECTIVES

I.D.E.A.S., dentro de su ámbito de actuación de Economía Solidaria y Comercio Justo, tiene como uno de sus principales objetivos la comercialización a través de la red de las Tiendas de la Solidaridad (marca registrada) de productos alimenticios, artesanía y textil producidos según los criterios de comercio justo, siendo las Tiendas a su vez un lugar de difusión y sensibilización sobre la temática Norte-Sur las vías de cooperación.

Basada en esta filosofía y práctica, I.D.E.A.S., tiene como objetivo social fomentar los diferentes sectores de la denominada Economía Solidaria, aglutinados en REAS (la Red Estatal de Economía Alternativa y Solidaria Inserción Sociolaboral):

- Agricultura Ecológica
- Recuperación y reciclaje
- Bicimensajería
- Turismo Rural
- Comercio Justo

Vías de Financiación Alternativas I.D.E.A.S. por otra parte participa en campañas de presión y sensibilización sobre problemáticas relacionadas con las injusticias de las relaciones Norte-Sur. I.D.E.A.S. pretende con esta filosofía y práctica, y como objetivo primordial, potenciar la autoestima y autogestión como factores principales de "desarrollo", factores que muchas veces son ignorados en la "ayuda" al desarrollo. A través de su actividad comercial (como medio) pretende crear estructuras económicas autónomas y equitativas, estructuras económicamente viables, ambientalmente sostenibles, culturalmente respetuosas, y socialmente justas, estructuras que valoran y priorizan al ser humano y al Medio Ambiente en su justa medida. Su campo de actuación son el Sur del Sur, y el Sur del Norte, y la intercomunicación entre ellos.

I.D.E.A.S. es miembro de la Coordinadora Estatal de Comercio Justo –ocupando la presidencia- y de REAS –Vicepresidencia-. Igualmente, es uno de los dos miembros del Estado español (el otro es INTERMON) de EFTA, la Asociación Europea de Comercio Justo (total de 13 miembros). A niveles europeos, el Comercio Justo y Solidario ha conseguido, con una tradición de más de 30 años, una considerable implantación comercial y social.

La actividad comercial de I.D.E.A.S. abarca la importación y distribución de productos procedentes de pequeñ@s productor@s del Sur y del Estado español. Para ello, se coordina con otras importadoras "solidarias" a nivel europeo, gracias a su carácter de miembro de EFTA (European Fair Trade Association).
Su objeto social también comprende programas de asistencia a productores y campañas continuas de sensibilización e información al consumidor encaminadas a fomentar un consumo más consciente, responsable y solidario.

**ACTIVITIES**

El sistema de distribución de IDEAS se sustenta en una red de franquicias que, bajo la denominación de Tiendas de la Solidaridad, representan una vía óptima de relación con el consumidor—tanto desde el punto de vista comercial como de sensibilización. Tratamos de hacer viable —social y económicamente— el acceso a productos de grupos homologados, a precios competitivos, tanto para la tienda como para el consumidor final.

Este modelo de funcionamiento ha facilitado la apertura en tres años de unas 15 Tiendas de la Solidaridad a nivel estatal, un logro producto del esfuerzo conjunto de nuestros asociados e I.D.E.A.S.

Asimismo, vende productos a otras organizaciones, colectivos, asociaciones de vecin@s y tiendas particulares concienciadas y motivadas por el proyecto. Aproximadamente cuenta con una cartera de 250 clientes, repartidos por el territorio de la siguiente forma:

Señalar que nuestra competencia es realmente intensa y numerosa, pues en ocasiones vendemos los mismos artículos que las grandes multinacionales o superficies, con la gran diferencia de precios y costes que conlleva el pagar un precio digno y por anticipado a los grupos productores, y disponer de una infraestructura todavía incipiente.

**CAMPAÑAS**

- **La Marcha Global contra la explotación laboral de la infancia**
  [http://www.ideas.coop/portada.html](http://www.ideas.coop/portada.html)

La Marcha Global nace en 1998 como una marcha alrededor del mundo para convertir la temática de la explotación infantil en situación de en un asunto central en las agendas sociales y políticas. Síntomas como la esclavitud, el uso de niños en labores de explotación y guerras, lograron pasar a un primer plano en los debates sociales y políticos. La marcha que convocó a cerca de 7,2 millones de personas, una gran parte de ellos niñas y niños, obligó a los gobiernos a tener en cuenta la temática.

Era un intento de movilización global, y presión política para asegurar una legislación internacional que regulara esta actividad. Se logró la colaboración de cientos de ONGs, de los sindicatos de la educación y del empleo y de los gobiernos con el impulso para la aprobación de la resolución 182 de la OIT sobre las peores formas de trabajo infantil.

La Marcha Global hoy: plataforma cívica internacional

Se actúa en 146 países, con la colaboración de más de 2000 organizaciones y 15000 colaboradores puntuales. Su labor principal es asegurar que la resolución 182 contra las peores formas de trabajo infantil se ratifique y aplique según las recomendaciones que contiene. Esta resolución es la que con mayor rapidez ha sido tramitada, en menos de 3 años 136 países la ratificaron, hecho singular.

La Organización Internacional del Trabajo (OIT) denunció, en el año 2002, que en España se calcula que hay 200.000 trabajadores menores de 14 años, “muchos de los cuales trabajan en pequeñas empresas en condiciones de subcontratación, especialmente en la industria del calzado”...

- **Observatorio de Corporaciones Trasnacionales**

En este contexto hay que constatar la necesidad de aclarar la difusa línea entre el compromiso social y el marketing. Hay empresas que están mostrando con su adherencia a criterios de la responsabilidad social y medio ambiental que un cambio es posible. Lamentablemente, según muestran los análisis, en muchos de los casos se esconde un desmesurado marketing y abuso mercantil en la supuesta responsabilidad social.

Hay investigación abundante sobre la temática de responsabilidad social. Sin embargo, en el Estado español la información en castellano escasea en cantidad y calidad. A menudo se trata de información no ordenada o no actualizada, en muchos casos no contrastada. Y en otros casos es de poca dimensión o poca utilidad práctica. En resumen, la información necesaria no es de fácil acceso.
Es por ello que IDEAS y ECO-JUSTO, con el Observatorio, se suman a las entidades investigadoras sobre esta temática. Quisiéramos mencionar como entidades con experiencia en esta temática iniciativas valiosas como son la revista de información para el consumo Opcions, que edita el CRIC http://www.pangea.org/cric/cric.html en Barcelona, la Campaña Ropa Limpia http://www.ropalimpia.org/includes/index.php, y Economistas sin Fronteras http://www.ecosfron.org/. Este Observatorio trabaja con el afán de complementar la información existente.

**Argumentos para el consumo responsable de algodón y textil.**
http://www.ideas.coop/portada.html
Para consultar un estudio detallado sobre los sectores de algodón y textil, y el impacto ecológico y social de empresas o marcas determinadas, dirígete al Observatorio de Corporaciones Transnacionales de IDEAS y a nuestro boletín. También por correo electrónico: observatorio@ideas.coop

**DEMANDAR MAYORES RESPONSABILIDADES**
http://www.ideas.coop/html/OCTboletin8.htm
Podemos ejercer presión para que las empresas del sector y las administraciones públicas tengan un comportamiento ético en sus compras y suministros, y nos proporcionen productos con garantía de calidad social y ambiental.
- Carta a las empresas de algodón y textil
- Carta a los gobiernos locales
- Hoja de recogida de firmas

**Comercio Justo**
http://www.ideas.coop/html/com_intro.html
- ¿QUÉ ES EL COMERCIO JUSTO?
- EL ”COMERCIO JUSTO” EN CIFRAS
Desde la constitución de la primera Organización de Comercio Justo en Europa, en 1959, más de 100 organizaciones se han incorporado a este movimiento, y ello sin contar las contrapartes del Sur. Se crearon importadoras de Comercio Justo en varios países europeos, hasta el total actual de 70 en 16 estados del continente (hay también importadoras en Australia, Canadá, Japón y EE.UU.). Estas importadoras compran los productos directamente a los productores del Sur con quienes colaboran y los venden a través de múltiples canales: tiendas de Comercio Justo, grupos de solidaridad, catálogos de venta por correo, voluntarios de las organizaciones, tiendas de productos biológicos, mercados y, cada vez más, puntos de venta tradicionales (cafeterías, empresas, administraciones públicas, etc.). EFTA (European Fair Trade Association) se creó en 1990 y agrupa a 12 importadoras que representan alrededor del 60% de las importaciones de Comercio Justo en Europa.
- LOS PRODUCTORES DE COMERCIO JUSTO
En la actualidad, los socios de EFTA importan productos de unas 800 organizaciones de productores en 45 países distintos del Sur, o sea, unas 800.000 familias, que representan 5 millones de personas aproximadamente
- VENTAJAS QUE OBTIENEN LOS PRODUCTORES
La mayor parte de los productores venden tan sólo una pequeña parte de su producción al Comercio Justo. El resto se vende en el mercado tradicional según las condiciones de éste.
- EL ”COMERCIO JUSTO” EN ESPAÑA
En el terreno ideológico, desde la apertura en 1969 de la primera tienda solidaria en Holanda, el fundamento teórico y la orientación de Comercio Justo han ido experimentando una evolución internacional en la que España no ha participado significativamente hasta fechas recientes. En el momento actual, en nuestro país aún no se ha definido un marco teórico claro (en este sentido, conviven posturas totalmente alternativas al sistema comercial predominante junto con otras más pragmáticas). Nos encontramos discutiendo en el ámbito conceptual cuestiones que en Europa ya se están llevando a la práctica, tales como la incorporación a los circuitos comerciales tradicionales, el abastecimiento en las grandes superficies o el establecimiento de marcas de garantía social.
- LAS ORGANIZACIONES ESPAÑOLAS DE COMERCIO JUSTO
La práctica totalidad de las organizaciones dispone al menos de un punto de venta permanente, y muchas se están planteando la apertura de nuevas tiendas. La mayoría acude con relativa frecuencia a ferias, jornadas o encuentros donde ofrece sus productos, siendo también habitual la utilización de redes de voluntarios vendedores. Otras apuestan por sistemas alternativos de comercialización, tales como la venta por catálogo, la distribución a instituciones públicas o privadas (Emaus-Erein), el sistema de franquicias (IDEAS) o el autoconsumo (Ocsi). Recientemente se han incorporado a las redes europeas de manera directa tres OCAS española: **INTERMÓN e IDEAS** pertenecen a **EFTA** desde 1996, mientras que "**Alternativa 3**" hace lo propio con IFAT (Federación Internacional de Comercio Justo). Por otra parte, la Coordinadora de Comercio Justo es miembro de NEWS (Network of European World Shops).

**El comercio justo y solidario como otra vía de cooperación**

**http://www.ideas.coop/html/ideas1.html**

**RESOLUCION SOBRE EL COMERCIO JUSTO EN EL PARLAMENTO EUROPEO**

El 19/01/1994 fue ratificada en el Parlamento Europeo la propuesta de resolución sobre Comercio Justo y Solidario entre el Norte y el Sur. En dicha propuesta se promulga la recomendación especial a la Comunidad y los Estados miembros para que adopten medidas de reconocimiento y fomento, desde el punto de vista jurídico, financiero y organizativo, de la coordinación europea y ante la representación común de las Organizaciones de Comercio Justo (en Europa **ATOS**: Alternative Trade Organizations) apoyando las actividades que realizan dichas organizaciones en los campos de información a los consumidores, formación general y permanente de productores indígenas y de expertos de la comercialización en los países socios, en la información de los interlocutores del mercado. ... y se tengan debidamente en cuenta a la hora de utilizar los recursos del **Fondo Europeo de Desarrollo**.

Asimismo, se adopten medidas de apoyo hacia los socios del Comercio Justo en el hemisferio Sur en la labor de diversificación de la producción y de adaptación de los productores a las normas comunitarias, reconociendo y protegiendo un sello que, aparte de servir para distinguir los productos del mercado justo y solidario, permita el acceso a un determinado trato preferencial (derechos de aduana, cuotas de importación, etc.), creándose una línea presupuestaria específica para tal fin en el presupuesto comunitario.

Se propone prestar una atención especial a los problemas del Comercio Justo y Solidario, teniendo en cuenta dichos productos de manera especial al realizar las propias compras (café, cacao, té...) y tratar y debatir estos asuntos en la Comisión de Desarrollo y en la **Asamblea Paritaria ACP-UE**. También se desea que la **UE** integre orgánicamente el Comercio Justo y Solidario en el marco de su política de desarrollo y cooperación.

**Tiendas asociadas de IDEAS**

**http://www.ideas.coop/html/ideas1.html**

**Sistema de Tiendas Asociadas de IDEAS**

Una Tienda es el espacio más apropiado para que el consumidor exija y reciba el plus de información necesario para garantizar la transparencia del Comercio Justo y se involucre activamente en el movimiento; información sobre productos, proyectos, estructuras cooperativas, situación socio-política de los países productores, posibilidades de participación, etc. A la vez, una Tienda también es un espacio de intercambio donde quedan plasmadas las expectativas y apetencias de los consumidores con respecto al Comercio Justo.

Los modelos europeos referentes a las Tiendas de Comercio Justo son muy variados; en España, IDEAS ha implementado un sistema que facilita a los grupos o particulares interesados la instalación de una Tienda. Tratamos de hacer viable el acceso a productos de cooperativas homologadas, a precios competitivos, tanto para la Tienda como para el consumidor final. Para que este sistema funcione, su implementación debe ser gradual: Las Tiendas asociadas reciben asesoramiento con respecto a la normativa legal con la que deben cumplir a la hora de poner en funcionamiento una iniciativa de Comercio Justo. Este modelo de funcionamiento ha facilitado la apertura en tres años de unas 15 Tiendas de Comercio Justo a nivel estatal, un logro producto del esfuerzo conjunto de nuestros asociados e IDEAS.
Tiendas de la Solidaridad

CONSUMO RESPONSABLE TU MEJOR COOPERACIÓN
http://www.ideas.coop/html/consumo_responsable.html
Las corporaciones transnacionales están cada vez más preocupadas ante una nueva demanda social: pretender saber en qué condiciones se ha fabricado lo que vamos a comprar. Se trata de reivindicar un derecho reconocido: el derecho a estar informados. Como consumidores críticos debemos demandar códigos de conducta basados en una gestión empresarial responsable. Para ello tenemos la mejor herramienta de presión: El consumo responsable, el consumo con conciencia.

Compra pública ética
http://www.ideas.coop/compra_publica_etica.htm#4

El proyecto Fair Procura
Las autoridades públicas y compradores institucionales como actores del desarrollo sostenible.
Proyecto cofinanciado por la Unión Europea y EFTA
La información contenida en esta sección ha sido producida con el apoyo financiero de la Unión Europea. El contenido de la misma es responsabilidad de IDEAS y no debe considerarse bajo ninguna circunstancia como reflejo de la posición de la Unión Europea. Descripción y objetivos:
Proyecto a 3 años (Septiembre 2004-Septiembre 2007). Co-financiado por la Comisión Europea, EUROPEAID. El objetivo general es concienciar a las autoridades públicas y compradores institucionales sobre el papel que pueden jugar en el desarrollo sostenible a través de la compra pública. Objetivos específicos:
Incrementar la contribución de las autoridades públicas y compradores institucionales al desarrollo sostenible a través de políticas y prácticas de compra pública “justa”. Animar a los miembros de la Administración a incluir criterios de Comercio Justo en la contratación pública. Animar a las autoridades públicas a servir de ejemplo de consumo responsable para los ciudadanos y ciudadanas.

Socios:
Este proyecto es una acción conjunta de:

- **EFTA** (European Fair Trade Association- Asociación Europea de Comercio Justo). fair-procura@eftafairtrade.org
- **CTM Altromercato** (Italia). federicaleonarduzzi@altromercato.it
- **FTO**: Fair Trade Organisatie (Países Bajos). a.chojnacka@fairtrade.nl
- **IDEAS**: (España). CompraPublicaEtica@ideas.coop
- **OWW**: Oxfam Wereldwinkels (Bélgica). karin.hanus@oww.be

Acciones:
Investigación sobre el marco legal europeo y nacional para la inclusión del Comercio Justo en la contratación pública. Recogida de buenas prácticas. Fruto de esta investigación es la edición del Manual de Compra Pública Ética editado por IDEAS. Material de campaña dirigido a autoridades públicas. Formación de “animadores” (con apoyo de un kit de campaña y materiales informativos) que se dirigirán a las autoridades públicas y les asesorarán sobre la introducción del Comercio Justo en la contratación pública y las mejores prácticas existentes.

Eventos organizados por IDEAS:
Celebración de las I Jornadas sobre Compra Pública Ética (Córdoba, mayo 2005): con asistencia de representantes del Gobierno Vasco, Junta de Andalucía, Diputación de Barcelona, Ayuntamiento de Córdoba, Ayuntamiento de Manresa; FAMSI; iniciativas
internacionales sobre Compra Responsable (Procura +, Eurocities), representantes de organizaciones de Comercio Justo.

Presentación de iniciativas por la compra pública responsable.

Celebración del I Congreso de Compra Pública Ética de Castilla La Mancha (Toledo, septiembre 05): con la participación de Junta de Comunidades de Castilla La Mancha, Junta de Andalucía, Diputación de Barcelona, Ayuntamiento de Barcelona, Ayuntamiento de Manresa, Fundación CONAMA, Fundación Ecología y Desarrollo, Proyecto Procura + y Campaña Ropa Limpia (Clean Clothes Campaign), entre otros.

ASSOCIATED SITES

I.D.E.A.S. además está integrada en la Red de Economía Alternativa y Solidaria (R.E.A.S.) y por lo tanto participa en el movimiento de desarrollo en España de:

- La agricultura ecológica y social
- La recuperación de residuos y su reciclaje
- La economía social y solidaria
- La banca y financiación alternativa

NEWS & DOCUMENTS

Consumo responsable
http://www.ideas.coop/html/consumo_responsable.html

De la caridad a la calidad, del marketing con causa a la causa "Un parche en un mundo descosido"
http://www.ideas.coop/html/marketing.html

EFTA European Fair Trade Association / Asociación Europea de Comercio Justo
http://www.ideas.coop/html/efta.html

REAS - RED DE ECONOMIA ALTERNATIVA Y SOLIDARIA
http://www.ideas.coop/html/reas.html

Coordinadora Estatal de Organizaciones de Comercio Justo
http://www.ideas.coop/html/coordinadora.html

La Coordinadora Estatal de Organizaciones de Comercio Justo Contexto
http://www.ideas.coop/html/coordinadora1.htm

Tiendas de Comercio Justo
http://www.ideas.coop/html/tiendas.html

Tiendas de la Solidaridad
http://www.ideas.coop/html/tiendas1.htm

Comercio Justo, Comercio Injusto por Michael Barrat Brown
http://www.ideas.coop/html/com_justo1.htm

Ideas y la financiación ética
http://www.ideas.coop/html/financiacion.html

CONSUMIR RESPONSABLEMENTE
http://www.ideas.coop/archivos/10%20razones%20Campana%20algodon%20y%20textil.pps
CONTACTS

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INTERMÓN OXFAM

Formamos Intermón Oxfam personas que, como tú, creemos que entre todos podemos cambiar el mundo y hemos decidido actuar para hacer de él un lugar más justo, solidario y en paz. Consideramos que la mejor manera de ayudar a las personas de los países más pobres es que puedan valerse por sí mismas.

El 2006 conmemoraremos el 50 aniversario de la Fundación de Intermón Oxfam porque queremos agradecer el esfuerzo de todos los que lo han hecho posible. Desde 1956 hasta nuestros días hemos recorrido un largo camino, siempre marcado por nuestra vocación de contribuir a formar un mundo más justo y sin pobreza donde todas las personas puedan vivir dignamente y disfrutar de sus derechos sociales y económicos.

Porque somos, desde un inicio... personas como tú, que creemos en la justicia, la solidaridad y la paz y trabajamos para cambiar el mundo. Para ello, actuamos de una manera integral: cooperamos en más de 500 programas de desarrollo en una treintena de países de África, América y Asia, actuamos en emergencias, fomentamos el comercio justo y promovemos campañas de sensibilización y movilización social. Sumamos nuestro esfuerzo al de las otras 12 ONG de Oxfam Internacional para conseguir una mayor eficacia en nuestra labor de combatir la pobreza y la injusticia.

Nuestra institución está regida por un Patronato formado por 14 profesionales vinculados al mundo académico, de la empresa y de la solidaridad. Con su apoyo y asesoramiento, quienes integramos Intermón Oxfam, voluntarios, colaboradores y miembros en plantilla, luchamos a favor de la justicia y la paz.

50 aniversario

50 años de Intermón Oxfam, la historia

1956-1964: De las misiones a la realidad de la pobreza

1965-1972: África en el horizonte

1973-1986: De ‘Misión y Desarrollo’ a Fundación Intermón

1987-1996: La expansión

Intermón expande su actuación y ya trabaja en 28 países en tres continentes. Se abren sedes en otras ciudades del territorio español, y se impulsan acciones educativas y campañas temáticas de movilización y sensibilización. En el año 1992 se comienza a trabajar en el ámbito del comercio justo, con proyectos en el terreno y tiendas para comercializar estos productos.

http://www.intermonoxfam.org/page.asp?id=1&idioma=1
1997-2006: La globalización: De Intermón a Intermón Oxfam

Intermón se une a Oxfam Internacional, y durante estos años, crecen sus actuaciones en el ámbito de la ayuda humanitaria, y de las campañas globales de movilización social. Gracias a los 240.000 socios/as y colaboradores de Intermón Oxfam, en el 2006 conmemoramos nuestro 50 aniversario.

**Dónde trabajamos**

En Intermón Oxfam trabajamos en 50 países, en proyectos de desarrollo, ayuda humanitaria, comercio justo y movilización social.

**MISSION & OBJECTIVES**

**Qué hacemos**

**Proyectos de desarrollo**

Impacto, calidad y eficiencia son los pilares en que se apoya nuestra política de cooperación para lograr cambios positivos.

**Ayuda humanitaria**

Asistimos a las poblaciones más vulnerables afectadas por situaciones de emergencia como conflictos armados o catástrofes.

**ACTIVITIES**

**Comercio justo**

Garantizamos condiciones laborales dignas, igualdad entre hombres y mujeres, un salario justo y el respeto por el medio ambiente.

**Campañas**

Denunciamos, movilizamos y educamos a la sociedad para que tome conciencia, actúe responsablemente y haga presión.

**Comercio justo para proteger la producción local de cacao de abusos internacionales**

La economía de Ghana ha dependido siempre de un pequeño número de exportaciones, principalmente del oro y del cacao. El país se encuentra entre los ocho principales productores de cacao en el mundo. En el ejercicio 2003-2004 generó 735.000 toneladas, logrando el segundo puesto en el ranking global.

Tras las presiones del FMI y del Banco Mundial, Ghana liberalizó su mercado interno del cacao en 1992. Desde entonces, en el país no existe una intervención directa del gobierno en la comercialización del producto y los precios se marcan de manera internacional.

Teniendo en cuenta la nueva coyuntura, a algunos agricultores les pareció conveniente organizar sus propias cooperativas de compradores y exportar el producto directamente, para evitar así los abusos de los intermediarios. De esta manera, los campesinos de Ghana encontraron la forma de controlar el comercio de su principal fuente de liquidez.

No hemos de olvidar que el cacao es un cultivo vulnerable que está sujeto a precios volátiles y a los caprichos de la meteorología, algo que se traslada a la economía global del país. Intermón Oxfam trabaja con 1 organización local que agrupa a diversos productores y con otra que se dedica a comercializar y promover la venta de artículos de artesanía.

**Kuapa kokoo, otra manera de comerciar**

Cecilia Appianim pertenece a la cooperativa de cacao Kuapa Kokoo, en Ghana. Casada y madre de tres hijos, es miembro del Comité Ejecutivo de Área en la sociedad Asantem Kuapa Kokoo, donde ocupa el cargo de tesorera. Pero también organiza y apoya a los campesinos para vender el cacao dentro del sistema de comercio justo. Cecilia pesa y etiqueta los sacos, custodia las herramientas del negocio y garantiza el transporte de los granos de cacao al puerto. Y es que su
mayor preocupación es velar para que el cacao de la mejor calidad se produzca y se venda en el mercado del comercio justo.

**Fomentar la independencia económica para superar la discriminación de la mujer**
http://www.intermonoxfam.org/page.asp?id=1218&idioma=1
Desde Intermón Oxfam colaboramos con cinco organizaciones de comercio justo bengalíes, que garantizan salarios dignos, derechos labores y un medio de vida sostenible. La mayoría son grupos productores que emplean a mujeres artesanas y fomentan así su independencia económica.

**Criterios de comercio justo**
http://www.intermonoxfam.org/page.asp?id=279&idioma=1
El comercio tradicional pocas veces defiende los criterios del comercio justo, y casi siempre acentúa las diferencias entre los países ricos y pobres. Esta situación puede cambiarse a través del comercio justo, una herramienta de cooperación para colaborar a la erradicación de la pobreza en los países en desarrollo y ayudar a las poblaciones empobrecidas a salir de su dependencia y explotación.

Las organizaciones de comercio justo se constituyen en un sistema comercial alternativo que ofrece a los productores acceso directo a los mercados del Norte y unas condiciones laborales y comerciales justas e igualitarias, que les asegure un medio de vida sostenible.

**El Sello de Comercio justo FAIRTRADE**
http://www.intermonoxfam.org/page.asp?id=1764&idioma=1
La Asociación del Sello de Productos de Comercio justo, de la cual Intermón Oxfam forma parte, tiene como objetivo: "promocionar la certificación de productos de Comercio justo y su consumo y contribuir así a ampliar el impacto de este comercio alternativo. La certificación es un instrumento operativo que da mayor acceso al mercado a las organizaciones productoras de Comercio justo, da garantías al consumidor, y facilita el acceso de agentes comerciales a productos de Comercio justo con Sello de Garantía". El sello garantiza a los consumidores que los productos certificados cumplen los criterios de Comercio justo y facilita el acceso al mercado a un mayor número de pequeños productores.

**El sello**
http://www.sellocomerciojusto.org/asociacion.php

**Tiendas de Comercio justo**
http://www.intermonoxfam.org/page.asp?id=314
Desde 1993, año en que Intermón Oxfam inició el desarrollo de su actividad de comercio justo en su entonces única tienda de Barcelona, ya hemos abierto 34 establecimientos en ciudades de toda España.

**Comercio justo, consumo responsable**
El Comercio justo sólo tiene futuro si los consumidores estamos dispuestos a elegir estos productos y asegurar salarios dignos a sus productores. ¡Mira la etiqueta de los productos que compras! Cada vez es más fácil conseguir productos de Comercio justo: Puedes acudir a las tiendas especializadas como las de Intermón Oxfam, supermercados o grandes superficies.

**Eventos**

**Marca un Gol Solidario**
http://www.intermonoxfam.org/page.asp?id=2533&idioma=1
Emula a las estrellas y marca un gol solidario

Coincidiendo con el Mundial de Alemania, del 12 de junio al 12 de julio, Carrefour e Intermón Oxfam llevan a cabo una campaña para promocionar -entre los clientes de 128 supermercados de toda España- los balones de fútbol de comercio justo elaborados por el grupo productor Talon de Pakistán.

Comprando balones de fútbol de comercio justo no sólo se ayuda a encontrar salida en el mercado a los productos de grupos productores de los países del sur sino que también se está adquiriendo un producto de alta calidad.
Cosido a mano por una organización local que respeta los derechos laborales, facilita el acceso al mercado laboral de las mujeres, no emplea mano de obra infantil e invierte en la mejora de las comunidades del área.

Grupo productor TALON
Su nombre significa ‘garra de águila’ y es una fábrica enclavada en el distrito de Sialkot, provincia de Punjab, la más fructífera de todo el Pakistán. Comenzó su andadura hace casi 18 años, da trabajo a cerca de 1.500 cosedores/as, y producen del orden de 1,2 millones de balones al año. Además fabrica guantes de portero y ropa deportiva. Su principal objetivo es la contratación de los adultos para facilitar el acceso a la escuela de los menores.

XII Fiesta de la solidaridad
http://www.intermonoxfam.org/page.asp?id=1114
Un Día para la Esperanza 2006
El 6, 7, 13, 14 y 21 de mayo celebramos la gran fiesta de la solidaridad en 46 ciudades españolas. Más de 201.200 asistentes expresaron su deseo solidario.

ASSOCIATED SITES
Organizaciones locales
http://www.intermonoxfam.org/page.asp?id=1879
Intermón Oxfam colabora con 5 organizaciones de comercio justo bengalíes, que garantizan salarios dignos, derechos labores y un medio de vida sostenible.

BaSE: unión de artesanos de Bangladesh
http://www.basebangladesh.com/
Agrupa a más de 5.600 artesanos, la mayoría mujeres. Les proporciona formación y les implica en todos los procesos de comercialización como, por ejemplo, el fijado de precios, desarrollo de novedades, etc. Distribuye alfombras, hamacas, cestos en yute, bolsos y mochilas de cuero. Página web.

BRAC: empoderando a los más pobres
http://www.brac.net/
Trabaja con 350 grupos rurales, de los que 21.000 son mujeres. Comercializa colchas, camisetas, carteras y joyeros de cuero dentro y fuera del país. Su objetivo es erradicar la pobreza y potenciar el desarrollo de los más desfavorecidos a través de programas de educación infantil, salud y desarrollo rural. Página web.

Corr-The Jute Works: mujeres que ganan independencia
http://www.corrjuteworks.org/
Engloba a 7.000 mujeres del país distribuidas en 200 cooperativas. Todas trabajan el yute, uno de los recursos más importantes del país. Busca su independencia económica, el respeto al medio ambiente, presta asistencia médica y proporciona créditos para proyectos de desarrollo.

MCC: desarrollo de la agricultura
http://www.mcc.org/
El Mennonite Central Committee trabaja por desarrollar la agricultura y la familia, crear empleo y prestar asistencia sanitaria en emergencias, educación y servicios sociales. Producen bisutería y material de papelería. Página web.

Heed handicrafts: proyectos sostenibles
Engloba a 8.000 productores del país distribuidos en 323 grupos. Estos trabajan elaborando artículos decorativos en piel, madera y terracota que se venden en nuestras tiendas de comercio justo. Relizan su labor en condiciones dignas y de respeto al medio ambiente.
La festa del Comercio Justo 2006 (en catalán)

Memória Anual 2005
http://www.intermonoxfam.org/page.asp?id=60&idioma=1
Este 2006 conmemoramos el 50 aniversario de la fundación de Intermón Oxfam porque queremos agradecer el esfuerzo de todos los que lo han hecho posible. Desde 1956 hasta nuestros días hemos recorrido un largo camino, siempre marcado por nuestra vocación de contribuir a formar un mundo más justo y sin pobreza donde todas las personas puedan vivir dignamente y disfrutar de sus derechos sociales y económicos.
http://www.intermonoxfam.org/cms/HTML/espanol/60/060420_memoria_cas.pdf (español)

2005 Annual Report
http://www.intermonoxfam.org/cms/HTML/espanol/60/060526_memoria_ing.pdf (english)

Nuestra actuación en los países del Sur
http://www.intermonoxfam.org/cms/HTML/espanol/60/060420_actividades_cas.pdf

Our Work in the countries of the south
http://www.intermonoxfam.org/cms/HTML/espanol/60/060526_actividades_ing.pdf (english)

Deliciosamente justo sólo referencia
http://www.intermonoxfam.org/page.asp?id=774
Colección: Cocinas Lejanas Autora: Esther Lillo
Un libro de cocina que ofrece la posibilidad de ejercer un consumo responsable en nuestro ámbito más cotidiano. El comercio justo es una opción de compra que contribuye a mejorar las condiciones de vida de millones de familias del Sur, que viven del cultivo y producción de alimentos como el arroz, la quinua, la miel o el vino. En estas páginas hallarás exquisitas propuestas para cocinar con éstos y otros productos de gran calidad que satisfarán nuestros derechos como consumidores y a los gourmets más exigentes.

NOTICIAS
http://www.intermonoxfam.org/page.asp?id=1834&idioma=1&page=1&cat=1888&fecha=-1

Intermón Oxfam y Carrefour promocionan la compra de balones de fútbol de comercio justo 12 de junio de 2006
http://www.intermonoxfam.org/page.asp?id=2005&ui=7586
El objetivo de esta campaña es impulsar, durante el mundial de fútbol, la solidaridad de los clientes de sus centros, invitándoles a adquirir balones de comercio justo de calidad.

Intermon Oxfam y Eroski firman un convenio de colaboración para desarrollar la quinta campaña de Comercio Justo 21 de marzo de 2006

Intermón Oxfam incrementa un 35% sus ventas de comercio justo durante la campaña de Navidad 17 de febrero de 2006
http://www.intermonoxfam.org/page.asp?id=2005&ui=6257

"Gracias al cacao nuestros hijos pueden comer, estudiar y saben lo que es un zapato” 09 de diciembre de 2005
http://www.intermonoxfam.org/page.asp?id=2005&ui=6290

Intermón Oxfam baja el precio de su café de comercio justo y amplia la gama de cafés 17 de noviembre de 2005
http://www.intermonoxfam.org/page.asp?id=2005&ui=6301
Los hipermercados Alcampo celebran los “Quince Días del Comercio Justo” por segundo año consecutivo
10 de noviembre de 2005

Abre tu casa a un mundo más justo
11 de agosto de 2005
http://www.intermonoxfam.org/page.asp?id=2005&ui=6352

Intermón Oxfam lanza una campaña para promocionar el comercio solidario en los hipermercados de Carrefour
17 de mayo de 2005

10 años de comercio justo, 10 años de regalos navideños solidarios
20 de diciembre de 2004

Mas noticias ...
http://www.intermonoxfam.org/page.asp?id=1834&idioma=1&page=3&cat=1888

CONTACTS

INTERMÓN OXFAM
Escribenos al info@IntermonOxfam.org
Llámanos al 902 330 331

Sedes, Comités y Tiendas de Intermón Oxfam
http://www.intermonoxfam.org/page.asp?id=1852&idioma=1
During the Second World War, Greece was occupied by the Nazis. In 1941, the Allies imposed a naval blockade, and scarcely any food or medical supplies could get through, even to civilians. Famine quickly took hold.

A national Famine Relief Committee was set up in May 1942 and support groups were formed throughout the country. Many of the Relief Committees were wound down after the war, but the Oxford Committee saw a continuing need and enlarged its objectives to include 'the relief of suffering in consequence of the war'. Activity then centered on the provision of food parcels and clothing to Europe. From 1948 grants were made to projects in Europe and elsewhere and in 1949 the Committee's objectives were again broadened to 'the relief of suffering arising as a result of wars or of other causes in any part of the world.' The Committee gradually became known by its abbreviated telegraph address, Oxfam (This name was formally adopted in 1965).

Oxfam GB is an independent organisation, registered as a charity, affiliated to Oxfam International, with partners, volunteers, supporters and staff of many nationalities – part of a global movement to build a just and safer world.

We believe that:

All human lives are of equal value. Everyone has fundamental rights – these must be recognised and upheld at all times

Poverty makes people more vulnerable to conflict and natural disasters. Much of this suffering is unnecessary and must be relieved

People's vulnerability to poverty and suffering is increased by unequal power relations based on, for example, gender, race, class, caste and disability; women, who make up the majority of the world's poor people, are especially disadvantaged. Unequal power relations must be addressed wherever they occur

In a world rich in resources, poverty is a morally indefensible injustice which must and can be overcome. Poverty, vulnerability and suffering are not pre-ordained events. All too often, poverty is the result of decisions taken, intentionally or unintentionally by those in power. Unjust policies and practices, nationally and internationally must be challenged and removed

With the right resources, support, and training, people living in poverty can solve their own problems. We all have a personal responsibility to work together to overcome poverty and suffering.

Our values are founded on our beliefs and centered around three inter-related themes:

- **Empowerment**: Everyone who is involved with Oxfam – whether by contributing to our work, or those who are living in poverty – feels empowered
- **Inclusiveness**: We are inclusive – open to everyone, regardless of ethnic background or religion
- **Accountability**: Our purpose-driven/results-focused approach which holds ourselves – and others – accountable.

**MISSION & OBJECTIVES**

Oxfam's Aims

Oxfam's vision is of a world where there is no longer poverty and suffering. We want to help ensure that every individual is assured of:

- a sustainable livelihood (the means to earn a reasonable living over many years)
- education and health (access to basic services)
- life and security (when conflict or natural disasters strike)
• a right to be heard (by those who make the decisions that affect their lives)
• a right to equity (not to be disadvantaged because of their gender or ethnic identity)

Long-term Objectives
Oxfam’s five aims are very broad in scope and its resources limited. In order that these resources can be channeled to areas where they can have the greatest impact, Oxfam has agreed a set of nine statements which describe what we would like people living in poverty to be able to achieve for themselves.
These are long-term objectives towards which we will make a specific contribution as part of the broader global movement against poverty and injustice. They are objectives which will guide the work of the whole organisation – not just the international programme – and against which we will judge our impact.

1. People living in poverty will achieve food and income security.
2. People living in poverty will have access to secure paid employment, labour rights, and improved working conditions.
3. People living in poverty will achieve tangible improvements in their health, through increased access to basic health services, clean water, and sanitation.
4. All children living in poverty will achieve their right to a good quality basic education, and poor adults will have access to sufficient educational opportunities to help overcome their poverty.
5. Fewer people die, fall sick, and suffer deprivation as a result of armed conflict or natural disasters.
6. Fewer people will suffer personal or communal violence, forced displacement, or armed conflict.
7. All people will have an effective voice in influencing decisions affecting their lives, will achieve their civil and political rights, and will enjoy equal status with others.
8. Women and men will enjoy equal rights.
9. Ethnic, cultural, and other groups oppressed or marginalised by reasons of their identity will enjoy equal rights and status with other people.

What do we do?
http://www.oxfam.org.uk/about_us/mission.htm

We are a catalyst for overcoming poverty. To achieve the greatest impact, we work on three inter-linking fronts:

1. Saving lives by responding swiftly to provide aid, support and protection during emergencies.
2. Developing programmes and solutions that empower people to work their way out of poverty.
3. Campaigning to achieve lasting change.

Our approach
All our work is based on the belief that everyone has:

- The right to life and security
- The right to a sustainable livelihood
- The right to basic social services
- The right to be heard
- The right to equity

We work at all levels from global to local, including international governments, global institutions as well as with local communities and individuals, to ensure that everyone’s rights are fulfilled and protected.

We work closely with others to implement the most appropriate, effective solution in any particular situation.

The size of our network, combined with our knowledge, experience, resources and collaborative approach, enable us to have both an immediate impact and lasting change to be realised.

We have programmes in more than 70 countries. We work with local people to improve their lives. Together we might, for example, train health workers, set up schools or safeguard water supplies.

We respond to emergencies, providing food and shelter for people driven from their homes by floods, hurricanes and conflict.

We speak up on behalf of poor people to governments and powerful organisations. We encourage people to speak up for themselves and change their lives for the better.
ACTIVITIES

Oxfam papers, stories and resources on these issues:
http://www.oxfam.org.uk/what_we_do/issues/index.htm

Trade

Make Trade Fair
Oxfam’s campaign to change international trade rules

Education
Debt and aid
Livelihoods
Health
HIV/AIDS
Gender equality
Conflict and natural disasters
Private sector
Climate change
Democracy and human rights
Pastoralism

Emergencies
http://www.oxfam.org.uk/what_we_do/emergencies/country/asiaquake/

A unique challenge
Oxfam’s Tsunami response will last until the end of 2008, and has already helped 1.7 million people in seven countries to start rebuilding their lives. Find out how we are spending donations, what impact Oxfam has had and where we go from here.

Tsunami in Asia
http://www.oxfam.org.uk/coolplanet/teachers/tsunami/

Teaching about disasters, reconstruction and beyond...

Tsunami in Asia brings together educational materials from Cool Planet, and information from the main Oxfam website and external sites, to enable teaching around the ongoing humanitarian crisis in Asia.

Campaign
Oxfam campaigns for changes that will make the world fairer, safer and more just for its poorest people. Currently, our campaigns focus on the issues of trade, conflict and education.
http://www.oxfam.org.uk/what_you_can_do/campaign/index.htm

Control Arms
http://www.oxfam.org.uk/what_you_can_do/campaign/controlarms/index.htm

Every year one person every minute is killed by armed violence.

Make Trade Fair
http://www.oxfam.org.uk/what_you_can_do/campaign/mtf.htm

World trade rules are rigged against the poor. Take action and make a difference.

Health and Education
http://www.oxfam.org.uk/what_you_can_do/campaign/he.htm

Access to health and education is a right for all.

Make Poverty History
http://www.oxfam.org.uk/what_you_can_do/campaign/mph/review.htm

A review of the campaign in 2005.

Fair Trade
http://www.oxfam.org.uk/what_we_do/fairtrade/index.htm

CAMPAIGN with Make Fair Trade

Sportswear industry Offside! on workers' rights
As top sportswear brands prepare to showcase their wares at this year's FIFA World Cup in Germany, behind the scenes many sportswear workers in Asia who attempt to unionise are facing intimidation or dismissal, according to a report released today by Oxfam International. Oxfam's report, 'Offside! Labour Rights and Sportswear Production in Asia', found that workers making clothes, shoes and other goods for global sports brands have been dismissed or threatened with violence when they have organised unions to lobby for better pay and conditions. The majority of Asian sportswear workers are women from poor communities, many supporting children and families. Oxfam says that none of the big sports brands are doing enough to solve the problem.

"In 2004 the Play Fair Alliance – including Oxfam, the Clean Clothes Campaign and Global Unions – challenged the industry to improve labour conditions, but sadly little has changed. Workers' right to form unions is crucial to achieving the big improvements needed on the factory floor but many brands are still not willing to play ball," says Kelly Dent, Oxfam International spokesperson and the report's co-author.

Oxfam's year-long survey of 12 sporting labels found that FILA, a major US-based sponsor in world tennis, was bottom of the league and had failed to address serious labour abuses in its supply chain. In one case, a FILA sport shoe supplier in Indonesia with an appalling record of worker abuse closed suddenly and without warning. A year later, none of its 3,500 workers have received any back-pay or severance pay. FILA refuses to reveal its role in the closure or take responsibility for the workers.

"Unless workers are free to bargain collectively for better pay and conditions, companies like FILA will continue to get away with this kind of outrageous behaviour. Professional footballers are represented by players' associations, sportswear workers should be allowed to form unions," Dent said.

Oxfam says that Reebok has done the most to uphold sportswear workers' rights in Asia while other big brands such as Nike, Adidas, Puma and Asics had made some improvements. However, the performance of the industry as a whole remains poor.

For example, an Adidas supplier in Indonesia recently dismissed 30 union workers who took part in a legal strike for more pay so that they could meet dramatic rises in the cost of living. Workers receive as little as 60 cents an hour for their labour. The Panarub factory near Jakarta makes the Adidas' Predator Pulse boots promoted by England's David Beckham and Frank Lampard, France's Zinedine Zidane and Patrick Vieira, Spain's Raul and Brazil's Kaka, as well as the +F50.6 Tunit boots promoted by Holland's Arjen Robben, Germany's Kevin Kuranyi and Brazil's Ze Roberto in the lead up to the FIFA World Cup. However, Adidas has refused to help the 30 sacked workers get their jobs back.

"The dismissal of these workers sends a very worrying signal to sports brands that it's acceptable to discriminate against union workers. In the past Adidas has shown leadership within the industry and the company should continue to do so by ensuring the factory reinstates these workers," Dent said.

"The sportswear industry is a valuable source of jobs in Asia. But consumers and workers alike have the right to expect that global brands will not exploit the people making their goods," concluded Dent.

**World leaders shown a yellow card**

http://www.oxfam.org.uk/what_you_can_do/campaign/mf/referee.htm

On 28 June, the world's trade representatives met in Geneva to try to push forward a deal that will set future global trade rules. The current trade talks began in 2001 and are due to end this July. But with time running out, and the EU and US refusing to make any compromise, talks look set to fail to deliver a deal that works for the world's poorest people.

To illustrate EU and the US unfair behaviour, Oxfam campaigners went along to the WTO buildings in Geneva, dressed up as rich country leaders in football kits. The 'leaders' received a yellow card from Make Trade Fair to signify their collective "foul play" in the world trade talks and as a warning – if they don't make a hasty U-turn and offer something new in the current trade deal, the opportunity of a generation, to help lift millions of people out of poverty, will be lost.

"If the EU and US were playing football, they would have already received many yellow cards – for unfair play, time wasting and breaking rules in the WTO talks", said Oxfam Trade Campaigner, Charlie Powell. “In real terms the result of rich country self interest is to trap millions of poor people into lives of poverty".
Celine Charveriat, head of Oxfam’s Make Trade Fair Campaign, explained, “The US and the EU have played their game of brinkmanship for too long and unless they make a last minute U-turn, a once in a generation opportunity to agree new trade rules that would really drive development will be lost. The essential ingredients are still missing from a deal that would help poor countries and the grand promise of ‘development’ has been stripped almost completely away”. The talks are due to end by 31 July, but the outcome does not look good for developing countries. If a deal is signed there will be a few ‘silver linings’ that will help poor countries, but on balance the deal will do more to hurt developing countries, reducing their ability to protect their own industries, and protect their own farmers.

With only a month to go, you can still show your support to make trade fair by joining the Big Noise petition, to call on our representatives to make trade work to lift people out of poverty. 

Oxfam throws down gauntlet to world leaders over trade talks Will they be Heroes or Zeroses?

http://www.maketradefair.com/hero/about.html

Superheroes could jump tall buildings and save entire cities, but could they rescue current world trade talks? World trade negotiators charged with this responsibility are in grave danger of bungling it. There’ll be no comic-book ending if they get it wrong.

Oxfam International calls on leading negotiators in the trade talks to act like heroes – or risk being zeroes if they fail to pull off a last-minute deal at the WTO that would truly help poor countries.

A superhero advertisement campaign has just been launched around the world, these images portray leading figures in these talks as potential superheroes and feature in countries including Spain, UK, Germany, Belgium, India, US and Uganda. There is so much at stake. The gains from last year’s G8 deal on more aid and debt relief could be lost by a bad trade deal that continues to lock people into poverty. July is the crunch time if a deal is to be agreed this year. The US and the EU especially must change the way they’re conducting negotiations. So far they’ve offered as little as they can to poorer countries whilst demanding excessive concessions in return. There is still time for them to honor their promises to the world’s poor. Will they be heroes or zeroes?

Negotiators from developing countries must be heroic in holding out for the development deal they were promised and resist pressure to sign a bad deal. If rich countries don’t change their offers, then poor countries would be better off refusing to sign.

FAIR TRADE

http://www.oxfam.org.uk/what_we_do/fairtrade/index.htm

Oxfam and Fair Trade

http://www.oxfam.org.uk/what_we_do/fairtrade/oxfam_and_ft.htm

Fair Trade is about paying poor producers a fair price, and helping them to gain the necessary skills and knowledge to develop their businesses and work their way out of poverty.

Oxfam was one of the pioneers of Fair Trade more than forty years ago. Since then, we have been involved in every aspect of Fair Trade and have contributed to its success in the UK. Oxfam supports Fair Trade in a number of ways. Firstly, we sell FAIRTRADE-marked food and drink in our shops, as well as a range of fairly-traded gifts. Our shop teams organise events and tastings to promote Fair Trade, especially during the annual Fairtrade Fortnight. In 1991, Oxfam helped found a Fair Trade coffee company called Cafédirect that is now the UK’s sixth-largest coffee brand. A year later, we helped to set up the Fairtrade Foundation, which controls use of the FAIRTRADE Mark in the UK. The FAIRTRADE Mark is the one independent consumer guarantee that goods on sale in mainstream shops have been fairly traded.

For many years, Oxfam worked directly with producers to help them develop products to sell in our shops. Although we now buy from UK suppliers, the knowledge Oxfam gained is now used in our Market Access work to help producers improve their products and access new markets. Finally, Oxfam’s Make Trade Fair campaign aims to change the unfair rules of world trade, because we recognise that Fair Trade alone cannot address the crisis faced by the millions of small-scale farmers and producers whose livelihoods are threatened by low commodity prices and unfair competition from rich countries.
**Why is Fair Trade important?**

http://www.oxfam.org.uk/what_we_do/fairtrade/why_ft.htm

International trade flows have tripled in the last twenty years, but the benefits of this trade are unequally shared.

The 48 least-developed countries (LDCs), home to 10 per cent of the world’s citizens, have seen their share of world exports decline to a tiny 0.4 per cent over the past two decades. In comparison, the US and EU contain roughly the same number of people, yet account for nearly 50 per cent of world exports.

Trade is a powerful engine of economic growth, however, it can also fuel massive inequalities. Trade ‘liberalisation’, enforced by the World Trade Organisation makes it increasingly difficult for small traders to compete. ‘Free trade’ is supposedly in the interests of increased competition, but when multinational companies are able to benefit from subsidies and protections denied to small economies this competition is unfair.

But while changing trade patterns and ways of trading can be a cause of poverty, they also offer a possible solution. Through trading, campaigning and working with producers, Oxfam aims to enable poor producers to take part in trade and overcome the significant hurdles they face.

*World Bank World Development Indicators 1998.*

**One year on - Still making Progreso!**

http://www.oxfam.org.uk/what_we_do/fairtrade/progreso.htm

Managing Director of Progreso, Wyndham James, looks back at the first year since Progreso went into business on 2 November 2004...

I'm happy to report that he Progreso cafes continue to prosper at 156 Portobello Road and in the Thomas Neals Centre, Earlham Street, Seven Dials. One year on, Progreso cafes stand out for the quality of the coffee and a menu packed with fair trade and organic items.

Commitment to the coffee growers has always been key to the Progreso mission. Guido Gessaroli our manager at Thomas Neals took this quite literally when he organised his holiday to spend several weeks with the coffee growers of La Central in Honduras. On his return he is now leading our campaigns and producer volunteer support at Progreso. He and others volunteer their time to help in campaigning, talking with customers at Progreso on Saturdays and keeping in touch with the needs of the growers.

We have been doing a lot on campaigning, particularly at Portobello where we have our own walls and windows to use and can show Oxfam t-shirts, Make Poverty History bands and the Oxfam Campaign pictures of celebrities being dumped with commodities to highlight trade issues. Progreso board member, Colin Firth had the courage to get dumped with coffee, since when he has worked on his coffee knowledge with visits to the growers in Ethiopia, the roasters in Glasgow and some barista training in Portobello Progreso.

We think we now have the look and operation about right in these two and are ready to expand, at first in London, where we have staff and trainers, and then elsewhere in the UK.

Thanks for your support. Do drop in and see us soon!

Wyndham James,
Managing Director, Progreso

About Progreso coffee shops

Oxfam and the UK’s largest independent coffee roaster, Matthew Algie*, in partnership with coffee grower co-operatives, launched Progreso Fairtrade coffee bars in November 2004, opening the first bar in Covent Garden, then a second on London's Portobello Road on 21 January.

**Fairtrade food at Oxfam**

http://www.oxfam.org.uk/what_we_do/fairtrade/ft_food.htm

Fairtrade not only benefits small-scale producers in developing countries by paying them a fair price, but it tastes great too!

Visit your local Oxfam shop and discover how you can add a Fairtrade flavour to all your meals and snacks.

Oxfam’s highly successful range of Fairtrade food continues to grow in popularity. More and more people are realising that Fairtrade not only benefits small-scale producers in developing countries by paying them a fair price, but it tastes great too!

Here’s a selection from the range of more than 70 Fairtrade food products available in over 450 Oxfam shops in the UK.
Fairtrade FAQs
http://www.oxfam.org.uk/what_we_do/fairtrade/ft_faq.htm
Is there something you don't understand about Fairtrade, or want to know more about?
Frequently asked questions about Fairtrade are answered on this page.
» What is Fairtrade?
» What is FLO?
» What is the Fairtrade Foundation?
» What is the FAIRTRADE Mark?
» How does the Fairtrade Foundation set standards for Fair Trade?
» Does the Fairtrade Foundation sell Fairtrade products?
» Does the FAIRTRADE Mark consider environmental concerns?
» Are Fairtrade products more expensive than similar, non-Fairtrade brands?
» How do I find Fairtrade products?
» Why do some products claim to be Fair Trade, but do not carry the FAIRTRADE Mark?
» What is the difference between Fair Trade and Ethical Trade?
» Where can I buy Fairtrade food products on a wholesale basis?
» Where can I get hold of Fair Trade resources?

Cool Planet
http://www.oxfam.org.uk/coolplanet/index.htm
Oxfam’s website for teachers and young people
Cool Planet is primarily intended for teachers in England, Scotland and Wales and their students.
It aims to bring the global dimension to the classroom, using the concept of Global Citizenship
http://www.oxfam.org.uk/coolplanet/teachers/globciti/index.htm. The site is edited by our
Development Education teams in England, Scotland and Wales. Experienced teachers are
involved in all our work, so you can be confident in its quality.
The Development Education team is just part of Oxfam’s global effort to promote education. We
believe that education is a fundamental right. One of our key goals is to create a world where
every person is skilled. The education programme works with partners and alliances to
implement; advocate and campaign for good quality gender-equitable education and to work
towards ensuring adequate financing for this education as well as the development of good
quality national and sub-national level planning and implementation.
We also campaign and lobby for the achievement of the two education Millennium Development
Goals (MDGs): eliminate gender disparity in education by 2005 and education for all by 2015.

Cool Planet for Children
http://www.oxfam.org.uk/coolplanet/kidsweb/index.htm
Food
http://www.oxfam.org.uk/coolplanet/kidsweb/food.htm
What do you think about when you go shopping? The look? A fair deal on the price?
What about the people who produce the things you buy... should they get a fair deal too?
We think so! That’s why we support something called Fair Trade. Also take a look at the
stories below which show how farmers around the world are being helped to get a better
deal.

Take action
http://www.oxfam.org.uk/coolplanet/kidsweb/oxfam/action.htm#ft

Buy fair trade
You have probably heard of Fair Trade. Fair Trade is when people who grow and produce
food (for example coffee and chocolate) and other products (e.g. clothing) are paid a fair
price for their work. This helps make sure they have enough money to look after
themselves and their families, and also makes sure that they work in safe conditions.
Choose fair trade products if you see them on sale. Look out for the ‘fairtrade mark’.
Fair Trade
http://www.oxfam.org.uk/coolplanet/kidsweb/fairtrade/index.htm
Fair Trade is all about making sure the people that grow or make the things we buy get a fair price for what they do.
Often it is the people far away who grow foods, such as cocoa beans for your bar of chocolate, who are the ones who get the worst deal from what you buy.
Instead, it is the big international companies and advertising agencies who take most of the profits.
Oxfam is working to get international companies to pay fair prices to the people who make and grow the things we buy. This includes farmers, craft workers and other producers, all over the world.
We are also persuading supermarkets that customers want producers to be paid a fair price.
Fair Trade bananas come from small farms in Ghana, Costa Rica and the Windward Islands.

Fair Trade Bananas
After a long campaign, supermarkets started selling Fair Trade bananas. These bananas cost a bit more than other bananas, but by buying them you know that the people who grew them get a good deal. That must be worth the extra cash!

Bonkers about bananas!
http://www.oxfam.org.uk/coolplanet/kidsweb/banana/index.htm
Follow a banana from the Caribbean to the UK and find out how fair trade benefits banana farmers.

The travels of a banana!
http://www.oxfam.org.uk/coolplanet/kidsweb/banana/banana.htm
Bananas are eaten all over the world. Follow a banana from the Windward Islands in the Caribbean to a supermarket in the UK.
Fair Trade bananas on sale
On average each person in the UK eats 10kg bananas a year. A lot of bananas!
If you buy bananas from the Windward Islands, you will help small farmers like Nioka Abbott http://www.oxfam.org.uk/coolplanet/kidsweb/banana/nioka.htm.
Buying fair trade bananas will also mean that the people who grow them get paid a fair price.

Banana farmers
Meet banana farmers from the Windward Islands. Find out about the difficulties they face and the benefits that Fair Trade has brought them.
http://www.oxfam.org.uk/coolplanet/kidsweb/banana/farmers.htm
Some farmers now sell their bananas to the Fair Trade market. This ensures that they get a fair price for their bananas. They also get extra money – a Fair Trade ‘social premium’ which is spent on projects that benefit the whole community.
Fair Trade can't solve all the problems faced by banana farmers in the Windward Islands but it is helping some of them to earn enough to survive.
For more information about the unfair trade rules faced by banana farmers visit Oxfam's Make Trade Fair site. It also includes information about the benefits of Fair Trade and actions you can take to ensure that small producers as well as large companies benefit from trade.

Banana Splits
Changing trade rules are pitting Caribbean family farms against the might of multinational plantations, threatening the livelihoods of thousands of farmers.

Playing Fair
Fair Trade alone can’t overcome the crisis which the Windward Islands banana farmers face. The rules of world trade must be changed so that they work for the small-scale producer as well as the rich multinationals. But in the meantime,
working on fair trade terms is helping some of the Windward Islands farmers to survive.
Banana cake recipe – try out this delicious recipe using fairly traded bananas
Banana words – can you find them all?

Buy Fair Trade goods and make a difference
You’ll also find that bananas, some Fair Trade teas, coffees, and chocolate bars are on sale in your local supermarket.

"With the increased payment I get from Fair Trade I can now afford to buy food and clothes throughout the year," says one cocoa farmer. "Before I found it very difficult to make ends meet. I had less money and less food for myself and my family."

Coffee chain game (quiz)

Generation Why
http://www.oxfam.org.uk/generationwhy/
Do what you love doing. Just change the world while you’re doing it. Oxfam has loads of ways for you to get involved – from sporting challenges to club nights, and from volunteering at a festival to campaigning. And that’s why we’ve put this site together – so you can get involved with the things that you love and help fight poverty while you’re at it.

Why ‘Generation Why’?
http://www.oxfam.org.uk/generationwhy/aboutus/aboutgenwhy/
We thought that ‘Generation Why’ summed up the people who might come to this site. People who question what’s going on in the world and want to do something about it.

Who made this?
GenerationWhy is made by the lovely people of the Oxfam youth team. We’ve also been helped with a lot of the design by an agency called Poke http://www.pokelondon.com/, who commissioned a lot of the artwork you’ll see dotted about the place.

Campaign With us
http://www.oxfam.org.uk/generationwhy/do_something/

• Control Arms
• Make Trade Fair
http://www.oxfam.org.uk/generationwhy/campaigns/maketradefair/

Oxfam’s Make Trade Fair campaign is calling on government, institutions, multinational companies to change the rules so that trade become part of the solution to poverty, no part of problem.

The problem
Poor people should be able to sell their products to rich countries and work themselves out of poverty. They can’t, though, because the world trade system is unjust.

Rich countries dominate the World Trade Organisation (WTO). They make the rules under which poor countries lose out.

Rich countries also operate double standards. They force poor countries to keep to rules that they don’t obey themselves.

There are 6 main issues:
• dumping
• market access
• commodities
• transnational corporations
• labour rights
• patents

the solution
The Make Trade Fair campaign is calling for:
1. Rich countries to remove barriers to imports for all poor countries.
2. A ban on agricultural export subsidies.
3. An end to attaching conditions to IMF-World Bank loans.
4. Fair patent rules which ensure that poor countries are able to afford new technologies and basic medicines, and that farmers are able to save, exchange, and sell seeds.
5. Action to increase prices for primary commodities such as coffee, and to pay more to small farmers.
7. A more democratic World Trade Organisation which gives poor countries a stronger voice.
8. Governments in the developing world to adopt national and regional policies that help poor people to access markets and benefit from trade

- Health & Education for All

Live ethically
http://www.oxfam.org.uk/generationwhy/do_something/ethical/

Lifestyle
http://www.oxfam.org.uk/generationwhy/do_something/ethical/lifestyle/

- Buy Fairtrade
http://www.oxfam.org.uk/generationwhy/do_something/ethical/lifestyle/fairtrade/

Why buy Fair Trade?
Buying products that display the Fairtrade logo ensures that the producers of you tea, coffee and chocolate receive a decent income. Rather than being hit by the ever-changing price of their product on the world market, or being fleeced by a middleman who takes a chunky share of the profits, producers in a fair trade scheme are guaranteed a decent, stable price for their produce.
The Fairtrade mark also guarantees the producers a 'premium' so that they can invest in their own development, and allows for long-term planning and sustainable production practices.
What can I buy?
Fairtrade coffee, tea, chocolate, bananas, honey, sugar, fruit juice, wine, and snacks can all be bought. Look out for the Fairtrade mark, or visit the Fairtrade Foundation website for a full list of products.
Where can I buy it?
Most major supermarkets and retailers now sell a range of Fairtrade products. Visit the Fairtrade Foundation website to discover the full list of places you can buy Fairtrade stuff. If your local supermarket doesn’t sell the goods that you want, use your consumer power to ask the manger if the store can stock them!

- Recycle for Oxfam
http://www.oxfam.org.uk/generationwhy/do_something/ethical/lifestyle/recycle/

- Drink coffee at Progreso
http://www.oxfam.org.uk/generationwhy/do_something/ethical/lifestyle/progreso/

Set up by Oxfam, Progreso is the UK’s first high street chain of Fairtrade coffee bars created to benefit coffee growers.
Farmers in Ethiopia, Honduras and Indonesia will have the chance to trade their way out of poverty with Progreso (http://www.progreso.org.uk/) serving their premium Fairtrade organic coffee to consumers in the heart of the capital.
High quality Fairtrade coffee is served in the Thomas Neal Centre, Earlham Street (right) and on Portobello Road.
All Progreso coffees are certified Fairtrade and organic. Foremost, Progreso serves fantastic speciality coffee in an honest and soulful environment. Organic teas and Fairtrade fruit smoothies are available as well as pastries, sandwiches, soup, cold drinks, Fairtrade chocolate and yogurt with Fairtrade honey - and our t-shirts! The Progreso concept originated from talks between Oxfam and La Central from Honduras, one of the co-operatives that own shares in Progreso.
25% of the shares in progreso are allocated for the co-ops who grow the coffee, a further 25% is held in a trust (called the Progreso Producer’s Trust) which invests in development projects in coffee growing communities around the world. Oxfam owns the remaining 50 per cent.
• Ethical careers overview
http://www.oxfam.org.uk/generationwhy/do_something/ethical/careers/overview/
Read on for information on how to choose an ethical career. To find out about internships at Oxfam, have a look at the Oxfam Internship Scheme.
Thinking about careers is something that comes to all of us eventually, no matter how long we try and put it off. And it can seem pretty confusing when you finally sit down and ponder: "What do I want to do with the rest of my life then?"
First off, you need to think about your priorities. It could be that your main drive is for a high salary, and you’ll only consider a well-paid job as a final career. Increasingly, though, people are also considering the rewards of an ethical career, where the emphasis is less on income than on social responsibility and a warm feel-good glow.

8 of the best ethical careers
JustWork, the Ethical Careers Guide, is a new handbook on careers with a conscience, packed with features, interviews, case studies and 30 career profiles of real people doing real ethical jobs.
www.ethicalcareersguide.co.uk

• Get active at university
http://www.oxfam.org.uk/generationwhy/do_something/ethical/university/get_active/
• Write stuff
http://www.oxfam.org.uk/generationwhy/yoursay/write_team/
If you love writing and feel passionate about campaigns like Make Trade Fair, or issues facing the world today like HIV/AIDS and climate change, university provides loads of opportunities to flex your creative muscles. You could write for your student newspaper, and raise awareness of new campaigns and events on campus. You could also write letters to your local paper about the issues of the day, or (if you’re really keen) even start your own little ‘zine or website dedicated to all the stuff you care about. While you’re at it, you can write all kinds of thought-provoking stuff for Generation Why.

Go fair trade
If you want to make a difference to university life, why not get Fairtrade status for your university?
Just think how much coffee gets guzzled in your average university café, or how much chocolate gets munchied after morning lectures, and you’ll get an idea of what this would mean. Having Fairtrade products available all over campus will also help to make people more aware of the plight of poor farmers, and the cultures and societies they come from. So far 13 universities have received Fairtrade status – to find out how to add yours to the list, have a look here. You could also enrol on the Fairtrade university conference http://www.oxfam.org.uk/generationwhy/campaigns/maketradefair/takeaction/fairtrade_university_conference_2005/, which takes place in Bristol on Friday 28 October.

Get Fairtrade status
http://www.oxfam.org.uk/generationwhy/campaigns/maketradefair/takeaction/fairtrade_university/
Just think how much coffee gets guzzled in morning lectures, or how fast the chocolate empties from the vending machines during exam time, and you’ll get the picture. Having Fairtrade products available all over campus will also help to make people more aware of the plight of poor farmers, and the cultures and societies they come from. That said, persuading your university to ‘go Fair’ might seem pretty daunting. Where do you start? Who do you talk to? How do you write a proposal? Well, it’s not as hard as it sounds – although you will need to be dedicated to see it through. So far 13 universities have received Fairtrade certificates, and the number’s set to grow.

Related articles and opinions from our Write for GenerationWhy team
http://www.oxfam.org.uk/generationwhy/yoursay/write_team/
We’re always looking for young, talented writers to write for us and contribute to our Your Say section.
We want to hear what you think about global issues, things that are really getting to you and events you have been to. Become one of our website writers and we will give you guidance
about what to write and help you edit it. Articles will appear regularly as Generation Why features.

What do we want?

- Enthusiastic writers
- People who want to be journalists
- Those interested in Oxfam, Generation Why and the work we do
- People who can commit to writing something every month
- People with experience of writing.

**Issue Trade**


Farming feeds us all – over two billion people depend on it for their living. Yet it is in crisis as a result of the actions of rich governments and big business that control the rules of trade.

Instead of enabling hundreds of millions of people in the world’s poorest countries to help themselves out of poverty, trade rules ensure that they stay poor.

The world’s richest farmers in Europe and the US are subsidised millions of dollars a day to produce more crops than their countries could ever need. With the help of yet more subsidies, these surpluses are then dumped on poor countries at much less than they cost to produce.

Local farmers just can’t compete.

Rich countries and companies have done little to stop the collapse in the price of coffee and other crops, on which many of the world’s poorest farmers depend for a living. As well as this, powerful trading nations export whatever crops they like to poor countries. They then put up barriers to ensure that poor countries can’t do the same to them.

**Downward spiral**

Sometimes these barriers come in the form of taxes. Poor countries are taxed when they export their crops to rich countries. The taxes get higher as the crops become more processed. This makes it impossible for a poor country to reap the benefits of turning cocoa into chocolate bars or cotton into shirts.

It’s a downward spiral. Unfair trade ruins the lives of farmers all over the world. They then can’t afford to send their children to school, to buy medicines when they are sick, or feed their families. Whole countries suffer too – poor countries are missing out on millions of dollars in revenue because of unfair trade.

Yet this downward spiral could be reversed – making trade fair could help billions more people help their way out of poverty. Oxfam’s Make Trade Fair campaign calls on governments, global institutions and big business to give poor people a chance to work their way out of poverty. As part of this, you can add your voice to the 6 million people who have already joined Oxfam’s Big Noise petition. Make Trade Fair is part of the 2005 global push to Make Poverty History.

**Get your fair trade rakhi on rakhi day**


Wear an Oxfam fair trade rakhi and support your brothers and sisters around the world who live in extreme poverty.

Rakhi is a Hindu festival (on 9 August 2006) when sisters tie a bracelet on their brothers’ wrists to celebrate their special bond. This special fair trade rakhi has been produced for Oxfam by Asha Handicrafts, a fair trade group in India. Oxfam works to change the unfair rules of world trade so that they work for small-scale producers as well as rich multinationals.

In the time that it takes to tie a rakhi around your brother’s wrist, a child in a developing country will die. Every day, 30,000 children die unnecessarily because their families are living in poverty.

**Rakhi Day 9 August 2006**


**Fair Trade Quiz (game)**

TRUTH BEHIND THE BRANDS
http://www.oxfam.org.uk/generationwhy/do_something/campaigns/maketradefair/stories/offsid e/

Some staggering stats to mull over: Nike pays a mammoth US $16 million (nearly £9 million) a year to the Brazilian national football team. Adidas pays USD $1.8 million (nearly £1 million) per year to French player Zinedine Zidane.

Meanwhile, the Asian workers who make the football boots and gear worn by players like England’s Frank Lampard or Holland’s Arjen Robben are paid as little as US$0.60 (roughly 32p) per hour or US$4.75 (around £2.50) for a standard working day. The women making brand-name sportswear in Indonesia need to work nearly four hours to earn enough to purchase 1.5kg of raw chicken from the cheapest local supermarket. For some, it’s all the meat they can afford for a month.

Sweatshop: how do sports brand compare?
http://www.oxfam.org.uk/generationwhy/do_something/campaigns/maketradefair/stories/offsid e/compare_brands.htm

If we graded sports brands on their labour rights performance none would receive a pass mark. Even for those companies which have made some progress, workers’ basic rights are only respected in a minority of supplier factories. Here’s how the big brands compare.

Reebok
Reebok staff have worked hard to ensure respect for trade union rights in a number of supplier factories in Asia. The company has also worked with labour rights groups to improve the legal situation in countries that restrict trade union rights.

Now that Reebok has been taken over by Adidas it’s hoped that this continues.

Unfortunately, Reebok’s good work in Asia has been undermined by the company’s opposition to trade unions in its US distribution centres.

Adidas, Nike, Puma, Asics and Umbro
Like Reebok, these brands have made some improvement by being more open about their working practices. They’ve also helped to stop anti-union discrimination in some factories and allowed some workers to receive training about their rights.

However, even these companies work in areas where independent unions are banned, and both Puma and Nike have recently cut orders to factories where workers have established trade unions.

ASSOCIATED SITES

Fair Trade links
http://www.oxfam.org.uk/what_we_do/fairtrade/ft_links.htm

Please note that this is not a comprehensive list of links and Oxfam is not responsible for the content of these websites.

Suppliers and retailers
Cafédirect
http://www.cafedirect.co.uk/

Cafédirect works with growers who have the expertise to provide coffee and tea of exceptional quality. This ensures that consumers enjoy the finest selection of coffees and teas. And as a Fairtrade organisation, CafeDirect guarantees a fair price for the growers’ crops. Visit the CafeDirect website.

Day Chocolate Company
http://www.divinechocolate.com/

The Day Chocolate Company makes Fairtrade Divine and Dubble chocolate using cocoa grown by the Kuapa Kokoo farmers’ co-operative in Ghana, which also part-owns the company. Their chocolate is available in many outlets including the Co-op and Oxfam shops. Visit the Divine Chocolate website.

Hilary Benn receives Chocolate Challenge Manifesto
The views of over 400 UK schoolchildren who attended the hugely successful Cocoa Summits this summer, and who added their views at http://www.dubble.co.uk/ , were
represented in a Chocolate Challenge Manifesto, handed over to Secretary of State for International Development, Hilary Benn. Two boys from Kuapa Kokoo cocoa farming families, along with three UK schoolchildren were the delegation invited in to meet and talk at the DFID offices.

**Equal Exchange**
http://www.equalexchange.co.uk/
Equal Exchange is a Fair Trade company that distributes Fairtrade and organic products, mainly in the independent sector. Its products include coffee, teas, honey, sugar and nut butters. Visit the Equal Exchange website.

**Fruit Passion**
http://www.fruit-passion.com/
Fruit Passion is a brand owned by Gerber Foods. Its products are Fairtrade juices made from fruit grown by Cuban farmers who belong to co-operatives. The Fairtrade premium is being used to construct and equip workshops and set up a tree nursery. Visit the Fruit Passion website [http://www.fruit-passion.com/why1.htm](http://www.fruit-passion.com/why1.htm)

Fruit Passion has an equal passion for people and juice. Cuba was suggested to us as a citrus growing area by Traidcraft simply because people have been cut off from commercial reality for so long.
We took the view that if Cuba was a bit of a politically risky state it was the people of Cuba that needed our help the most. We hope you agree with our thinking and understand that people and not politics have taken us to this beautiful country.
We see ourselves developing relationships with other Latin American producers, African and Asian producers, but at present Cuba is an ideal location for citrus fruits and needs a helping hand in gaining access to world markets.
Fair trade works on the principle of manufacturers/retailers paying growers or producers a fair price (set by the Fairtrade Labelling Organisation) for their product, plus a premium which is used to improve living or working conditions.

**One Village**
http://www.onevillage.org/index.htm
One Village is an independent foundation set up in 1979 to benefit craftmakers in some of the poorest parts of the world. Visit the One Village website.

**People Tree**
http://www.ptree.co.uk/
People Tree Ltd is the UK arm of a Fair Trade Company, based in Japan. It sells fashion goods, accessories and gifts. Visit the People Tree website.

**Shared Earth**
http://www.sharedearth.co.uk/
Shared Earth is a Fair Trade company which supplies handcrafted gifts and stationery to wholesale and retail customers around the world. They specialise in jewellery, accessories, wood, soapstone, embroidery, ceramics and handmade or recycled paper. Visit the Shared Earth website.

**Traidcraft**
http://www.traidcraft.co.uk/
Traidcraft is the UK’s largest Fair Trade organisation, which was set up in 1979 to challenge the unfair way in which international trading systems are usually structured. It combines a trading company, Traidcraft plc, with a development charity, Traidcraft Exchange, specialising in making trade work for the poor. Visit the Traidcraft website.

**Tropical Wholefoods**
http://www.tropicalwholefoods.co.uk/
Tropical Wholefoods supplies dried fruit and vegetables from partners in Africa, India and Pakistan. It provides its partners with training and helps them to source technology. Visit the Tropical Wholefoods website.
Today, our team not only work with Fruits of the Nile in Uganda but with partners in many parts of the world, providing training in food processing, quality assurance and business management, as well as providing fair trade markets for their products.

**Fair Trade networks and other related organisations**

**British Association of Fair Trade Shops**
http://www.bafts.org.uk/
BAFTS is a network of independent Fair Trade or World Shops across the UK. BAFTS was established in 1995 and is an information, support and campaigning organisation for its members. Visit the BAFTS website.

**Fairtrade Foundation FF**
http://www.fairtrade.org.uk/
The Fairtrade Foundation exists to ensure a better deal for marginalised and disadvantaged third world producers. The Fairtrade Mark is awarded to products which meet internationally recognised standards of Fair Trade. Visit the Fair Trade Foundation website.

**Fair Trade Labelling Organisations International (FLO)**
http://www.fairtrade.net/
FLO (Fairtrade Labelling Organisations International) is the standards body for establishing and monitoring Fair Trade criteria. Producers who meet the criteria can be registered with FLO. Brands which use Fairtrade products from FLO-registered producers are licensed to use the FAIRTRADE Mark by national organisations, for example Max Havelaar (in the Netherlands) and the Fairtrade Foundation (in the UK). There are 17 national Fair Trade organisations around the world. Visit the FLO website.

**International Federation for Alternative Trade (IFAT)**
http://www.ifat.org/
IFAT (International Federation for Alternative Trade) is a global network of over 150 Fair Trade organisations, which works to improve the livelihoods and well-being of disadvantaged people in developing countries and to change the unfair structures of international trade. Visit the IFAT website.

**Network of European World Shops (NEWS)**
http://www.worldshops.org/index.html;jsessionid=03E1F827FE2C554F19FFEFE84D3F1CFC
NEWS co-ordinates the co-operation between World Shops all over Western Europe. The Network consists of 15 national World Shop associations in 13 different countries all together representing about 2,500 World Shops in Europe. Visit the NEWS website.

**NEWS & DOCUMENTS**

**This is Oxfam**
Oxfam believes that in a world rich in resources, poverty isn’t a fact of life but an injustice which must be overcome. We believe that everyone is entitled to a life of dignity and opportunity; and we work with poor communities, local partner organisations, volunteers, and supporters to make this a reality. Oxfam’s goal is a world where every person is...

**Fair trade action guide**

**Oxfam Students’ guide to fair Trade**
If real progress is to be made in 2005 on reducing poverty through trade, the European Union (EU) must look towards its longer-term enlightened interests and rein in its search for short-term commercial advantage. To contribute to global prosperity and security, including Europe’s, it should start actively backing developing countries’ concerns at the G8, the WTO, and beyond. This paper sets out what Oxfam believes the EU should do in the run-up to the WTO Ministerial meeting in Hong Kong in December 2005.

The EU has a powerful voice on international trade issues, and if its member states adopt an ambitious pro-development position at the WTO, at the G8, and in bilateral economic agreements with developing countries, it can ensure that trade contributes to poverty reduction. Europe has repeatedly recognised that global trade is plagued by unfair rules, and that changes could lift millions out of poverty. However, Europe and the US are still putting their short-term mercantilist trade interests before development. For the first three years of the Doha Round the EU has acted very slowly on reforming agricultural trade, pressed for excessive trade liberalisation in developing countries, and failed to further open its own markets to developing countries. Unless the EU changes tack on trade, there are two dangerous scenarios for the end of the Doha Development Round: new trade rules will not drive development and poverty reduction; or the Round will fail. In either event, the risks for global prosperity, security and governance are real.

The first major opportunity for Europe to demonstrate its commitment to development-friendly trade is in its sugar reform proposals in June 2005. This will be followed by the G8 summit, where France, Germany, Italy, and the UK could push for clear statements on reducing Northern protectionism, on farm trade reform, on not forcing inappropriate liberalisation in developing countries, and on increased trade-related aid.

The EU must then take a much more flexible position on agriculture, non-agricultural market access (NAMA) and services at the critical WTO General Council meeting in late July, which is a prerequisite for success at December’s WTO Ministerial Conference in Hong Kong. This means reducing pressure on poor countries to open up their markets to international companies, while reducing the barriers that Europe maintains against imports from developing countries.

Can you live ethically on a student’s budget?
http://www.oxfam.org.uk/generationwhy/yoursay/articles/yoursay82.htm
Emma Dalby
18 May 2006

Water shortage: time to face the facts
http://www.oxfam.org.uk/generationwhy/yoursay/articles/yoursay76.htm
Claire McGowan
04 May 2006

How to have an ethical spring
http://www.oxfam.org.uk/generationwhy/yoursay/articles/yoursay72.htm
Sasha Reid
25 April 2006

Frequently Asked Questions
http://www.oxfam.org.uk/about_us/faq/index.htm

At Oxfam, we deal with thousands of queries every week. We hope that this frequently asked questions section will help you find the information you need as quickly and easily as possible.

Sowing and Harvesting: Activities for 7 to 11 year olds, looking at food, farming and trade (catalogue)
http://publications.oxfam.org.uk/oxfam/display.asp?K=182247554277940
Sowing and Harvesting teaches children about food, farming, and trade through a fun simulation game that is based around the challenges faced by farmers in poor countries. Issues such as needing a fair price for crops are made real by the game and associated activities, all of which have been tested in schools and are adaptable for different age groups. An enjoyable way to learn about serious issues.

Trade Rules!: A simulation Game (catalogue)
http://publications.oxfam.org.uk/oxfam/display.asp?K=183531410428639
'The game was successful in showing global inequalities...it provoked a range of insightful observations...this is an excellent resource.' - Teaching Geography
This fun and educational cross-curricular game explores how international trade rules are widening the gap between rich and poor countries. By role-playing representatives of different countries and experiencing the systems, institutions, and national agendas that decide world trade rules, pupils will understand how poor countries are disadvantaged and discover what can be done to make the system fairer.

Trading Game, The: How trade works (catalogue)
http://publications.oxfam.org.uk/oxfam/display.asp?K=600000000002033
A popular simulation game that helps pupils easily understand how trade works, and how it benefits the prosperity of some countries and not others. It has clear curriculum links and is ideal for extending work in geography, RE, citizenship, and business studies. The booklet includes a simple outline of complex issues so pupils can understand trade and global links, and also the injustice that poor countries face.

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Cool Planet
Let us know what you think by filling in the feedback form
http://www.oxfam.org.uk/coolplanet/feedback.htm or by emailing coolplanet@oxfam.org.uk

Generation Why
Email: generationwhy@oxfam.org.uk
Telephone: 0870 333 2700
MAKE TRADE FAIR (Campaigning OXFAM)
The Global Call to Action against Poverty is a worldwide alliance committed to making world leaders live up to their promises, and to making a breakthrough on poverty.

Oxfam's Make Trade Fair Campaign is part of this global movement for change - working with others to demand trade justice so that trade can be part of the solution to poverty - not part of the problem.

ACTIVITIES

ACT NOW

Contents
- Join the big noise
  This petition represents the voices of millions of people around the world who are calling for decision makers to make trade fair.

- write to peter mandelson
- campaigning toolkit
- spread the word
- privacy is your right!

campaigning toolkit
  The links here will take you through a whole toolkit of resources which will help you in your campaigning.

ideas for action
  tips to help you plan your campaign
  - Visit the Act Now section of maketradefair.com regularly and join in the actions
  - Promote Fair Trade.
  Try to join forces with other organisations and individuals working on trade issues in your area
  - Organizing events
  Organise an event or meeting to publicise and attract support for the Make Trade Fair.

working together

who to target for support
Campaigning Alliances

working with the media
getting coverage for your message

influencing the influential
enlist the support of key figures

organising events
planning an effective event

spread the word
download materials to give your campaign a professional look
link to us

The Issues

• wto summit
• latest
• the free trade myth
• rigged rules
• real lives
• gcap

more issues
• demand the eu trade commissioner delivers on his promises
• the coffee crisis, small scale farmers still cannot earn a decent income
About 25 million people depend on growing coffee but barely any of the money that we pay for a cup of coffee ever reaches them.
• Grounds for Change: Creating a voice for small coffee farmers and farmworkers with the next international coffee agreement
• in depth
  Mugged’ poverty in your coffe cup
• coffee campaigning
  oxfam gb campaigners lobby the international coffee organisation
• coffee quiz
• make trade fair is part of the global call to action against poverty
the Coldplay singer sees the effects of dumping for himself
The Global Call to Action against Poverty is a worldwide alliance committed to making world leaders live up to their promises, and to making a breakthrough on poverty.
http://www.whiteband.org/

Events
Find out about Make Trade Fair events around the world, and what’s happening near where you live
Africa
The Road to Hong Kong: Africa

- Mali

Bono Highlights Trade Reform During Visit to Mali

- Burkina Faso
- Ghana
- Senegal
- On the Road to Hong Kong

Americas

The Road to Hong Kong: The Americas

- Mexico

Fifty thousand exhibition visitors sign up to the Big Noise petition

- USA

Oxfam America gives supporters the chance to get 'dumped' on – just like our celebrity supporters

- Brazil

In September, dozens of coffee farmers descended upon Salvador which hosted the second World Coffee Conference.

- On the Road to Hong Kong

Asia

- India

At a recent Lucky Ali concert in Delhi, an incredible 5,000 people signed up to the Big Noise.

- Indonesia

"One million signatures are our moral support," says Indonesian government officials

- Hong Kong

Actor Gael Garcia Bernal, Benin singer Angelique Kidjo and Hong Kong singer Anthony Wong, to deliver the Big Noise petition to Pascal Lamy of the WTO.

- On the Road to Hong Kong

Australasia

Find out about the Australian road show, 'a travelling exhibition, and online information and activist centre'.

Europe

- Great Britain

Oxfam campaigners lobby delegates arriving at the International Coffee Organisation

- Netherlands

From Amersfoort to Zoetermeer – Make Trade Fair goes on the road to spread the word about trade

- Spain

Intermon (Oxfam Spain) receives more than half a million Big Noise signatures - with a little help from Coldplay.
NEWS & DOCUMENTS


Latest
Offside!, labour rights and sportswear production in Asia

Rigged rules and double standards, trade, globalization, and fight against poverty

A recipe for disaster, Will the Doha Round fail to deliver for development?

More from Oxfam on Trade

Finding the Moral Fibre: Why reform is urgently needed for a fair cotton trade

Time to Make Trade Fair in 2003

Is world trade rigged against the poor?

Trade, globalisation and poverty: why the rules of the game matter

General debates on trade
Critique of Dollar and Kraay (Nye/Reddy/Watkins)

TRADING AWAY OUR RIGHT

more links

Glossary

NEWS
• Trade news
Stay up to date with the latest trade news from Oxfam and from the Inter Press Service

• Press Release
• Audio for Broadcast

• media contacts

Fair Trade

Fair Trade in action

sweet success

How do I know it's Fair Trade?

Fair Trade: a definition

Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade organisations (backed by consumers) are engaged actively in supporting producers, awareness raising, and in campaigning for changes in the rules and practice of conventional international trade.

This definition of Fair Trade has been agreed by an informal network of the four Fair Trade Organisations below, known by their initials as FINE.

fair trade in the UK

  Sales of Fair Trade goods in the UK have grown by 40 per cent during the past year. Thanks to the growing consumer awareness and demand, most major UK supermarkets now sell a range of Fair Trade goods.

Visit the Fairtrade Foundation website to see more details of Fairtrade products available in the UK and where to buy them.

Oxfam and Traidcraft have also worked together to bring you a selection of Fairtrade goods available on-line at www.fairtradeonline.com.

  The students’ guide to Fair Trade
  http://www.oxfam.org.uk/what_we_do/fairtrade/uniguide/index.htm

fair trade in Ireland

Fair Trade in Ireland is a growing movement which Oxfam Ireland is proud to be part of. Sales continue to grow and the number of companies involved is increasing all the time.

fair trade in the US

Civil Society Events Bring Fair Trade Solutions to the 5th WTO Conference in Cancún

For more information about Oxfam in the United States visit www.oxfamamerica.org
fair trade in australia


Moves underway in Australia to have a Fair Trade Certification Body. This body will be able to give fairly traded goods an identifying mark, making it easier for you to spot fairly traded goods when you go shopping. In the meantime you can find fairly traded goods in and around Australia by visiting www.oxfam.org.au/fairtrade/

fair trade in new zealand


Fair Trade Association launched

Oxfam New Zealand is a member of the newly-formed Fair Trade Association of Australia and New Zealand (FTAANZ). Until recently, shops like TradeAid stocked fair trade products but no-one in New Zealand was promoting a credible Fair Trade label. That has now changed, with the formation of FTAANZ.

Oxfam New Zealand will be actively encouraging supermarkets and other large retailers to stock fair trade products. We will also be approaching universities, large employers and government agencies to "go Fair Trade" in their coffee and tea purchasing.

fair trade in spain

fair trade in canada

CONTACTS


Content for www.maketradefair.com is produced by Oxfam GB, Intermón Oxfam and Oxfam Québec with input from all Oxfam International affiliates.

USA for information to get more involved in the U.S., visit http://www.oxfamamerica.org/, email maketradefair@oxfamamerica.org, or call 1.800.77.OXFAM
Max Havelaar Belgique assure différentes activités. Pour les mener à bien, nous nous sommes organisés en deux entités distinctes.

une Organisation Non-Gouvernementale (ONG) sous la forme d’une asbl.

L’ONG a 3 tâches:
1. elle est chargée des contacts avec les producteurs des pays en développement.
2. elle est chargée du contrôle de l’utilisation du label en Belgique.
3. elle réalise des actions de sensibilisation du public au commerce équitable.

L’ONG est essentiellement financée par des subsides. Vous trouverez ici la liste de nos membres.

une Société Coopérative à Responsabilité Limitée et à Finalité Sociale (SCRL-FS).

La Société Coopérative se charge de la vente et du marketing du label. Elle compte aujourd’hui 7 co-opérateurs et finance ses activités par les revenus du droit de licence du label Max Havelaar.

MISSION & OBJECTIVES

Le label Max Havelaar offre une garantie au consommateur: la garantie que les cultivateurs du Sud reçoivent le juste prix pour leur récolte et que les ouvriers agricoles travaillent dans des conditions correctes.

Afin de pouvoir donner cette garantie, Max Havelaar contrôle la chaîne de production, du producteur au consommateur. Tous les acteurs de cette chaîne - cultivateurs, travailleurs, entreprises ou consommateurs – ont leur rôle à jouer.

Ensemble, ils œuvrent pour un développement durable dans les pays du Sud. Aujourd'hui, plus de 500.000 travailleurs et familles de cultivateurs sont concernés par le commerce équitable.

Le label international du commerce équitable existe dans quatorze pays européens ainsi qu'au Canada, aux Etats-Unis et au Japon.

Où est Max?

Le label Max Havelaar cherche à ce que les produits du Sud soient vendus de façon équitable et correcte au Nord.

Max Havelaar se trouve non seulement en Belgique mais aussi dans 13 autres pays européens, ainsi qu'au Canada, aux Etats-Unis et au Japon.

Plus de 500.000 travailleurs et familles de cultivateurs, répartis en Amérique latine, Afrique, Asie et Océanie, sont concernés par ce commerce équitable.

Les produits labellisés Max Havelaar en Belgique.

NEWS & DOCUMENTS

GARDER LE CAP

multinationales. Avec des critères économiques, environnementaux et sociaux que nous garderons aussi exigeants.

**En route vers la norme ISO 65**

Le cœur de notre métier, c'est la certification et le contrôle. Au départ de cahiers de charges et de critères, mis au point notamment avec les producteurs, Max Havelaar accorde son label à des produits précis, achetés aux producteurs à des conditions économiques qui leur permettent de vivre dignement. Max Havelaar ne labélise pas les grandes surfaces, ni les marques, ni les multinationales : il certifie que tel ou tel produit respecte les standards du commerce équitable.

Notre démarche est toujours perfectible. C'est la raison pour laquelle notre système de contrôle national et international est en cours d'accréditation par la norme ISO 65 pour garantir l'indépendance de l'audit et de la certification.

**De grandes marques en vente partout**

Pour générer un impact réel au Sud pour un nombre toujours plus important de producteurs, il faut que les producteurs puissent vendre le fruit de leur travail aux conditions du commerce équitable. Plus ils vendront, plus les flux financiers augmenteront, plus grands seront les moyens à leur disposition pour investir dans leur avenir.

Ce sont les consommateurs qui achètent les produits. Il faut donc être présent à où une grande partie de la population va faire ses courses et proposer des produits de marques connues du grand public. Un label indépendant est le moyen que nous avons choisi pour appuyer les choix des consommateurs dans les grandes surfaces.

**Le Sud : notre priorité**

Si par la suite des enfants de producteurs ne veulent pas continuer dans l'agriculture parce que leurs parents leur ont permis d'étudier et donc de découvrir d'autres horizons, nous ne pouvons que nous réjouir qu'au moins ils peuvent faire eux-mêmes ce choix.

Si on divise le revenu financier additionnel obtenu grâce au commerce équitable (88 millions d'euros en 2005) par le nombre de producteurs ou d'ouvriers agricoles accrédités par FLO/Max Havelaar (1 million de personnes), on arrive à des montants apparemment peu significatifs. C'est oublier que ces moyennes ne sont qu'indicatives : la moitié des producteurs et travailleurs du commerce équitable n'y sont enregistrés que depuis quatre ans et toute leur production n'est pas écoulée par le seul canal du commerce équitable.

**Jamie Oliver, célèbre chef coq britannique, soutient le commerce équitable**

Miko et l’entreprise durable
http://www.maxhavelaar.com/fr/nieuws.php/maxhavelaar/2006/5/30/1

**Résultats 2005: Max Havelaar se porte bien!**


**Frans Van der Hoff devient Docteur Honoris Causa**

http://www.maxhavelaar.com/fr/nieuws.php/maxhavelaar/2006/1/24/0

**Max Havelaar et Chiquita, un monde de differences**


Le commerce équitable (Fair Trade) est basé sur les trois piliers du développement durable : l'économique (prix équitable), le social (meilleurs salaires et conditions de travail) et l'environnemental (protection globale de la nature). Le label Max Havelaar, LE label du commerce équitable, garantit que les critères relatifs à ces trois piliers sont respectés.

Chiquita, quant à lui, travaille avec Rainforest Alliance, une certification garantissant principalement des améliorations environnementales et également sociales. Par ailleurs, les considérations économiques sont absentes des critères de Rainforest Alliance. La plantation n'a pas la garantie de recevoir un prix rémunérateur pour couvrir les coûts de ces améliorations environnementales et sociales. Les négociations de prix entre acheteurs et vendeurs restent soumises à la loi du plus fort.

Pour le consommateur, cela signifie concrètement que l'acte d'achat de bananes certifiées Max Havelaar aura un impact plus grand au niveau social et économique dans les pays du Sud que celui de bananes certifiées par Rainforest Alliance.

Par ailleurs, la grande majorité des bananes labellisées par Max Havelaar et vendues actuellement en Belgique portent également le label Biogarantie, garantissant une production...
totalement biologique. Le prix de ces bananes équitables et biologiques est égal (parfois inférieur ou supérieur) à celui des bananes Chiquita.

**Les Belges et le commerce équitable**

Lorsqu'on leur parle de « commerce équitable » ou encore « fair trade », 3 belges sur 5 comprennent le concept (58%), soit une augmentation de 50% par rapport à 2003. Notre dernière étude réalisée par le bureau TNS Dimarso montre aussi qu’un belge sur 2 connaît Max Havelaar. Cette connaissance du label Max Havelaar est principalement dûe à l’information dans les points de vente (aussi bien via les Magasins du Monde Oxfam que les grandes surfaces), les reportages à la télévision, les articles et les publicités dans les journaux et les magazines.

**International : + 43% de vente Fair Trade**
http://www.maxhavelaar.com/fr/nieuws.php/maxhavelaar/2004/8/2/1

Le volume des ventes de produits certifiés par Max Havelaar/FLO a connu une progression impressionnante en 2003: + 43% pour les 17 pays où le label est présent (14 pays européens, Etats-Unis, Canada et Japon). Le café équitable atteint un volume de 19.872 tonnes pour l'année 2003 tandis que les bananes arrivent à 51.336 tonnes. En Belgique, les ventes de café au label ont augmenté de 19% l'année dernière. Et celles de bananes Fair Trade, de 52%. Actuellement, huit produits de base sont labellisés Max Havelaar et 134 produits différents portent en Belgique le label Max Havelaar: cafés dessert, bio, déca, moka, nombreux thés et jus de fruits, chocolats fondant, praliné, au lait, miel, sucre fin et en morceaux, bananes, chocolat à tartiner, bonbons au miel, bonbons au café, etc.

**Plus...**
http://www.maxhavelaar.com/fr/nieuws.php/maxhavelaar/2004/8/2/1

**Info pour la presse**
http://www.maxhavelaar.com/fr/pers.php

**Plus d’info**

Banana
http://www.maxhavelaar.com/fr/page.php/meerprod2

Miel
http://www.maxhavelaar.com/fr/page.php/meerprod3

Café
http://www.maxhavelaar.com/fr/page.php/meerprod4

**Impact**
Signe Max Havelaar,
http://www.maxhavelaar.com/fr/webimages/IMPACTFR.pdf


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MAX HAVELAAR (the Netherlands),
Fair Trade label

http://www.maxhavelaar.nl/pages/template.asp?rID=110
In 1988 the first pack Max Havelaar-coffee was sold in the Netherlands. The idea for such a fair trade coffee came after a request form Mexican Coffee farmers for better coffee prices instead of development aid. A model for trademark coffee was created that is now known as the Max Havelaar-model. It stands for fair trade, giving people a fair chance and a better future. Since then 5 more products have entered the Dutch market: bananas, tea, chocolate, honey and orange juice. In all those years many producers farmers and workers achieved a better life standard for themselves and their families. The Dutch initiative is now acted out in 16 countries world-wide. The international co-ordinating organisation for all of them is FLO International, located in Bonn Germany.

MISSION & OBJECTIVES

Offering access to international trade with good conditions for farmers and workers in disadvantaged parts of the Third World so that they can build a better future for themselves. This means consumers and retailers must also pay enough to cover social and environmental

The Max Havelaar Foundation strives towards fair and just relations world-wide. Central to its policy is sustainable production, trade and consumption.

ACTIVITIES

The Max Havelaar Foundation

Co-operatives of small farmers and plantations in developing countries can register in the producers' list under a set of criteria, which includes maintaining contacts and checks and balances.

Checks
There are controls to ensure participating companies are honouring their trade agreements. These checks are important in several ways for all those involved. For example; small farmers and plantation workers need their products to be traded in a fair way. Consumers need to know that the premium they are paying for the products is actually reaching the people in developing countries.

Promotion
The more Max Havelaar trademark products there are sold, the better for those workers and farmers who are registered. That is why the Max Havelaar Foundation promotes the brand.

Trademark

Max Havelaar is not a brand but a trademark for fair trade. This means that products can have the Max Havelaar trademark when they follow the Max Havelaar guidelines. Below we explain how Max Havelaar works.

The foundation co-operates with three other players:
1. The registered producers: co-operatives of small farmers and plantation holders in developing countries.
2. Licence holders: Dutch companies and importers.
3. Consumers

The foundation owns the Max Havelaar trademark and checks the licence holders. That is because the Max Havelaar Foundation does not sell products itself. Licence holders are Dutch producers or importers of coffee, chocolate, tea, honey, bananas or orange juice. They have to comply with certain conditions of trade and be prepared to submit themselves to checks. The license holders trade with farmers co-operatives and plantations which are registered with Max Havelaar for offers to their produce.

What's in a name?
http://www.maxhavelaar.nl/pages/template.asp?rID=135

Where does the name Max Havelaar come from? More than 130 years ago the author of the book "Max Havelaar or the coffee auctions of the Dutch Trading-Society", Eduard Douwes Dekker, was assistant resident in one of the districts of the former Dutch East Indies, the present Indonesia. Douwes Dekker could not reconcile with the politics of the colonial government who forced the countrymen on a massive scale to work for the Dutch coffee plantations. That pressure was so high that the farmers had to neglect the cultivation of food crops. Famine was the result.

No one better than Max Havelaar himself can express our feelings when inviting everybody, in any country, to act with creativity and firm decision towards the implementation of initiatives similar to Max Havelaar, adapted for the specific conditions and characteristics of local conditions and market structures.

"And once more I do not ask this for myself, but for the cause that I represent, the cause of justice and humanity, which is also a cause of well-understood politics".
(Max Havelaar, 1859, in his famous letter to the King of Holland, pledging for His intervention to secure a human treatment of the indigenous people of the so called 'Dutch Indies', the latter Indonesia. In that time, his plea stayed without positive result.)

NEWS & DOCUMENTS

Impact (in dutch)

http://www.maxhavelaar.nl/pages/template.asp?rID=201

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The Max Havelaar Foundation awards a quality label to products that have been produced according to principles of fair trade. Through fair trade, it contributes to improving the living and working conditions of small farmers and agricultural workers in disadvantaged regions. The Max Havelaar Foundation is a member of the Fairtrade Labelling Organizations (FLO) and complies with their international fair trade standards. The Max Havelaar Foundation was founded in 1992 by the Swiss aid organizations: Brot für alle, Caritas, Fastenopfer, HEKS, Helvetas and Swissaid. It is a non-profit organization and has been self-financing since 2001. The Foundation’s headquarters are in Basel.

**MISSION & OBJECTIVES**

By raising awareness in regard to the objectives of fair trade, the Max Havelaar Foundation aims to persuade consumers to buy products that carry the Max Havelaar Fairtrade Label. Together with the other national FLO members, the Max Havelaar Foundation is committed to strengthening the significance, market share and quality of fair trade at an international level. At the same time, the Max Havelaar Foundation also plays an active role in the establishment and ongoing development of FLO structures.  

**Mission**

- The Max Havelaar Foundation (Switzerland) fosters fair trade for products from economically disadvantaged regions in the southern hemisphere under conditions that ensure the livelihood of the local population. These products are cultivated according to ecological principles and increasingly follow organic farming methods.  
- In Switzerland, the Max Havelaar Foundation awards a Fairtrade Label to all products from the southern hemisphere that have complied with Fairtrade Labelling Organizations (FLO) product-specific standards. To protect the credibility of its label, the Max Havelaar Foundation plays an active role in the development and definition of product standards by the FLO at a high level. Where necessary, the Max Havelaar Foundation specifies additional standards for its label in Switzerland.  
- The Max Havelaar Foundation takes advantage of the market dynamics surrounding fair trade to expand the market share of the products bearing the Max Havelaar Fairtrade Label.  
- Given its specific knowledge and experience of fair trade, the Max Havelaar Foundation actively participates in the discussion of development policy issues pertaining to world trade affairs. With this in mind, it aims to shift the balance in global trade regulations gradually in favor of those who are economically disadvantaged.

**ACTIVITIES**

**Quality Label**

What does the Max Havelaar label mean?  
Max Havelaar stands for fair trade with farming cooperatives and plantations. This includes among other things:  
- fair prices to cover costs of production  
- guaranteed minimum wages for workers  
- fair trade premium for the realisation of community projects  
- as well as long-term trade relations  
- Products are grown in accordance with strict standards (social and environmental) to guarantee premium quality.
The Max Havelaar Foundation grants a license to use its label. It is as a non-profit organization and does not deal directly with products.

All benefit from fair trade:
- Farmers obtain market access and fair prices.
- Pickers and farmworkers improve their living and work conditions.
- Licensees in the Northern hemisphere can count on reliable, motivated trading partners in the Southern hemisphere.
- Consumers contribute to more equality between North and South while enjoying tasty products of premium quality.

**The Max Havelaar standards**
The benefits and added value of fair trade, however, come with a series of obligations. Fair trade is tied to stringent conditions binding to both parties to the agreement. This is true for all products bearing the Max Havelaar quality label: bananas, coffee, tea, honey, cocoa, chocolate, sugar, fruit juice, flowers and plants, mangos, pineapples and rice.

**Fair trade**

**Principles of fair trade**
- Fair trade strives for a more just distribution of revenues resulting from global trade relationships.
- Fair trade fosters sustainable development.
- The social and environmental standards that fair trade strives for comply with national law and the conventions of the [International Labor Organization](http://www.ilo.org) (ILO).
- For fair trade to work, everyone along the trade chain must cooperate and take their share of responsibility.

**Why is there a need for fair trade?**
Small farmers and field workers in developing countries live with the constant pressures of world markets, fluctuating prices, and exploitation by local traders. The repercussions range from debt to unemployment and poverty. However, there are few alternatives to domestic production. Unfortunately, they often include the cultivation of narcotic substances, prostitution, child labor, migration to the slums of major cities or emigration. Fair trade offers more than a million people a way out of this downward spiral.

**Producers**

**Products**

- Avocados

- Bananas

  Outlet bananas

  Point of sale
Cocoa/Chocolate

Coffee

Cotton

Flowers

Fruit juice

Honey

Mango

Pineapples

Plants

Rice

Sugar

Tea

**ASSOCIATED SITES**
(in german)

Amt für Umwelt und Energie des Kantons Basel-Stadt (Tipps zum Thema Umweltgerecht einkaufen):
http://www.aue-bs.ch/umwelttipps

Arbeitsgemeinschaft der Hilfswerke:
http://www.swisscoalition.ch

Bioläden Adressen (nach Kanton geordnet):
http://www.bionetz.ch/biolaeden/adressen/index.php

Demeter Konsumenten:
http://www.sozialoekonomie.ch

Erklärung von Bern:
http://www.evb.ch

Fédération vaudoise de coopération:
http://www.fedevaco.ch
Le Chemin de l'équité, projet de David de Martin et Mathieu Frund en Amérique latine. Avec but de sensibiliser les jeunes de Suisse Romande au commerce équitable.:
http://www.cheminidelequite.ch

STEP - Fairer Handel mit handgefertigten Teppichen:
http://www.label-step.org

NEWS & DOCUMENTS

La Fondation Max Havelaar (in French)

Annual report 2005
The new annual report of the Max Havelaar-Foundation in German or French (PDF, 3.5 MB)

Consommation de produits équitables: comparaison internationale

Rapport annuel 2004 (in french)

Bananes documentation nov 2005 (in french)
http://www.maxhavelaar.ch/filemanager/publikationen/documentation_bananes.pdf

Café documentation (in french)
http://www.maxhavelaar.ch/filemanager/publikationen/documentation_cafe.pdf

Jus d’orange (in french)
http://www.maxhavelaar.ch/filemanager/publikationen/documentation_jus_orange.pdf

Max Havelaar Fair Trade Express
Nov 2005

Max Havelaar orange juice now for the catering industry too
08.06.2006
Launch of Cotton Products and Textiles with Max Havelaar-label (in german)
28.04.2005

Press conference cotton/textile (in german)
28.04.2005

Press conference financial year 2005 / 5th anniversary of fair trade flowers (in german)
26.04.2006

Fussballstar Tranquillo Barnetta engagiert sich für fairen Handel (in german) (in Suisse)

Ad campaign 2005
Commercial textiles Video (in german)

Campaign 2006

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Fax +41 44-389 84 14
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Fax +41 24-425 56 34
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http://www.commerceequitable.org/

PLATE-FORME POUR LE COMMERCE ÉQUITABLE (PFCE)

Crée en 1997, la Plate-Forme pour le Commerce Équitable (PFCE) est un collectif national de concertation et de représentation d’acteurs de commerce équitable français. Forte de 31 institutions, la PFCE réunit des organisations nationales de commerce équitable auxquelles s’associent des structures qui appuient cette démarche. Depuis 2002, des associations de tourisme équitable en sont aussi membres.

MISSIONS & OBJECTIVES

- le fonctionnement institutionnel et la structuration de la PFCE,
- les systèmes de garantie du commerce équitable,
- les principes d’adhésion et d’évaluation interne,
- la communication et la promotion du commerce équitable.

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ACTIVITIES

Commerce Équitable
http://www.commerceequitable.org/commerceequitable/

Face aux déséquilibres de l’économie mondiale...
Le commerce est indispensable à toute société et fonde pour partie le lien social. Pourtant, son organisation actuelle se fait souvent :
- à l’insu du producteur comme du consommateur : le producteur ne connaît pas la destination de son produit ; le consommateur en ignore la provenance réelle,
- au détriment du producteur et du consommateur : les intermédiaires les plus puissants (grandes marques commanditaires, groupes industriels, organismes financiers, grands
distributeurs, centrales d’achat) imposent leurs règles, leurs prix, voire même leurs produits, aux producteurs comme aux consommateurs. Le commerce devient ainsi un strict enjeu de pouvoir et de profit privé lié à la spécula- 
cion à court terme. Le plus souvent inéquitable, il banalise une relation de dominan
t dominé. Les conséquences en sont insupportables pour les êtres humains comme pour l’environnement social, économique, écologique et culturel. 
Face à ce constat, l’objectif du commerce équitable est de permettre aux producteurs et aux consommateurs de vivre leur dignité et leur autonomie, en retrouvant la maîtrise et le sens de leurs actes. (Extrait de la Charte de la PFCE)

Une alternative sortie de la marginalité

- Le développement du commerce équitable se traduit par une augmentation du nombre de points de vente (boutiques spécialisées, grandes et moyennes surfaces, sites Internet de vente en ligne), des volumes de produits vendus et du nombre de références disponibles pour les consommateurs publics et privés.
- En France, on dénombre actuellement 250 points de vente spécialisés, des entreprises de vente par correspondance et de nombreux sites Internet consacrés partiellement ou totalement à la vente en ligne de produits issus du commerce équitable. Il ne faut pas non plus oublier la distribution via les réseaux des boutiques « bio » (près de 500), et bien sûr, plus de 10 000 grandes et moyennes surfaces qui distribuent des produits alimentaires.
- Une notoriété qui s’affirme

Systèmes de garantie
http://www.commerceequitable.org/garantie/

Comment s’y retrouver et comment distinguer le vrai du faux ?
Le commerce équitable est une démarche économique en plein essor. Les logos, les offres, les lieux de distribution, et les rayonnages en grandes surfaces comme en magasins spécialisés dans le commerce équitable se multiplient. Pour les consommateurs, l’absence de label public complexifie l’achat de produits issus du commerce équitable. Comment les reconnaître ? Comment distinguer les produits réellement équitables et les autres, simples coups de publicité ou résultats de l’exploitation d’un filon commercial ?
La Plate-Forme pour le Commerce Equitable œuvre en France pour la mise en place de systèmes de garantie exigeants et sûrs. Voilà quelques points de repère et informations clés pour mieux comprendre le fonctionnement des systèmes de garantie du commerce équitable.
On appelle garantie, une assurance, délivrée au terme d’un processus de vérification, d’adéquation entre des pratiques et des principes. En France, en l’absence d’une norme légale et d’un mode de certification uniformisé du commerce équitable, divers systèmes de garantie privés ont vu le jour : « labellisations privées », mécanismes de reconnaissance ou marques. En pratique, s’il existe par exemple un système de garantie pour des produits issus de l’agriculture biologique reconnu par les pouvoirs publics et se référant à une norme, il n’y a rien de semblable pour le commerce équitable. Chaque acteur de la profession garantit ou fait garantir ses produits sur la base de référentiels privés et distincts. Et par extension, le terme de label est utilisé pour désigner un logo attestant d’un travail de certification et donc un respect de cahier des charges.
- Au niveau international, les réseaux FINE et STEP proposent des modèles de certification afin d’uniformiser les pratiques nationales et sectorielles des acteurs du commerce équitable, mais ils ne disposent d’aucun mandat spécifique pour organiser de manière impérative le secteur.
- Au niveau national, des regroupements d’organisations de commerce équitable comme la PFCE ont vu le jour et travaillent aussi au rapprochement des différentes pratiques de leurs membres.
- Les garanties peuvent respectivement porter sur un produit de base, sur les étapes du processus qui va de la production à la distribution, ou directement sur une structure (pour valider qu’elle est une organisation de commerce équitable).

Diferentes approches en matière de garantie
La reconnaissance des structures est plutôt liée à la mise en place historique du commerce équitable et à l’échange de produits artisanaux. Elle s’applique à des structures dont l’activité relève principalement du commerce équitable et elle est principalement mise en œuvre par des
fédérations comme l’IFAT au niveau international ou la PFCE en France. Principalement basées sur des principes de reconnaissance mutuelle et de confiance, différentes méthodologies d’évaluation ont été mises en place.

- L’IFAT procède à un contrôle en trois phases : une autoévaluation est demandée à la structure, suivie d’un examen réciproque entre les différentes structures membres puis, une vérification externe et aléatoire par un certificateur indépendant.
- La PFCE a rédigé une « Charte du commerce équitable » et élaboré un système d’évaluation interne de ses membres pour contrôler leurs pratiques et attester du respect de la Charte.

La labellisation de filières est une méthode développée par STEP et spécialement conçue pour le secteur textile. La démarche consiste à partir du distributeur et à remonter toute la filière jusqu’à la production pour responsabiliser et faire progresser les pratiques de chaque acteur jusqu’au respect de critères définis dans une charte de référence. Ce travail de traçabilité des produits se fait en parallèle de contrôles au niveau de la commercialisation comme au niveau de la production.

Quelques Chiffres
http://www.commerceequitable.org/chiffres/

Le commerce équitable en Europe
L’Europe est la principale destination des produits issus du commerce équitable. Ainsi, sur les 58 000 tonnes de produits alimentaires équitables qui sont exportés à travers le monde, 22 000 le sont à destination de l’Europe. Près de 80% de la production de café équitable y est aussi distribuée.

La mobilisation et les initiatives
Ce sont près de 3 000 organisations dans 20 pays d’Europe qui se sont engagées dans la promotion et le développement du commerce équitable à titre d’activité principale.

Les produits et services y sont commercialisés via deux réseaux principaux :
- les boutiques spécialisées, autrement appelées « magasins du monde » (environ 3 200 points de vente dont 2 500 liés au réseau NEWS!),
- la grande distribution (plus de 43 000 grandes et moyennes surfaces, dont plus de 10 000 en France).

Les « meilleurs élèves »

Les leaders de la consommation équitable sont :
1. le marché suisse où 47% des bananes vendues sont issues du commerce équitable,
2. le marché néerlandais,
3. le marché britannique où les ventes de café équitable ont atteint près de 50 millions de livres en 2004, soit 71,7 millions d’euros,
4. le marché autrichien où, du fait d’une importante médiatisation, le café biologique équitable représente 70% de ce marché.

Une consommation en plein essor

Quelques données internationales
Selon le PNUD, le chiffre d’affaires du commerce équitable a représenté 700 millions à 1 milliard de dollars en 2003, soit environ 0,1% du commerce européen et 0,01% des échanges mondiaux.

En bénéficiant :
directement, plus de 1 500 000 producteurs de 60 pays d’Asie, d’Afrique et d’Amérique Latine, indirectement au total, plus de 5 millions de personnes.
- Aux États-Unis, les points de vente du commerce équitable se développent aussi de façon importante avec 400 magasins ouverts, particulièrement à travers l’enseigne TEN THOUSAND VILLAGES qui en compte 300. Cette association, aussi présente au Canada
et membre de l’**IFAT**, a réussi à dynamiser ses magasins en y rationalisant les gammes et en professionnalisant ses collaborateurs.


**Tourisme Équitable**

http://www.commerceequitable.org/tourisme/

La démarche du tourisme équitable

Le tourisme équitable est un ensemble d’activités de services, proposé par des opérateurs touristiques à des voyageurs responsables, et élaboré avec les populations locales. Les bénéfices sociaux, culturels et financiers de ces activités doivent être perçus en grande partie localement, et équitablement partagés entre les membres de la communauté. Ces communautés participent aussi à leur gestion continue de façon significative en limitant au maximum les intermédiaires non concernés par cette forme de tourisme.

Vers une certification du tourisme équitable

Des projets de définition de standards et de certification du tourisme équitable sont en cours pour tenter de clarifier les différentes pratiques et pour simplifier et sécuriser les choix du consommateur. La PFCE en est partie prenante.

**ASSOCIATED SITES**

Les membres de la Plate-Forme réalisent environ 80% du commerce équitable en France et sont impliqués sur des objectifs convergents.

http://www.commerceequitable.org/membres/

- **Alter Eco**
- Alter Mundi
- Althéane
- Artisal
- Artisanat-SEL (Service d’Entraide et de Liaison)
- Artisans du Soleil
- ASPAL (Association de Solidarité avec les Peuples d’Amérique Latine)
- Biocoop
- Boutic Ethic
- CCFD - Comité Catholique contre la Faim et pour le Développement
- Chrétiens en Monde Rural
- Commerceequitable.com
- Croq’Nature
- Echoppe
- Equiterre
- Ethiquable
- Ethnik.org
- Ethos
- Fédération Artisans du Monde
- Guayapi Tropical
- Handicap International
- Idéo
- Ingénieurs Sans Frontières
- La Route des Sens
- Ligue de l’Enseignement
- Lilah Distribution
- Max Havelaar France
- Sira Kura
- Solidar’Monde
- TDS (Tourisme et Développement Solidaires)
Les partenaires de la PFCE
http://www.commercequitable.org/partenaires/

Les réseaux
http://www.commercequitable.org/pfce/
La PFCE travaille en réseau et en collaboration avec de nombreux partenaires.
Parmi eux, on distingue :
- les réseaux internationaux du commerce équitable
  - FINE, le forum informel qui regroupe les quatre organisations internationales du commerce équitable : FLO, l’IFAT, NEWSI et l’EFTA,
  - STEP,
  - Fibre Citoyenne,
- les pouvoirs publics, La PFCE est l’interlocuteur des instances gouvernementales, notamment des 3 ministères dont relève le commerce équitable :
  - le Ministère des Affaires Étrangères,
  - le Ministère des PME, du Commerce, de l’Artisanat et des Professions Libérales,
  - le Ministère de l’Écologie et du Développement Durable et la Délégation Interministérielle à l’Innovation Sociale et à l’Économie Sociale,
- les réseaux nationaux et régionaux d’organisations locales,
- le réseau Artisans du Monde, Max Havelaar France, le CCFD, l’ASPAL.
- les collectifs de solidarité internationale : Coordination Sud, le CRID, 2005 ! Plus d’excuses…
- les syndicats,
- les grandes entreprises :
  - a PFCE a notamment un partenariat privilégié avec la SNCF qui promeut le commerce équitable dans le cadre de sa Mission Solidarité.

http://www.commercequitable.org/reseaux/
LES RESEAUX NATIONAUX ET INTERNATIONAUX DU COMMERCE EQUITABLE

NEWS & DOCUMENTS

La NEWSLETTER de la Plate-Forme pour le Commerce Equitable
Lundi 15 mai 2006 - 2ème numéro
http://www.commercequitable.org/uploads/media/newsletter2definitive.htm

Statuts

La Charte de la PFCE pour un commerce équitable

Fiches techniques pour acteurs institutionnels
Presentation_de_la_Plate-Forme_pour_le_Commerce_Equitable
http://www.commercequitable.org/uploads/media/Presentation_de_la_Plate-Forme_pour_le_Commerce_Equitable.pdf

Tourisme_Equitable_et_Solidaire
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Fax : 01 53 35 05 41
plate-forme@commerceequitable.org
Central d’achat SOLIDAR’MONDE, pour un commerce plus équitable

Solidar’Monde est une entreprise créée fin 1984 à l’initiative de la Fédération Artisans du Monde

MISSION & OBJECTIVES

La commercialisation de produits provenant de Tiers Monde. Celle-ci est effectuée dans un esprit de coopération avec nos partenaires, fondée sur des principes d’équité et de solidarité avec pour objectif d’améliorer les conditions de vie des producteurs.
L’information, liée à la vente de produits, qui a pour but de sensibiliser les consommateurs aux conditions des échanges économiques avec ces pays
La promotion d’un commerce plus juste avec les pays du Tiers monde.

ACTIVITIES

Nous achetons des produits artisanaux et alimentaires à des organisations de producteurs défavorisés

Le Commerce équitable

Producteurs

Produits

Points de Vente

NEWS & DOCUMENTS

Revue de Presse

entretien


Le commerce équitable en plein boom

http://www.solidarmonde.fr/

http://www.solidarmonde.fr/pg_portrait.htm

http://www.solidarmonde.fr/pg_products.htm

http://www.solidarmonde.fr/pg_produits.htm

http://www.solidarmonde.fr/pg_pdv.htm

http://www.solidarmonde.fr/pg_infos.htm
Coopération Nord-Sud : Un mois d’échanges fructueux de M. Ahanhanzo en France
http://www.quotidienlematinal.com/article.php3?id_article=3318

Provenance art 262
http://www.solidarmonde.fr/ART262.pdf

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NORTH AMERICA
As one of our nation's leading research universities, Colorado State University is committed to realizing its vision as a 21st century land-grant university. Last year, CSU awarded degrees to over 5,000 graduates, attracted more than $220 million in research funding and contributed to the prosperity of Colorado and the nation with new graduates; advances in science, technology and learning; and community enrichment via the arts, humanities and the intellectual richness of a great research university.

Department of Sociology
http://www.colostate.edu/Depts/Sociology/
Sociology is the systematic study of society, all societies. A sociology major provides an opportunity for a student to acquire a quality liberal arts education with a focus on the concepts and research methodologies used to understand patterns of social bonds via the disciplined study of social interactions, groups, organizations, institutions, communities, whole societies, and the global

CENTER FOR FAIR AND ALTERNATIVE TRADE STUDIES: Room for Fair Trade in Free Markets  CFAT
http://vpr.colostate.edu/index.asp?url=cal07
The Center’s research agenda is built upon the success of the Fair Trade Research Group at Colorado State University (CSU). Since 1999 an international network of scholars and practitioners, with coordination by a team at CSU, has pursued a number of research projects funded by the Ford Foundation and the John D. and Catherine T. MacArthur Foundation. Going forward, the Center will pursue a broader research agenda using the FTRG experience as the point of departure for understanding the range of initiatives that make up this emerging phenomenon. The Center will maintain a number of research initiatives, both through the international network originally established by the FTRG and through the work of Center staff. The Center will also provide infrastructure and other support to Visiting Scholars once fully funded.

MISSION & OBJECTIVES
The Center is a multidisciplinary program to study the pursuit of social justice and environmental sustainability through fair and alternative trade initiatives. The Center is not engaged in advocacy. Instead, we believe the critical assessment of this emerging global phenomenon will provide scholars, practitioners, conscious consumers and progressive producers with much needed insights into the options and potential for market based initiatives for social change. The Center is building activities in three basic areas: research, education and outreach. The Center staff will work with Center Associates, Center Fellows, students and community members to provide timely research on cutting edge questions; workshops and seminars on issues identified by the many different stakeholders and interested parties; and local, national and international outreach initiatives to advance the understanding of fair and alternative trade.

Why Fair and Alternative Trade?
Globalization, in its current neo-liberal form of unfettered trade liberalization and economic integration, and the social and political transformations that accompany it, is forging ahead at an unprecedented rate. A growing number of groups and individuals around the world are creatively challenging the range of negative effects that have come with this process through the pursuit of alternative trade and development initiatives that promote more environmentally sustainable and socially just outcomes of this transformative process.
Such efforts can be found in everything from organic farming in the U.S. and Europe (and increasingly in the developing world as well), to sustainable forestry in Latin America and Asia, from more socially just diamond mining and petroleum exploration linked to democracy and grassroots empowerment in Africa, to eco-clothing and anti-sweatshop initiatives in Europe and the U.S. The interests behind these initiatives range from local NGOs to transnational corporations. Together the fair or alternative trade initiatives are part of an emerging phenomenon described as globalization from below, a broad based and as yet poorly understood movement linking consumers with producers.

Fair Trade Research Group FTRG
http://www.colostate.edu/depts/sociology/fairtrade/index.html

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FAIR TRADE RESEARCH GROUP REPORT
http://www.colostate.edu/depts/sociology/fairtrade/doc/fairtrade.pdf

ACTIVITIES

- Current Projects
  http://www.colostate.edu/depts/sociology/cfats/projects.html
  1) Broadening and Deepening the Impact of Fair Trade
  2) Conscious Consumerism
  3) Assessing the Current Benefits and Future Potential for Poverty Alleviation Through Participation in Fair Trade Coffee Networks
- Recent Publications
- Education
The Center currently works with a number of graduate students investigating various dimensions of fair and alternative trade. In addition, several courses in the Graduate Program on Social Change and Development in the Department of Sociology at CSU are designed to explore the questions related to fair and alternative trade and globalization from below, including S660 (Development Theory), S666 (Globalization and Socioeconomic Restructuring), S667 (State, Economy and Society), and S669 (International Inequality and Change).

- Students and Projects
  http://www.colostate.edu/depts/sociology/cfats/education.html
- Outreach
The Center, with seed funds from the Bohemian Foundation (Pharo Fund) is developing the Conscious Consumers Program in the local Fort Collins Community. An inventory of Fair and Alternative Trade and Locally Grown goods
http://www.colostate.edu/depts/sociology/cfats/pdf/CC%20report%20-%20draft%203.pdf has recently been produced; with additional reports forthcoming. Once fully funded, the program will provide information, open community dialog, and other services to local schools, community organizations and others on the dynamics of global trade and development and options available through fair and alternative trade. Outreach activities will focus on critical assessments of the strengths, weaknesses and potential of a range of market based strategies for social change.

Outreach: Media Coverage and In the News
http://www.colostate.edu/depts/sociology/cfats/outreach.html
Thanks to the good quality and low prices, foreign sales of Argentine wine, among other fair-trade products, are exploding.

By: Mei-Ling Hopgood
Special to The Miami Herald
http://www.reflector.com/hp/content/shared/news/world/stories/05/29_ARGENTINA_FAIRTRADE.html

Center for Fair and Alternative Trade Studies: Room for Fair Trade in Free Markets
By: Robert Toland
Vice President for Research at Colorado State University
http://vpr.colostate.edu/index.asp?url=cal07

Outreach: Speaking Engagements
http://www.colostate.edu/Depts/Sociology/cfats/speaking.html

RESEARCH

The Center will maintain a number of research initiatives, both through the international network originally established by the FTRG and through the work of Center staff. The Center will also provide infrastructure and other support to Visiting Scholars once fully funded.
http://www.colostate.edu/Depts/Sociology/cfats/research.html

Fair Trade has become a dynamic and successful dimension of an emerging counter tendency to the neo-liberal globalization regime. This study explores some of the dilemmas facing the Fair Trade movement as it seeks to broaden and deepen its impact among the rural poor of Latin America’s coffee sector. We argue that the efforts to broaden Fair Trade’s economic impact among poor small scale producers are creating challenges for deepening the political impact of a movement based on social justice and environmental sustainability. The study is based on 2 years of research and 7 case studies in Mexican and Central American small scale farmer cooperatives producing coffee for the Fair Trade market.

Fair Trade has gained attention as an innovative market-based mechanism for addressing social and environmental problems exacerbated by conventional global markets. Yet such initiatives are also regulatory mechanisms that establish voluntary alternative arrangements for governing production, commercialization and consumption of global commodities. Based on a recent study of Fair Trade coffee experiences in Latin America, this paper explores the changes Fair Trade represents in governance of the coffee commodity chain. It argues that Fair Trade coffee governance is shaped both by formal organizational arrangements for coordination and control and less formally, by the social and political relations embedded in Fair Trade’s commodity chain. Fair Trade’s alternative governance arrangements represent one of the initiative’s major accomplishments but also pose some of its most significant challenges for the future.

Research Group
http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/index.html

- Supporting Documents
Poverty Alleviation Through Participation in Fair Trade Coffee Networks: Existing Research and Critical Issues
Laura T. Raynolds, Associate Professor
Poverty Alleviation Through Participation in Fair Trade Coffee Networks: Synthesis of Case Study Research Question Findings
Peter Leigh Taylor, Associate Professor

• Case Studies

FAIR TRADE NETWORKS IN TWO COFFEE COOPERATIVES OF WESTERN EL SALVADOR: AN ANALYSIS OF INSERTION THROUGH A SECOND LEVEL ORGANIZATION SEPTEMBER 2002
http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/doc/elsal.pdf
A Case Study for the Project on “Poverty Alleviation Through Participation in Fair Trade Coffee Networks: An Assessment of Current Benefits and Future Potential”
V. Ernesto Méndez
Colorado State University/DESAL/Ford Foundation

Evaluation of the Actual and Potential Benefits for the Alleviation of Poverty Through the Participation in Fair Trade Coffee Networks: Guatemalan Case Study
Performed by Sarah Lyon
http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/doc/quatemala.pdf

Poverty Alleviation through Participation in Fair Trade Coffee Networks: The Case of UCIRI, Oaxaca, Mexico, September 2002
Franz VanderHoff Boersma
http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/doc/pov.pdf

Poverty Alleviation through Participation in Fair Trade Coffee Networks: The Case of CEPCO, Oaxaca, Mexico Coordinadora Estatal de Productores de Oaxaca (CEPCO) September 2002
Josefina Aranda and Carmen Morales
http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/doc/cepco.pdf

Poverty Alleviation Through Participation in Fair Trade Coffee Networks Comments on the Implications of the Mexico Reports
Ronald Nigh, August 2002
http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/doc/nigh.pdf

NEWS & DOCUMENTS

“One Cup at a Time: Poverty Alleviation and Fair Trade Coffee in Latin America.”
http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/doc/fairtrade.pdf

Documents in spanish
http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/espanol.html
• Una taza a la vez: La paliación de la pobreza y el café del comercio alternativo en Latinoamérica
• CEPCO - Oaxaca, Mexico - Josefina Aranda and Carmen Morales
• Unión La Selva - Chiapas, Mexico - Alma Amalia González Cabañas
• Unión Majomut - Chiapas, Mexico - Victor Pérezgrovas Garza and Edith Cervantes Trejo
• UCIRI - Oaxaca, Mexico - Franz VanderHoff Boersma
CONTACTS

Web Pages

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http://www.colostate.edu/Depts/Sociology/faculty/murray.html

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http://www.dm.cahs.colostate.edu/Pages/Faculty/littrell.aspx
CO-OP AMERICA: Economic Action for Justice Planet

Founded in 1982, Co-op America is a national nonprofit 501(c)(3) organization. Our democratically-constituted board is elected by our members from our consumer, business, and staff stakeholders. Co-op America operates as a worker member cooperative, where staff members seek to achieve consensus through democratic decision-making processes on key strategic issues for the organization.

MISSION & OBJECTIVES

We work for a world where all people have enough, where all communities are healthy and safe, and where the bounty of the Earth is preserved for all the generations to come.

What We Do

Co-op America’s work combines four powerful strategies:
- Empowering individuals to make purchasing and investing choices that promote social justice and environmental sustainability;
- Demanding an end to corporate irresponsibility through collective economic action;
- Promoting green and fair trade business principles while building the market for businesses adhering to these principles;
- Building sustainable communities in the US and abroad.

What makes our work unique?

We help people in their roles as consumers, investors, business owners, homeowners, community activists, teachers, people of faith, children and parents, to take both personal and collective action that promotes positive social and environmental progress. Together, these people are growing the market for green products, promoting renewable energy, promoting fair wages and fair trade, and building healthy communities here and abroad.

We focus on economic strategies to address social and environmental problems.
We help people say NO to companies that hurt people and the planet and say YES to companies that are truly making a difference.
We find solutions – not just problems.
We work on both social AND environmental issues. We see these as completely linked. It’s what we mean by “green.”
We work to stop harmful and abusive practices AND build new models for a sustainable future, such as promoting fair trade, renewable energy and community investing.
We work in partnership with allies to have the highest possible impact.
Over the years, we have helped millions of people use their money to create a life they can feel good about living, and to cultivate a social and environmental legacy worth leaving behind. And we’ve helped these people join hands with others to help put our world on a more just and sustainable path toward the future.

Members
- Co-op America has nearly 65,000 individual and 2,500 business members.
  Individuals & Families
  Businesses
  Financial Professionals & Institutions

Other inquiries, including address changes, please use our Contact Form or call 1-800-58-GREEN
In partnership with the Social Investment Forum, we also offer memberships to financial professionals and institutions interested in socially responsible investing.

Learn more about the Social Investment Forum »

Co-op America hosts the Fair Trade Federation, a national trade association of Fair Trade business across the country.

**ACTIVITIES**

**Our Programs**

[http://www.coopamerica.org/programs/](http://www.coopamerica.org/programs/)

Our programs empower you to make changes in your personal life and join together with others in economic action with others for a better world.

**FAIR TRADE**


Co-op America helps you switch your purchases to Fair Trade, provides links to Fair Trade business across the country, and helps you join with others to promote Fair Trade through our Fair Trade Alliance. Promoting economic justice for farmers and artisans through fair trade.

**Sweatshops**


Co-op America helps you keep sweatshop and child labor out of your purchases, provides you green and Fair Trade options, and helps you work with others to promote fair wages and labor standards worldwide.

**Fair Trade Program**


Fair Trade helps ensure that farmers and artisans throughout the developing world receive a fair price for their products, that communities are healthy, and the environment is preserved. You play an important role in promoting Fair Trade. By shifting your spending to support Fair Trade, and by demanding that businesses make Fair Trade products available, you can reshape the global economy to one that works for people and the planet.

**What is Fair Trade?**


- **What to Know**

Fair Trade is a system of exchange that honors producers, communities, consumers, and the environment. It is a model for the global economy rooted in people to people connections, justice, and sustainability. When you make Fair Trade purchases you are supporting:

- A Fair Price for Products
- Investment in People and Communities
- Environmental Sustainability
- Empowerment for Farmers and Artisans
- Empowerment for Women
- Direct, Long-Term Relationships

**What We Do**


Co-op America’s Fair Trade Program helps individuals switch their purchases to support Fair Trade, empowers people and their communities to become Fair Trade advocates, and works to encourage businesses large and small to incorporate Fair Trade products and principles into their core businesses.

Co-op America’s **Fair Trade Alliance** is a national network of workplaces, schools, faith congregations, and community groups of all sizes and shapes that have committed to promoting...
Fair Trade, sharing ideas with others, and growing a global economy based on justice and sustainability. Sign up to be part of this growing grassroots network for Fair Trade. Each year in Washington, DC you can join Fair Trade advocates, Fair Trade businesses, Fair Trade producers, and over 17,000 concerned individuals at Green Festival to learn more about Fair Trade at our Fair Trade Pavilion. Check back for dates for 2006.

**Our Successes**
http://www.coopamerica.org/about/whatwedo/oursuccesses.cfm

Co-op America is leading the way toward a more just and sustainable society.

**What You Can Do**
http://www.coopamerica.org/programs/fairtrade/whatyoucando/index.cfm

Fair Trade is a people-powered solution to global economic injustice. Here are some ideas for how you and others in your community can work together to promote Fair Trade.

- **Buy Fair Trade products when you shop**
  Fair Trade Products
  http://www.coopamerica.org/programs/fairtrade/products/index.cfm

- **ADOPT-A-SUPERMARKET campaign**
  http://www.coopamerica.org/programs/fairtrade/whatyoucando/supermarketcampaign.cfm

  Co-op America's ADOPT-A-SUPERMARKET campaign is linking up Fair Trade advocates with stores in their local communities to keep pressure on supermarkets to carry and promote more Fair Trade products. Good news. Oxfam America has teamed up with us to promote the Adopt a Supermarket campaign. We’re urging people across the country to get their local supermarkets to stock and promote more Fair Trade products.

  **Co-op America** and **Oxfam America** are urging Supermarket Adoption teams to use the Supermarket Scorecard to keep track of how your local supermarket is promoting Fair Trade products. Download and send it back to us so we can use the scorecards to thank supermarkets that are doing a good job, and encourage others to improve their efforts.

  Our Adopt-a-Supermarket campaigns aims to mobilize Fair Trade consumers to build the market for Fair Trade products by getting supermarkets to stock and promote them. Forming an Adoption Team with your friends, school, faith congregation, or community center is a great way to bring people together and promote Fair Trade in your town. Learn more

  **Adopt-a-Supermarket**

- **Educate others**

  Host a Fair Trade coffee hour to educate your friends, coworkers, or community members. Bring Fair Trade coffee, tea, or chocolate to your next meeting. Bring information about Fair Trade to distribute at your the next community event.

- **Become Part of Co-op America's Fair Trade Alliance**
  http://www.coopamerica.org/programs/fairtrade/alliance/index.cfm

  Have your school, workplace, place or worship, or community group work to promote Fair Trade. Co-op America members and friends across the country are getting their communities involved in promoting Fair Trade.

**Co-op America's Fair Trade Alliance**
Fair Trade Alliance Members
http://www.coopamerica.org/programs/fairtrade/alliance/index.cfm

Across the US, workplaces, community organizations, schools, yoga studios, peace centers, faith congregations, and more are pledging to make Fair Trade products a part of their meetings, events, and social gatherings ... and working to educate others about Fair Trade.

Members of Co-op America's Fair Trade Alliance are everyday people in everyday communities committed to the extraordinary proposition that by working together we can create a global economy based on principles of Fair Trade.
Co-op America's Fair Trade Alliance
- ... a union local to Wisconsin
- ... a pilates studio in New York City
- ... a Quaker guest house in Washington, DC
- ... a community TV station in North Carolina
- ... a law office in Michigan

Fair Trade Alliance Members
http://www.coopamerica.org/programs/fairtrade/whattoknow/AllianceMembers.cfm

Check out the May/June Issue of the Fair Trade Alliance Newsletter
http://www.coopamerica.org/programs/fairtrade/index.cfm
- In this issue read about Fair Trade Shea Butter and Olive Oil, see how Fair Trade Alliance members celebrated World Fair Trade Day, and check out the Chocolate Challenge - a Fair Trade school project conducted by high schoolers in Connecticut. http://www.coopamerica.org/PDF/FTA-Newsletter_MayJune06.pdf

Special message from NYC:
http://www.coopamerica.org/programs/fairtrade/resources.cfm
Please join the New York City Fair Trade Coalition, Oxfam America, and Coop America for THE NATIONAL SUPERMARKET DAY OF ACTION Saturday, November 19th Noon – 4 PM.

On one of the busiest shopping days of the year, join activists from around the city to raise awareness of Fair Trade and encourage Fairway, Gristedes, D’Agostino and the Food Emporium to carry more Fair Trade products. We’ll be handing out Fair Trade recipe cards, customer comment cards requesting Fair Trade, and information about Where to Buy Fair Trade products in New York City.

If you are interested in participating in this event, please RSVP to Scott Codey at scottcodey@gmail.com by WEDNESDAY NOVEMBER 16TH so we know how many supermarkets we can cover.

Co-op America Events
http://www.coopamerica.org/about/events.cfm
- 2006 Green Festivals!
- Co-op America’s Green Business Conference

ASSOCIATED SITES
- Fair Trade Resource Network
- Oxfam America
- Transfair USA

Links to other Fair Trade organizations
- ENGAGE
- Fair Trade Federation
- Fair Trade Resource Network
- Global Exchange
- Interfaith Fair Trade Initiative http://www.lwr.org/advocacy/tradejustice/ifti/index.asp
- IFAT
- Oxfam America
- TransFair USA
- United Students for Fair Trade
NEWS & DOCUMENTS

- **Fair Trade Resources**
  Co-op America is pleased to provide you with the following list of Fair Trade resources
  [http://www.coopamerica.org/programs/fairtrade/resources.cfm](http://www.coopamerica.org/programs/fairtrade/resources.cfm)
- **Co-op America Membership**
  Become a member and get Fair Trade information and updates year round, including a free copy of Co-op America's National Green Pages™.
- **Co-op America's Guide to Fair Trade**
  This is our consumer education guide about Fair Trade and how you can help promote Fair Trade in your community.
- **Co-op America's National Green Pages™**
  Companies that have made an extraordinary commitment to Fair Trade are listed in the National Green Pages™. From coffee to crafts, you'll find businesses offering Fair Trade items across the country. Search now.

Program Overview, Year end report '05
[http://www.coopamerica.org/about/yearend/index.cfm](http://www.coopamerica.org/about/yearend/index.cfm)

**Fair Trade, Fair Economies**
Big-Picture Thinking: Build Strong Local Economies to Support Fair Trade Globally
[http://www.coopamerica.org/about/yearend/page4.cfm](http://www.coopamerica.org/about/yearend/page4.cfm)
In 2006, with your support, we'll:
- **Ramp up our Adopt-a-Supermarket Campaign**
  Co-op America's Adopt-a-Supermarket Campaign will work with consumers in at least 150 communities to keep the pressure on supermarkets to increase the amount and variety of Fair Trade products sold. We see this as a powerful way to demonstrate consumer support and signal to supermarkets their responsibility to their customers and the workers in their supply chain.
- **Grow the Fair Trade Alliance.**
  We have grown our unique Fair Trade Alliance this year from zero to 400 companies and organizations across the country, representing over 200,000 people. These 400 houses of worship, schools, workplaces, and community-based organizations pledge to make Fair Trade products part of their own meetings, events, and daily office use. Plus they commit to being active in community outreach about Fair Trade. Our next goal is to expand the alliance so that it can help build coalitions in at least 100 of the largest American metropolitan areas. At that point, we will have created and consolidated demand for Fair Trade products to create a functioning Fair Trade economy within- the-economy, including distribution, sales points, and community-to-community contact between consumers and producers.
- **Hold Procter & Gamble Accountable.**
  Procter & Gamble has not taken sufficient steps to meet its promise to farmers and consumers. So we'll be calling on our members and beyond to hold Procter & Gamble to its promise by the fall of 2006.

Our Publications
[http://www.coopamerica.org/about/whatwedo/ourpublications.cfm](http://www.coopamerica.org/about/whatwedo/ourpublications.cfm)
In the Current Issue:
- **Download the Spring 2006 Wal-Mart issue of the Co-op America Quarterly**
[http://www.coopamerica.org/PDF/WalmartCAQ68.pdf](http://www.coopamerica.org/PDF/WalmartCAQ68.pdf)

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www.fairtradeny.com
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www.fairtradepugetsound.org
Bay Area Fair Trade Coalition
Contact: Jean Walsh
jwalsh@transfairusa.org
Chaire de responsabilité sociale et de développement durable CRSDD UQAM

Qui sommes-nous?
La Chaire de responsabilité sociale et de développement durable est un lieu privilégié d'échanges et de réflexion sur les questions d'éthique et de responsabilité sociale. Elle s'intéresse aux nouvelles régulations sociales dans le contexte de la mondialisation et aux innovations socio-économiques portées par les acteurs. Créée en l’an 2000 et rattachée à l’École des sciences de la gestion de l’Université du Québec à Montréal, la Chaire a démarré officiellement ses activités en 2002. Elle rassemble aussi bien des professeurs, des chercheurs et des étudiants que des praticiens de la gestion qui, du fait de leurs intérêts ou de leur expérience, s’interrogent sur la place de l’entreprise dans la société et sur ses implications pour le gestionnaire.

Le contexte
Marquée par l’émergence d’une nouvelle économie et l’approfondissement d’une mondialisation dont on cerne encore mal les contours, l’activité économique et l’entreprise sont sujettes à des mutations importantes au chapitre de leur forme, de leur contenu et de leurs rapports avec les autres sphères d’activités humaines. Les travaux de la Chaire de responsabilité sociale et de développement durable visent à mettre en lumière ces mutations et les défis qu’elles posent au chapitre de la gestion, de l’organisation sociale et des mécanismes de régulation.

UQAM - UNIVERSITÉ DU QUÉBEC À MONTRÉAL
http://www.uqam.ca
L’UQAM est une université publique de langue française dont le rayonnement est international. Fermement engagée en recherche et en création, elle offre près de 300 programmes aux trois cycles d’études.

Les chaires institutionnelles de recherche
http://www.esg.uqam.ca/recherche/unites/chaireInst.php

Chaire de responsabilité sociale et de développement durable
http://www.crsdd.uqam.ca/
Titulaire : Corinne Genron
Titulaire adjoint: Alain Lapointe

MISSION & OBJECTIVES

La Chaire de responsabilité sociale et de développement durable poursuit l’objectif ultime de la promotion d’une économie au service de la personne humaine. Sa mission est de contribuer, par le développement et la diffusion des connaissances, par la recherche fondamentale et appliquée et par la formation des gestionnaires en exercice et en devenir, à la construction d’une économie humaine visant un développement durable.

La Chaire de responsabilité sociale et de développement durable entend devenir un pôle d’expertise reconnu en regard des problématiques relevant de ses champs d'intérêt. À cette fin, la chaire poursuivra des objectifs complémentaires de recherche, de formation et de sensibilisation.

Objectifs de recherche
- Créer une structure de regroupement de chercheurs universitaires provenant d’horizons disciplinaires variés en favorisant une perspective multidisciplinaire des objets de recherche de la chaire.
- Offrir un lieu privilégié d’interaction et de partenariat de recherche entre praticiens et universitaires et entre chercheurs et étudiants en lien avec les problématiques de recherche de la chaire.
• Mener des recherches, de type fondamental et appliqué, contribuant à l'avancement des connaissances dans les champs d'intérêt de la chaire.

Objectifs de formation
• Intéresser et soutenir des étudiants à effectuer des mémoires ou thèses dans les champs de recherche de la chaire, ou à œuvrer à titre d'assistants de recherche.
• Assurer des relais d'information et de diffusion entre la recherche et l'enseignement aux trois cycles sur la problématique Économie et Humanisme.
• Développer et offrir aux gestionnaires en exercice des séances de formation et de travail en regard des problèmes de gestion soulevés par la conciliation des impératifs économiques et des valeurs humanistes.

Objectifs de sensibilisation
• Supporter la publication et la vulgarisation scientifique des études et recherches menées dans le cadre des activités de la chaire.
• Organiser et participer à des événements publics (colloques, table-rondes, etc.) permettant de mettre en présence chercheurs et praticiens.
• Favoriser les échanges entre les membres et les partenaires de la chaire pour que celle-ci devienne un lieu internationalement reconnu de réflexion et d'interaction en regard de ses champs d'intérêt.
• Pour en savoir plus sur la Chaire de responsabilité sociale et de développement durable

Comité scientifique
http://www.crsdd.uqam.ca/chaire/?page=collaborateur
Paul R. Bélanger
Marie-Andrée Caron
Andrée De Serres
Louis Favreau
Corinne Gendron
Amparo Jiménez
Alain Lapointe
Jean Pasquero
Jean-Pierre Réverêt
Marie-France Turcotte

Nos partenaires financiers
Le Mouvement Desjardins
Cascades

ACTIVITIES

Les axes de recherche
http://www.crsdd.uqam.ca/recherche/?page=axe
Les problématiques de recherche privilégiées de la Chaire de responsabilité sociale et de développement durable sont organisées en fonction de trois axes de recherche mettant en question autant les pratiques de l'entreprise que la régulation et l'organisation économique : travail, environnement et communautés. Ces axes thématiques sont traversés par trois axes transversaux complémentaires qui proposent chacun une perspective particulière de recherche : l'éthique et la responsabilité sociale de l'entreprise, l'éthique économique et les modes de régulation sociale et les nouvelles pratiques économiques. L'organisation matricielle de des axes de recherches permet de délimiter un vaste territoire d'objets de recherche spécifiques, comme l'illustre le tableau suivant
Axes de recherche thématiques et transversaux

<table>
<thead>
<tr>
<th>Éthique et responsabilité sociale de l’entreprise</th>
<th>Travail</th>
<th>Environnement</th>
<th>Communautés</th>
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</thead>
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<tr>
<td>Normes SA 8000</td>
<td>Normes ISO 14 000</td>
<td>AA1000</td>
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<tr>
<td>Principes CERES</td>
<td>Principe DD et autres</td>
<td>D éveloppement local</td>
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<td>Charte DD et autres</td>
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<tr>
<td>Impacts des nouveaux mouvements sociaux économiques</td>
<td>Économie et droit de l’environnement</td>
<td>Fonds de travailleurs</td>
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<tr>
<td>Nouvelles pratiques économiques</td>
<td>Agriculture biologique</td>
<td>Nouvelle gouvernance</td>
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<td>Commerce équitable</td>
<td>Évaluation d’impacts</td>
<td>Monnaies locales</td>
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<td>Investissement responsable</td>
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<td>Finance solidaire</td>
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<td>Économie sociale</td>
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</tbody>
</table>

La recherche s’articule autour de trois grands axes
http://www.crsdd.uqam.ca/recherche/?page=projet

1. La responsabilité sociale de l’entreprise
http://www.crsdd.uqam.ca/recherche/?page=projet_axe1
La responsabilité sociale est un thème qui a pris une importance inégalée à l’ère de la mondialisation économique, alors que plusieurs espèrent qu’elle permettra de baliser les actions des grandes firmes transnationales. Nous nous intéressons à la définition, aux formes, au contenu et au cadre institutionnel de la responsabilité sociale corporative, en étudiant notamment les représentations différentes qu’en ont les acteurs sociaux, de même que les outils sur lesquels elle s’appuie : codes de conduite, certifications, labels, investissements responsables, etc.

2. Développement durable, régulation et gestion environnementale
http://www.crsdd.uqam.ca/recherche/?page=projet_axe3
Dans le cadre de plusieurs projets, les chercheurs de la Chaire se penchent sur les transformations de la régulation à l’ère de la mondialisation, en regard notamment de la consolidation d’un cadre mondial de gouvernance économique et de la montée des problèmes environnementaux globaux. Ce cadre régulatoire est modulé par la diffusion d’un nouvel imaginaire du développement, le développement durable, que tentent d’opérationnaliser les acteurs de la société. Certaines recherches menées à la Chaire étudient tout spécialement les rapports de développement durable produits par les entreprises.

3. Commerce équitable et nouveaux mouvements sociaux économiques
http://www.crsdd.uqam.ca/recherche/?page=projet_axe2
Les chercheurs de la Chaire furent parmi les premiers à s’intéresser à ce phénomène en organisant un séminaire international en 2002, et mènent depuis plusieurs projets d’envergure pour étudier comment, dans les organisations du Sud comme dans celles du Nord, s’opérationnalise le commerce équitable et quelles sont ses retombées en matière de développement et de solidarité sociale. De façon plus large, les chercheurs s’intéressent aussi à d’autres mouvements sociaux qui utilisent l’économie à des fins de revendication sociale tels que la finance solidaire ou les investissements responsables, en analysant tout particulièrement la tension entre les impératifs commerciaux et les visées éthiques que vivent ces mouvements.

Projets de recherche
http://www.crsdd.uqam.ca/recherche/?page=projet_axe2
Projets en cours
• Développement durable et commerce équitable
Professeurs responsables : Corinne Gendron, Louis Favreau, Marie-France Turcotte, Jean-Guy Vaillancourt.
Durée : 2005-2008
http://www.crsdd.uqam.ca/recherche/?page=projDeveloppement
L’objectif de la recherche est d’analyser le commerce équitable comme application du développement durable. Ce projet permet de comprendre comment cette innovation socioéconomique correspond à un modèle de développement alternatif et en quoi elle se démarque de la filière traditionnelle du commerce international. Il y est aussi vérifié dans quelle mesure le commerce équitable est en phase avec l’impératif écologique, la visée sociale et l’instrumentalisation économique du développement durable comme le prétendent les acteurs du commerce équitable. L’étude est réalisée auprès de la filière du coton équitable, implantée principalement en Inde et en Afrique.

• Le commerce équitable comme innovation sociale et économique: Performance sociale et renouvellement des pratiques économiques
Professeur responsable : Corinne Gendron
Durée : 2003-2006
http://www.crsdd.uqam.ca/recherche/?page=projCommerce
L’objectif principal de ce projet de recherche est l’étude empirique du commerce équitable au Nord et au Sud comme modèle alternatif de production, de gestion et d’échange, ainsi que son potentiel de renouvellement des pratiques économiques et des régulations traditionnelles. Trois objectifs spécifiques sont poursuivis. En premier lieu, il s’agit de voir comment, sur le terrain, les pratiques du commerce équitable se développent et si elles permettent d’atteindre les objectifs de développement et d’équité que ses acteurs cherchent à promouvoir. Le deuxième objectif vise à mieux saisir la signification du commerce équitable dans les relations Nord-Sud, les modalités de son insertion dans les circuits économiques, et ses effets concrets sur les producteurs du Sud et les employés au Nord. Enfin, le troisième objectif vise à documenter les expériences d’un nouveau mouvement social économique (Gendron, 2001).

Colloques et conférences
http://www.crsdd.uqam.ca/activite/?page=colloques#colloques

• Colloques
http://www.crsdd.uqam.ca/activite/?page=colloques_international

• Conférences, séminaires et ateliers
• Appel à contribution
• Lancement de livres
• Communications des membres de la Chaire
• ACFAS

Séminaires scientifiques
http://www.crsdd.uqam.ca/activite/?page=seminaire
• Séminaires scientifiques 2005-2006
• Séminaires scientifiques 2004-2005
• Séminaires scientifiques 2003-2004
• Séminaires scientifiques 2002-2003
NEWS & DOCUMENTS

Cahiers de recherche
http://www.crsdd.uqam.ca/publication/?page-cahier


2005


2004


2003


Audet, A. 2003. « De nouveaux foyers de régulation en concurrence dans la filière agroalimentaire : comment s’articulent les Labels, certifications et appellations d’origine avec le droit commercial de l’OMC? », Cahier de la Chaire de responsabilité sociale

**Bulletins Oeconomia Humana**
http://www.crsdd.uqam.ca/publication/?page=bulletinOH
- Juin 2006, Édition spéciale sur le commerce équitable
- Décembre 2005

**Articles**
http://www.crsdd.uqam.ca/publication/?page=article

**Articles scientifiques**

**Autres publications**

**Journaux**

**Répertoire de liens**
http://www.crsdd.uqam.ca/lien/

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**CRISES, Centre de recherche sur les innovations sociales**

The Centre de recherche sur les innovations sociales (CRISES) is an interuniversity and multidisciplinary research centre. It brings together about sixty researchers, each of whose primary affiliation is with one of the following seven institutions: Université du Québec à Montréal (UQAM), Université du Québec en Outaouais (UQO), Université du Québec à Rimouski (UQAR), Université Laval, Concordia University, École des hautes études commerciales de Montréal (HEC Montréal) and Institut national de la recherche scientifique Urbanisation, Culture et Société (INRS-U.C.S.).

CRISES was formed in 1986 by Benoît Lévesque and Paul R. Bélanger. Since 2001, CRISES has been a regroupement stratégique (a strategic alliance) funded by the Fonds québécois de recherche sur la société et la culture (FQRSC). In June 2003, Denis Harrisson was named Director of CRISES.

CRISES members come from a variety of disciplines: anthropology, geography, history, mathematics, philosophy, industrial relations, management sciences, economics, political science, sociology and social work. They study and analyze innovation and social change in three complementary areas: territory, quality of life and work and employment.

CRISES conducts some of its research in partnership with social and economic actors. Its members play a central role in networking with civil society and in the transfer of knowledge to the community.

*The CRISES brochure*

**MISSION & OBJECTIVES**

- Produce and disseminate new knowledge on social innovation and social transformation;
- Provide a forum to discuss and coordinate research activities;
- Promote new avenues of basic and applied research;
- Develop new partnerships;
- Organize activities of interest to scholars or involving the transfer of knowledge;
- Train junior researchers.

In addition to conducting numerous research projects, providing facilities for post-doctoral trainees and training students, CRISES organizes a series of seminars and conferences that facilitate the exchange and dissemination of new knowledge. The centre also coordinates several collections of working papers conveying the most recent work of its members.

The main CRISES offices are located on the UQAM campus. However, regional branches of CRISES take an active part in many of its activities.

**ASSOCIATED SITES**

*La Direction*

  - Responsables et coresponsables des axes
  - Innovations sociales développement et territoire
    - Klein, Juan-Luis responsable
    - Gendron, Corrine coresponsable

*Universités*

  - Université du Québec
  - Université du Québec Outaouais
  - Université du Québec, Campus de Rimousky

http://www.uqac.ca/campusRimouski/index.asp
Les membres du CRISES travaillent activement au sein de plusieurs organisations liées au monde universitaire et à la société civile. Nous citons ici les regroupements avec lesquels nous avons des liens soutenus. L'exploration de leur site Internet respectif vous permettra de mieux connaître ces groupes.

- Chaire de responsabilité sociale et de développement durable
  http://www.crsdd.uqam.ca/
- Chaire en gestion des compétences

**NEWS & DOCUMENTS**

**RECHERCHERS**

Axe innovation sociale développement et territoire

Les membres de l'Axe « Développement et territoire » s'intéressent à la régulation, aux arrangements organisationnels et institutionnels, aux pratiques et stratégies d'acteurs socio-économiques qui ont une conséquence sur le développement des collectivités et des territoires. Ils étudient les entreprises et les organisations (privées, publiques, coopératives et associatives) ainsi que leurs interrelations, les réseaux d'acteurs, les systèmes d'innovation, les modalités de gouvernance et les stratégies qui contribuent au développement durable des collectivités et des territoires.

Axe innovation sociale et conditions de vie

Les membres de l'axe conditions de vie repèrent et analysent des innovations sociales visant l'amélioration des conditions de vie, notamment en ce qui concerne la consommation, l'emploi du temps, l'environnement familial, l'insertion sur le marché du travail, l'habitat, les revenus, la santé et la sécurité des personnes. Ces innovations se situent, généralement, à la jonction des politiques publiques et des mouvements sociaux : services collectifs, pratiques de résistance, luttes populaires, nouvelles manières de produire et de consommer, etc.

Axe innovation sociale, travail et emploi

Les membres de l'axe travail et emploi orientent leurs recherches vers l'organisation du travail, la régulation de l'emploi et la gouvernance des entreprises dans le secteur manufacturier, dans les services, dans la fonction publique et dans l'économie du savoir. Les travaux portent sur les dimensions organisationnelles et institutionnelles. Ils concernent tant les syndicats et les entreprises que les politiques publiques et s'intéressent à certaines thématiques comme les stratégies des acteurs, le partenariat, la gouvernance des entreprises, les nouveaux statuts d’emploi, le vieillissement au travail, l’équité en emploi et la formation.
THÈSES ET MÉMOIRES
http://www.crioses.ugam.ca/pages/fr/recherche.aspx?indice=these

PUBLICATIONS
Les publications du CRISES
http://www.crioses.ugam.ca/pages/fr/publications.aspx

La promotion du commerce équitable : quatre pièges à éviter
Luc K. Audebrand et Adrian Iacobus (sous la direction de Marie-Claire Malo) 37 pages
http://www.crioses.ugam.ca/crihiers/ET0510.pdf

Quelques réflexions et synthèses sur le commerce équitable.
Marco Silvestro (sous la direction de Jean-Marc Fontan et de Corinne Gendron) 51 pages
http://www.crioses.ugam.ca/crihiers/ET0420.pdf

Commerce équitable
Yanick Noiseux (sous la direction de Jean-Marc Fontan et de Corinne Gendron) 188 pages
http://www.crioses.ugam.ca/crihiers/ET0416.pdf

Conjoncture internationale, société civile, économie sociale et solidaire dans une perspective Nord-Sud
Louis Favreau et Daniel Tremblay
http://www.crioses.ugam.ca/crihiers/ET0114.pdf

Économie sociale, coopération internationale et développement des sociétés du Sud
Louis Favreau
http://www.crioses.ugam.ca/crihiers/ET0018.pdf

Qu’est-ce que l’économie sociale ? Synthèse introductive
Louis Favreau (copublication CRISES/CRDC)
http://www.crioses.ugam.ca/crihiers/ET0508.pdf

La solidarité face au marché. Quelques réflexions sur l’histoire de la Mutualité au Québec
Martin Petitclerc
http://www.crioses.ugam.ca/crihiers/ET0207.pdf

Les entreprises d’économie sociale, plus porteuses d’innovations sociales que les autres?
Benoît Lévesque
http://www.crioses.ugam.ca/crihiers/ET0205.pdf

Économie sociale et solidaire dans un contexte de mondialisation : pour une démocratie plurielle
Benoît Lévesque
http://www.crioses.ugam.ca/crihiers/ET0115.pdf

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CATHOLIC RELIEF SERVICES CRS

The Catholic Bishops of the United States founded Catholic Relief Services in 1943. Our mission is to assist the poor and disadvantaged, leveraging the teachings of the Gospel of Jesus Christ to alleviate human suffering, promote development of all people, and to foster charity and justice throughout the world.

Working through local offices and an extensive network of partners, CRS operates on five continents and in 99 countries. We aid the poor by first providing direct assistance where needed, then encouraging people to help with their own development. Together, these approaches foster secure, productive, just communities that enable people to realize their potential.

As the official international relief and development agency of the U.S. Catholic community, CRS is also committed to educating the people of the United States to fulfill their moral responsibilities toward our global brothers and sisters by helping the poor, working to remove the causes of poverty, and promoting social justice.

MISSION & OBJECTIVES

What We Do

As the official international humanitarian agency of the U.S. Catholic community, CRS provides humanitarian relief and development assistance in 99 countries worldwide. Initially responding to the call to help rebuild a shattered Europe during World War II, we have since expanded our programming expertise to provide relief in times of disaster, while also laying the foundation for developing stronger communities for the future. Our programming overseas includes:

- Agriculture
- Community Health
- Education
- Emergency Response
- HIV/AIDS
- Microfinance
- Peacebuilding
- Safety Net Programming

Woven within these programs are common themes that guide CRS decisions and action. These themes—Capacity-Building, Food Security, Gender and Justice—teach communities how to become self-sustaining through tolerance, understanding and solidarity.

CRS supports programs in the United States to inform and engage American Catholics about poverty and injustice overseas. Our U.S. programs provide opportunities for Catholics to live their faith by getting involved—as individuals, with their families, in their schools and parishes—to help build a more just world. Some of the U.S. programs focus on:

- Parish Outreach
- High-School Youth and Teachers
- Fair Trade
- Colleges and Young Adults
- Farmer-to-Farmer Support
- Advocacy

Where We Work

Through our headquarters in Baltimore, Maryland, and in field offices located on five continents, CRS provides humanitarian relief and development assistance for vulnerable people in 99 countries and territories around the globe.

- CRS Work Overseas: Learn how we provide innovative programs through local offices by working with our vast network of partners.
• CRS Work in the US: Learn how we help U.S. Catholics actively work to transform the world and contribute to international justice.

**Welcome to CRS Fair Trade**
http://www.crsfairtrade.org/index.cfm

The United States Conference of Catholic Bishops supports Fair Trade programs through which disadvantaged artisans, farmers and farmworkers receive fair compensation for the goods they produce.

**ACTIVITIES**

**Act Now!**
http://www.crsfairtrade.org/act_now/view.cfm?Id=23

- Build an Economy for Everyone
  "An Economy for Everyone" annual report
- consumer (Buy Good!),
- citizen (Rewrite the Rules!),
- investor (Invest in Change!),
- and worker (Work in Solidarity!)

**Newsroom**
http://www.crs.org/about_us/newsroom/index.cfm

**Current News**

*Catholic Relief Services Celebrates WORLD FAIR TRADE DAY*

In the United States, the CRS Fair Trade Program and its partners promote Fair Trade products to U.S. Catholics, including Fair Trade coffee from Nicaragua, Fair Trade chocolate from Ghana, and Fair Trade handicrafts from dozens of countries around the world. Overseas, CRS and its partners provide credit, technical assistance and marketing support to disadvantaged farmers and artisans to help them sell their products into the U.S. Fair Trade market.

"Fair Trade brings us together in mutually beneficial relationships with our brothers and sisters around the world," said Michael Sheridan, CRS' Economic Justice Program Officer. "We are proud to sponsor World Fair Trade Day celebrations in the United States, and encourage U.S. Catholics to act on the event’s theme and Support Fair Trade Organizations Now!"

"Our partners are all Fair Trade organizations," Sheridan explained. "Their commitment to pay a fair price to struggling farmers and artisans complements the long-term efforts of CRS to promote sustainable development around the world.

**About The CRS Fair Trade Fund**

Every time you purchase Fair Trade coffee, chocolate or handcrafts through the CRS Fair Trade Program, a percentage of your purchase goes to the CRS Fair Trade Fund to help expand the Fair Trade system. Through the Fair Trade Fund, CRS makes targeted, high-impact Development Grants to help artisans and farmers overseas succeed in the U.S. Fair Trade market, and Market-Building Grants that have unique potential to help grow the market for Fair Trade products here in the United States.

**About World Fair Trade Day**

Join thousands of people around the world on May 13 to celebrate our common participation in the Fair Trade model, which brings us together with disadvantaged artisans and farmers from around the world. This year's theme, "Fair Trade Organizations NOW," urges consumers to support organizations like our partners in the CRS Fair Trade Program, who are 100 percent committed to making the economy work for disadvantaged producers worldwide – now that's something worth celebrating!

Catholic Relief Services is the official international relief and development agency of the U.S. Catholic community. We assist people in more than 99 countries based on need, not race, creed or nationality.

**Get Involved!**
http://www.crsfairtrade.org/what_is/index.htm
NEWS & DOCUMENTS

Fair Trade Resources
Download Resources
http://www.crsfairtrade.org/what_is/dload_resc.htm
These resources introduce you to the Fair Trade concept and the CRS Fair Trade Program, and help you introduce it to others in your community. Just click on the document titles to download—it's that easy!

- General
  http://www.crs.org/publications/general.cfm
  2005 CRS Highlights: The Year in Review
  The 2005 CRS Highlights offers supporters, staff and partners a month-to-month overview of programs we administered during calendar year 2005 through our Overseas and U.S. Operations divisions.
  http://www.crs.org/publications/pdf/Gen030106_e.pdf

  Catholic Relief Services 2005 Annual Report
  (October 1, 2004 – September 30, 2005)

  Fair Trade Futures Action Guide
  http://www.crsfairtrade.org/assets/FT_Futures_Action_Guide.pdf
  The Fair Trade Futures Action Guide is a comprehensive resource featuring profiles of innovative Fair Trade practices and projects from across the United States. This fantastic resource is the official action guide of the Fair Trade Futures Conference, a national Fair Trade event that was co-sponsored by CRS.

  Fair Trade and Catholic Social Teaching
  http://www.crsfairtrade.org/assets/Fair%20Trade%20and%20Catholic%20Social%20Teaching.pdf
  This document explores seven core principles of Catholic Social Teaching, and explains how Fair Trade creates opportunities for us to honor them through the choices we make every day as consumers.

  Making the Case for Fair Trade
  http://www.crsfairtrade.org/assets/Making%20the%20Case.pdf
  A presentation that provides a succinct, visually compelling summary of the coffee crisis, Fair Trade and the CRS Fair Trade Program. Educate yourself or others in your parish, school and community.

Download Resources
http://www.crsfairtrade.org/what_is/dload_resc.htm
These resources introduce you to the Fair Trade concept and the CRS Fair Trade Program, and help you introduce it to others in your community

- Coffee
  Put your money where your heart is.
  This three page document is designed to help parish administrators and volunteers who feel torn between their desire to purchase Fair Trade coffee as part of their commitment to justice and their need to balance tight parish budgets. No easy answers here, but some perspectives and questions that may help facilitate those difficult decisions.

  Fair Trade Value Chain
  http://www.crsfairtrade.org/assets/Fair%20Trade%20Value%20Chain.pdf
  This two-page document shows how Fair Trade puts more of your coffee dollars directly into the hands of small-scale farmers than the conventional system, in which middlemen, processors and coffee companies can earn more than the men and women who actually grow the coffee.

Download Resources
http://www.crsfairtrade.org/what_is/dload_resc.htm
Chocolate

Instruction Sheet
This full-color one-page flyer introduces the CRS Fair Trade Chocolate Program and suggests four ways that you can make the world sweeter for cocoa farmers: buy Fair Trade chocolate, give Fair Trade chocolate as a gift, sell Fair Trade chocolate as an ethical fundraiser, and encourage store managers in your community to serve Divine brand Fair Trade chocolate wherever chocolate is sold.

Raise Money Right
This three-page handout suggests seven simple steps you can take to ensure that your Fair Trade chocolate fundraiser is a success.

Tally Sheet
Distribute this handy tally sheet to volunteers in your Fair Trade chocolate fundraiser to help keep close track of who sells what

Tell a Divine Story
Interested in promoting Divine chocolate in your community but don’t know how? This resource suggests some specific talking points that will help you explain to store managers what we love so much about Divine chocolate, from the quality of the product to the quality of life it works to achieve for cocoa farmers.

Bean-to-Bar
A colorful 11” x 17” poster that shows you where Divine Fair Trade chocolate comes from and, more importantly, how you can get some!

Divine Petition
Use this petition to mobilize your friends, family, classmates or fellow parishioners around a Divine cause, and present it to store managers wherever chocolate is served in your community. If you get more signatures than you can fit on this page (and we hope you do!), just add as many pages as you need to this document.

Order Form
Fill out this form and return it via mail or fax to order your Divine Fair Trade chocolate!

The Cocoa Tour
Take a virtual tour of the cocoa production process, and meet the cocoa farmers in Ghana who put the heart in Divine Fair Trade chocolate.

Chocolate Rap
Day Chocolate, the company that produces Divine brand Fair Trade chocolate, sponsored a Fair Trade rap competition in England. The winners: two 13-year-old artists who call themselves Shudda and Ablaze. They recorded their rap, "Dubble Trouble," with British rap star Shystie. The title refers to the Dubble bar, Day Chocolate's leading product for youth in England.

The CRS Fair Trader
Click on the headers below to view past issues of the CRS Fair Trader, a quarterly e-newsletter that gives you Fair Trade news you can use. To subscribe, just sign up for the CRS Fair Trade Network.

Issue 1--Winter 2005
http://www.crsfairtrade.org/fairtrader/0501.htm
Issue 2--Spring 2005
http://www.crsfairtrade.org/fairtrader/0505.htm
Special Edition--June 2005
http://www.crsfairtrade.org/fairtrader/0605-SE.htm
Issue 3--Summer 2005
http://www.crsfairtrade.org/fairtrader/0805.htm
Issue 4--Fall 2005
http://www.crsfairtrade.org/fairtrader/10_05.htm

Beyond Fair Trade: An Economy for Everyone
http://www.crsfairtrade.org/beyond/index.htm

"The economy should work for people, and not the other way around." — Economic Justice for All

Through more than 100 years of reflection and writing on modern economic issues, the Catholic Church has confirmed again and again that the purpose of the economy is to meet the moral
demands of justice and solidarity and the material needs of every member of our human family. And each of us is called to do our part to make sure that the economy works for everyone, especially the poor. CRS and its allies create opportunities for us to put the values of our faith into action in service of this vision. And together we have the power to achieve it, because we are all moral agents in economic life. We shape the economy every day through the choices we make:

as consumers, about what we buy;  
http://www.crsfairtrade.org/beyond/consumers.htm

Consumers: Buy Good
"Consumers are moral agents in economic life, by our choices...we enhance or diminish economic opportunity, community life and social justice."
— A Catholic Framework for Economic Life

Citizens: Rewrite the Rules
"In the Catholic tradition, responsible citizenship is a virtue; participation in the political process is a moral obligation. All believers are called to faithful citizenship, to become informed, active, and responsible participants in the political process."
— Faithful Citizenship

as investors, about how we invest our money and exercise our prerogatives as shareholders;  
http://www.crsfairtrade.org/beyond/investors.htm

Investors: Invest in Change
"It appears that return on investment is the governing criterion in the relation between (shareholders) and management. We do not believe this is an adequate rationale for shareholder decisions."
— Economic Justice for All

as workers, about how we use our talents in the workplace.  
http://www.crsfairtrade.org/beyond/workers.htm

Workers: Work in Solidarity
"With what care, human kindness, and justice do I conduct myself at work?"
— Economic Justice for All

CRS also works to address complex economic issues whose just resolution requires concerted action on multiple fronts, and invites you to join us in taking integrated action for change. When we act in all of these ways to bring the values of our faith to bear on the economy, we can make the world a very different place.

Buy good. Rewrite the rules. Invest in change. Work in solidarity. Put it all together. We can build an economy for everyone.

Media  
http://www.crsfairtrade.org/what_is/dload_resc.htm

CRS Collaborates with 14 Fair Trade Coffee Companies Nationwide (May 2005)  
This interview on Catholic Radio Weekly aired on 75 radio stations across the United States in May (3 minutes, 13 seconds).

More than Good Coffee
This article appeared in the First Quarter 2005 issue of Charities USA, the official publication of Catholic Charities.

Press Release: CRS Fair Trade Coffee Now Available for Purchase  
(27 June 2005).

Press Release: CRS Announces 14 New Fair Trade Coffee Partnerships  
(14 April 2005).

Press Release: CRS Launches Fair Trade Chocolate Program  
(30 September 2005)
CRS + Villanova + Pura Vida = Great Things for Coffee Farmers
(11 October 2005)

With Help from CRS, Solidarity Comes in a Cup
(October 2005)

CONTACTS

Write to the Webmaster:
WebMaster@crs.org

Donor Services:
888-277-7575
Monday - Friday, 9 am to 5 pm, EST
800-736-3467
After Hours and Weekends, EST

Mailing Address:
Catholic Relief Services
P.O. Box 17090
Baltimore, Maryland 21203-7090
Staff Contacts: 410-625-2220
By E-mail: globalfellows@crs.org
By Phone: Mikaelle Sansone, Program Officer 410.951.7336
Paul Maguire, Program Officer, 732.571.7205

Media contacts
If you are a parish, diocese or individual and would like to find out how to make a difference here in the United States, please call
866-608-5978.
CITIZENS TRADE CAMPAIGN CTC

The Citizens Trade Campaign (CTC) is a national coalition of environmental, labor, consumer, family farm, religious, and other civil society groups founded in 1992 during the fight over the North American Free Trade Agreement (NAFTA). We are united in a common belief that international trade and investment are not ends unto themselves, but instead must be viewed as a means for achieving other societal goals such as economic justice, human rights, healthy communities, and a sound environment. The rules which govern the global economy must reflect the views and needs of the majority of the world's people on issues such as jobs, wages, the environment, human rights, food and consumer safety, access to essential services, and public health. CTC is a leading advocacy vehicle to fight for international trade policy that is not tilted in favor of the interests of multinational corporations and against the interests of the majority of the world's people.

MISSION & OBJECTIVES

What do we stand for?

We believe that with regard to international trade and investment rules:
• Domestic environmental, labor, health, food security, and other public interest standards and policies must not be undermined.
• Global labor, environmental, labor, health, food security, and other public interest standards must be strengthened to prevent a global "race to the bottom."
• The provision and regulation of public services such as education, healthcare, transportation, energy, water, and other utilities is a basic function of democratic government and must not be undermined.
• Raising standards in developing countries requires additional assistance and respect for diversity of policies and priorities. Trade is no substitute for aid.
• Countries must be allowed to design and implement policies to sustain family farms and achieve food security.
• Healthy national economies are essential to a healthy global economy. The right of Governments to pursue policies to maintain and create jobs must be upheld.
• The right of state and local governments to create and enforce diverse policies must be safeguarded from imposed standardization.
Rules for the global economy must be developed and implemented democratically and with transparency and accountability.

What do we do?
http://www.citizenstrade.org/what_is_ctc.php

At both the national and local levels, CTC facilitates the formation of cross-sectoral coalitions in which diverse interests can come together to share strategy, coordinate advocacy efforts, and promote an alternative vision to the neoliberal model of globalization. CTC provides national and local organizations, grassroots trade activists, and ordinary citizens across the U.S. an effective means to have their voices heard in Congress while working at the local level to unify those voices, educate the public and press, and hold elected officials accountable to their constituencies at home.

On a national level, CTC spearheads lobbying efforts in support of just trade policy. Coordinating efforts of member organizations and allies on Capitol Hill, and local activists in Congressional districts, we educate Members of Congress and hold them accountable for their trade votes. We have made trade agreements some of the most scrutinized votes in Congress.

CTC mobilizes organizations and individuals to participate in key public trade actions. CTC played a significant role in the peaceful demonstrations and educational events at the 1999 World Trade Organization meeting in Seattle and the 2003 Mobilization to Stop the FTAA in Miami.

CTC educates Members of Congress, the media, and the public about the negative effects of free trade policy and the corporate-managed trade model. We strive to expand the debate beyond
labor and the environment to include the increasingly diverse issues that international trade encompasses.

CTC works to put forth a vision for international trade rules. In 1998 we helped craft a progressive trade bill for sub-Saharan Africa that serves as a model for pro-environment, pro-consumer, and pro-worker trade legislation, and we continue to define a standard for trade agreements.

CTC supports the establishment and growth of state fair trade coalitions across the country and facilitates opportunities for local activists to share strategies and experiences with activists in other areas. We provide legislative information, press materials, current research and reports, tactical and financial assistance, and general organizing know-how to a far-reaching network of paid and volunteer activists and coalitions.

**ACTIVITIES**

**The Free Trade Area of the Americas (FTAA)**


- FTAA News
- FTAA Overview
- FTAA Environment
- FTAA & Democracy
- FTAA & Labor
- FTAA & Women
- Other Related Material
- Organizations Working on the FTAA
- FTAA Draft Text

**Citizens Trade PAC**


**What is Citizens Trade PAC?**


Citizens Trade PAC is a political action committee providing substantive assistance, strategic messaging support and field organizers in 2006 campaigns for the House and Senate. By holding accountable the elected officials who have betrayed working families on trade votes and backing candidates who will advocate for trade agreements with strong labor and environmental standards, we can transform the way America trades with the world.

Citizens Trade PAC is a connected PAC of Citizens Trade Campaign. The committee consists of Americans for Democratic Action, Communication Workers of America, Friends of the Earth, IATPAction (Institute for Agriculture and Trade Policy), International Brotherhood of Boilermakers, the International Brotherhood of Electrical Workers, the International Brotherhood of Teamsters, UNITE-HERE, and the United Steelworkers.

**What was the motivation behind Citizens Trade PAC?**

Citizens Trade PAC was formed in the wake of the 2005 vote for an expansion of NAFTA to five Central American countries and the Dominican Republic (CAFTA). The Bush administration signed CAFTA in May 2004, but it took 14 months to bring the agreement to Congress for approval. Because of a decade of NAFTA’s impact on American workers and broken promises to Mexico, members of Congress met CAFTA with great skepticism if not outright rejection. Slowly, however, the Bush administration and corporate allies picked off members of Congress with pork barrel deals and empty promises. After luring wavering lawmakers, Republican leadership brought CAFTA to the floor for a vote on July 27, 2005. After time expired, a dozen Republican members were sequestered by Speaker Dennis Hastert, Majority Leader Tom Delay and Majority Whip Roy Blunt who handpicked the last Republicans to vote for the deal despite the opposition to CAFTA in their districts. Amazingly, 15 Democrats also crossed the aisle to support this NAFTA expansion, thus allowing a failed trade model to include six more countries.
Citizens Trade PAC can only accept contributions from Citizens Trade Campaign members. Become a CTC member.
Among the candidates Citizens Trade PAC is working to elect...
http://www.citizenstrade.org/candidates.php

ASSOCIATED SITES

CTC Member Organizations & State Coalitions
http://www.citizenstrade.org/memberstatecoalitions.php

CTC Member Organizations:
Americans for Democratic Action*
http://www.adaction.org/index.htm
Communications Workers of America*
http://www.cwa-union.org/
Defenders of Wildlife
http://www.defenders.org/
Friends of the Earth*
http://www.foe.org/

Global Exchange
http://www.globalexchange.org/
IATPAcction*
http://www.iatp.org/
International Brotherhood of Boilermakers*
International Brotherhood of Electrical Workers*
http://www.ibew.org/
International Brotherhood of Teamsters*
http://www.teamster.org/
League of Rural Voters
http://www.leagueofruralvoters.org/
National Farmers Union*
http://www.nfu.org/
National Family Farm Coalition*
http://www.nffc.net/
Public Citizen*
http://www.citizen.org/trade/
UNITE HERE*
http://www.unitehere.org/
United Methodist Church, General Board of Church and Society*
http://www.umc-gbcs.org/site/pp.asp?c=fsJNK0PKJrH&b=849409
United Steelworkers of America*
http://www.uswa.org/uswa/program/content/index.php
United Students Against Sweatshops
http://www.studentsagainstsweatshops.org/index.php
Western Organization of Resource Councils
http://www.worc.org/index.html

CTC Affiliated State Coalitions:
California Coalition for Fair Trade and Human Rights
http://www.citizenstrade.org/cafairtrade.php
Florida Fair Trade Coalition
http://www.citizenstrade.org/lfftc.php
Maine Fair Trade Campaign
http://www.mainefairtrade.org/
Minnesota Fair Trade Coalition*
http://mnftc.info/open/en/Minnesota_Fair_Trade_Coalition
New York State Labor-Religion Coalition/Economic Justice for All
http://www.labor-religion.org/
Ohio Conference on Fair Trade
http://www.citizenstrade.org/ohfairtrade.php
Oregon Fair Trade Coalition
http://www.citizenstrade.org/orftc.php
Texas Fair Trade Coalition
http://www.texasfairtrade.org/
Washington Fair Trade Coalition
http://www.citizenstrade.org/wftc.php
Wisconsin Fair Trade Coalition
http://www.wiscotrader.org/

NEWS & DOCUMENTS

Trade Issues

Trade and Global South
http://www.citizenstrade.org/global_south.php

2006
It Takes More Than Free Trade to End Poverty
Joseph Stiglitz
The Independent, February 3, 2006
2006
Making Free Trade Fair
Barbados Nation, February 7, 2005

Free Trade & Economic Theory
http://www.citizenstrade.org/theory.php
Where is the Development?
Africa Renewal, June 1, 2006
Labor Rights and Trade: Guidance for the United States in Trade Accord Negotiations
Human Rights Watch Briefing Paper
Shaking Up Trade Theory
Business Week, December 6, 2004

Trade and Election Resources
http://www.citizenstrade.org/tradeelectionresources.php
How To: Make a Voter Guide
How to: Do Fair Trade Advocacy around elections without a PAC
Fair Trade Not Free Trade Precinct Caucus Resolution

Archive of Citizens Trade Digest
http://www.citizenstrade.org/digests.php
Welcome to the archive of our digests that we hope will educate and agitate people on current trade issues that affect our daily lives and the world we live in. These digests include action alerts, important news articles, local trade-related event information, resources, and other useful
tools to influence U.S. trade policy and promote economic justice, human rights, and the environment.

February 8, 2006

CONTACTS

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**FLORIDA FAIR TRADE COALITION FFTC**

**Fighting for Justice in the Global Economy**
The Florida Fair Trade Coalition (FFTC) strives to bring together the diverse labor, environmental, social justice, and farm organizations that are fighting back on various levels, to build a network that creates the conditions that make working people, family farmers, our environment, and our democracy, and not corporate profits, the mainstay of the global economy.
The type of globalization currently in place is characterized by huge corporations chasing around the planet trampling local democracy in search of the most exploitable workers and the most lax environmental enforcement. Now corporations are pushing a new generation of trade policies which would expand into new areas, potentially greatly hindering our ability to maintain public services and to regulate critical areas of our economy including education, healthcare, transportation, utilities, water distribution, and many others.
There is nothing inevitable about this type of global economy. It has occurred because of corporate and government decisions and it can be corrected by united citizen action. The Florida

**Fair Trade Coalition works to coordinate and build that citizen action by:**
1. Increasing and networking the number of diverse voices in Florida advocating for fair trade, social justice, and environmental sanity, and uniting those voices: FFTC brings together labor, farm, farm worker, environmental, religious, and social justice organizations to share information, and strategy, and to coordinate efforts and action. FFTC works to bring new groups into the fray of fair trade supporters.
2. Ensuring that Congress approves trade agreements only if they contain comprehensive and fully enforceable protections for working people, the environment and democracy: As part of the national Citizens Trade Coalition, the Florida Fair Trade Coalition has been active in the fight against Fast Track trade negotiating authority, and will continue to advocate for just trade policy with regard to the Free Trade Area of the Americas (FTAA), expansion of the World Trade Organization (WTO) and other corporate-model trade agreements currently under negotiation.
3. Educating policy makers and the public about the negative consequences and vast injustices of the type of globalization seen to date: FFTC communicates regularly with our state's Congressional delegation and other elected officials on the local, national, and international effects of trade issues. We communicate with the public via the news media, and through direct interactions with citizens’ groups.
4. Building local solidarity against the injustices of today's corporate-led global economy: The FFTC mobilizes organizations and individuals to respond to action requests from local workers and grassroots groups concerning injustices inflicted by transnational corporations.
The Florida Fair Trade Coalition will be educating and mobilizing in preparation for the FTAA Ministerial coming to Miami, Florida this fall. For more information or to get involved, please contact us at the information below.

**MISSION & OBJECTIVES**

**What does the Florida Fair Trade Coalition do?**
- **Strategy and Coordination** – the FFTC provides a space for diverse interests to coordinate efforts and create strategies to build a movement to stop the unfair trade agreements.
- **Providing Information** – FFTC serves as a resource for groups throughout the state, providing updated information about trade issues through an active listserv and extensive website.
- **Legislative Advocacy** – FFTC brings together its member organizations to pressure the Florida Congressional Delegation to advocate for fair and humane trade policies, and coordinates action campaigns around trade legislation.
- **Getting the Message Out** – FFTC works aggressively to push the debate about trade policies into local and national media and to get coverage of the real impacts of free trade policies.
• Mobilization – FFTC works to mobilize organizations and activists where necessary to increase pressure on decision makers and to increase the awareness of trade issues.

**ACTIVITIES**

**Trade Policies**


**The Andean Free Trade Agreement (AFTA)**

**AFTA News**

http://www.citizenstrade.org/aftanews.php

**AFTA Overview**

http://www.citizenstrade.org/aftaoverview.php

• AFTA & Agriculture
• AFTA & Access to Medicines
• AFTA & Indigenous Rights
• AFTA & Labor
• AFTA & The Environment

http://www.citizenstrade.org/andeanespanol.php

• Letters

(9/27/05) Alliance for Responsible Trade Letter to Robert Zoellick against AFTA  [37 KB]  

• Reports

(10/3/05) Andean FTA: Threats to Development (Development GAP)
(9/27/05) Comments of Public Citizen on Matters Related to the Andean Free Trade Agreement

• US/LEAP Articles

• AFTA Resources & Additional Information

• Alliance for Responsible Trade press release on Atlanta negotiations:  

The Ecuadorian newspaper, Hoy’s, coverage of Atlanta negotiations can be found here.  
Georgia based newspaper, The Ledger Enquirer, posted their article on the Atlanta negotiations

• Congressional Letters

• Andean Trade Partnership and Drug Eradication Agreement (ATPDEA)

• Andean Trade Preference Act (ATPA) Petitions

• CAFTA - Central American Free Trade Agreement

Fair Trade or Free Trade? Understanding CAFTA (WOLA, InterAction, Catholic Relief Services, AFL-CIO, NFC, Quixote Center, Center of Concern)  [496 KB]  

• The Free Trade Area of the Americas (FTAA)
• World Trade Organization (WTO)
• General Agreement on Trade in Services (GATS)
• Agreement on Agriculture
• Trade Related Intellectual Property Rights (TRIPS)
• Government Procurement Agreement (GPA)
• Fast Track/Trade Promotion Authority (TPA)
• North American Free Trade Agreement (NAFTA)
• African Growth and Opportunity Act (AGOA), I and II
• Caribbean Basin Initiative (CBI)
• The Human Rights, Opportunity, Partnership and Empowerment for Africa Bill (HOPE)
• Permanent Normal Trade Relations (PNTR) for China
• Bilateral Trade Agreements

 U.S.-Chile Free Trade Agreement
 U.S.-Singapore Free Trade Agreement
 U.S.-Jordan Free Trade Agreement

**What is CAFTA?  12/04/03**

http://www.citizenstrade.org/cafta.php
National & International Announcement
The Fair Trade for Our Future Resolution, 09-13-2003 5:18 AM
Resolution and Materials
• Resolution Background
• Fair Trade for Our Future Resolution
• Resolution Talking Points

Globalism Minus Jobs Equals Campaign Issue, New York Times, By ELIZABETH BECKER, January 31, 2004
This is what a FAIR Trade Agreement looks like

Florida & Miami Announcement
• Fair Trade Pledge from the People of Florida – (organization pledge)
• Look At Free Trade's Real Impact On Florida, By ERIC RUBIN Special to The Tampa Tribune
  Published: Aug 11, 2004
• The letter to Gov. Bush from the Florida Fair Trade Coalition

NEWS & DOCUMENTS

Articles

Fair Trade For None
Joseph Stiglitz. December 09, 2005

The Fair Trade E-news
A Publication of the Florida Fair Trade Coalition, May/June

Poverty Will End With Fair Trade
Submitted by: Anonymous on 02-27-2005, source: The Dominion Post (Wellington, New Zealand) 02/07/2005
Fair trade organizations seek to link low-income producers with consumer markets.
By Mary Awosika, source: Sarasota Herald-Tribune 02/22/05
http://www.ffairtrade.org/index.php?fuseaction=articles.ViewOneArticle&aID=5A38BB09-D3CA-BA4B-3843E349723AC0D9
On NAFTA's Tenth Anniversary, Americans Demand Safe, Clean & Fair Trade
Submitted by: (Anonymous), source: Sierra Club 12/23/03
Statement by Daniel Seligman, Sr. Trade Fellow, Sierra Club

CONTACTS

FFTC
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USA
The Fair Trade Federation (FTF) is an association of fair trade wholesalers, retailers, and producers whose members are committed to providing fair wages and good employment opportunities to economically disadvantaged artisans and farmers worldwide. FTF directly links low-income producers with consumer markets and educates consumers about the importance of purchasing fairly traded products which support living wages and safe and healthy conditions for workers in the developing world. FTF also acts as a clearinghouse for information on fair trade and provides resources and networking opportunities for its members. By adhering to social criteria and environmental principles, Fair Trade Organizations (FTOs) foster a more equitable and sustainable system of production and trade that benefits people and their communities.

Fair Trade Federation Executive Director, Position Description
http://www.fairtradefederation.com/exec_jd.htm
Wholesale Trade Show Listing!
http://www.fairtradefederation.com/FTFTradeShow.pdf

FTF members are committed to the following principles and practices in their trading relationships: fair wages; cooperative workplaces; consumer education; environmental sustainability; financial and technical support; respect for cultural identity; public accountability

Fair Trade Facts
http://www.fairtradefederation.com/ab_facts.html
How Fair Trade Organizations Differ from Commercial Importers
http://www.fairtradefederation.com/ab_facts.html
Why Fair Trade?
http://www.fairtradefederation.com/ab_whyft.html

The following sections list wholesalers and producers who are members of the Fair Trade Federation.

- Wholesalers
http://www.fairtradefederation.com/memwhl.html
Wholesale Trade Show Listing!
http://www.fairtradefederation.com/FTFTradeShow.pdf

About a third of the FTF membership wholesale products from around the world. They work with artisans and farmers from all regions of the world, from the Peruvian Andes to the tropical forests of Madagascar. FTF wholesalers range from small businesses, such as Ganesh Himal Trading which works with a handful of Nepalese artisan groups to one of largest fair trade wholesalers, SERRV, which works with over 90 artisan groups in dozens of countries. Wholesalers sell products to both mainstream as well as fair trade retail stores.
• **Producers**
  Producer groups and associations make up a small number of FTF members. The producer groups and associations who are listed in the directory are committed to paying living wages, providing safe and healthy working conditions, involving workers in decision making and creating high quality products. While benefiting producer groups is the ultimate goal of the Fair Trade Federation, it is linked to these groups primarily through the work of its retail and wholesale members.

• **Retail stores**
  FTF Retail stores carry primarily fairly traded items, either bought directly from producer groups or from fair trade wholesalers. FTF retail shops offer an alternative to the neighborhood discount store where consumers blindly buy inexpensive foreign made products that offer no guarantees for workers' safety or well being. In contrast, when shoppers frequent FTF retail shops, they get high quality merchandise, and can feel confident that a significant percentage of their purchasing dollars are going directly to artisans.
  
  Through information handouts, seminars, videos and other special events, FTF retail shops provide opportunities for consumers to get to know the people behind the products they buy. Some of the larger retailer outlets work directly with producers on product design, quality control, management and shipping and invest a percentage of the store's profits in loans or technical assistance for producer groups.
  
  Retail catalogs are available from a number of FTF members to enable consumers to shop with a conscience from the comfort of their living rooms, either from mail order catalogs or online catalogs.

• **Member Listings by State & Country**

**Membership Criteria**

Fair Trade means an equitable and fair partnership between marketers in North America and producers in Asia, Africa, Latin America, and other parts of the world. A fair trade partnership works to provide low-income artisans and farmers with a living wage for their work. Fair Trade Federation (FTF) criteria are:

• Paying a fair wage in the local context.
• Offering employees opportunities for advancement.
• Providing equal employment opportunities for all people, particularly the most disadvantaged.
• Engaging in environmentally sustainable practices.
• Being open to public accountability.
• Building long-term trade relationships.
• Providing healthy and safe working conditions within the local context.
• Providing financial and technical assistance to producers whenever possible.

**FTF Principles and Practices**
[http://www.fairtradefederation.com/ab_princ.html](http://www.fairtradefederation.com/ab_princ.html)

**FAIR WAGES**

Paying fair wages does not necessarily mean that products cost the consumer more. 

**COOPERATIVE WORKPLACES**

Fair Trade Organizations work primarily with small businesses, worker owned and democratically run cooperatives and associations which bring significant benefits to workers and their communities.

**CONSUMER EDUCATION**

By defining fair trade and conducting business in a manner that respects workers' rights and the environment, the fair trade movement strives to educate consumers about the often hidden human costs of their "bargains.".

**ENVIRONMENTAL SUSTAINABILITY**

Many FTF members work directly with producers in regions of high biodiversity to develop products based on sustainable use of their natural resources, giving communities an incentive to preserve their natural environments for future generations.
FINANCIAL AND TECHNICAL SUPPORT
Small-scale farmers and artisans in the developing world lack access to affordable financing, impeding their profitability. FTF members that buy products directly from producers often provide financial assistance either through direct loans, prepayment or by linking producers with sources of financing.

RESPECT FOR CULTURAL IDENTITY
Fair Trade Organizations encourage the production and development of products based on producers' cultural traditions adapted for Western markets.

PUBLIC ACCOUNTABILITY

Why Fair Trade?
http://www.fairtradefederation.com/ab_whyft.html

- A Brief Look at Free Trade in the Global Economy
From around the world, we hear heart-wrenching stories about mistreated and abused workers who earn meager wages. Or worse, we hear about millions of children sold into servitude or forced to work in unsafe conditions for pitance wages to contribute to their family's survival. Unfortunately, these stories are all too common in the new global economy where competitiveness and profits to stockholders are paramount, and poverty is rising. Increasing globalization, along with U.S. government support for free-trade and investment agreements, are exacerbating three intractable problems that now plague almost every nation on earth: income inequalities, job losses and environmental damage.

Around the world, production, trade and retailing of most goods and services are increasingly concentrated under the control of a small number of corporations. Economist John Cavanagh and Frederick Clairmonte have calculated that just over a quarter of the world's production comes from General Motors, Mitsubishi, Shell, Philip Morris and 200 of the other largest firms. These firms are the primary beneficiaries of the world's rapidly growing trade. As they compete with one another to capture global markets, their primary mode of reducing costs has been through cutting jobs, wages and benefits. Between 1979 and 1992, for example, the Fortune 500 largest firms in the U.S. cut 4.4 million workers from their payrolls globally to remain competitive and keep profits high.

Backed by conventional economists, large corporations have convinced most of the world's governments that they should maximize global competitiveness through freer trade. Corporate and government officials often theorize that free trade will be beneficial for workers, whose wages and benefits can rise as foreign markets expand for their goods and for consumers who can buy cheap foreign imports. Following this theory, new regional trade agreements, like the North American Free Trade Agreement (NAFTA) and the General Agreement on Tariffs and Trade (GATT) are reducing barriers to trade and investment for firms. These free trade agreements offer firms global protection for their intellectual and property rights but there are currently no equivalent enforceable global standards to protect workers and the environment. Furthermore, as barriers to entering local markets are removed, large scale manufacturers edge small businesses and local cooperative enterprises out of the market. Local economies suffer when these firms' profits are channeled out of the country rather than being reinvested locally. According to World Bank figures, roughly half of the new foreign direct investment by global corporations in the South in 1992 quickly left those countries as profits.

As a result of these trends, the gap between the rich and the poor has increased dramatically in recent decades. Today, the richest 20% of the world's population has 60 times the income of the poorest 20%. The benefits of trade are similarly concentrated among the wealthiest segments of the world's population and only a handful of developing countries. For example, of the $102 billion in private investment that went to developing countries between 1970 and 1992, 72% went to only 10 countries. Most of those ten were the emerging markets such as China, Hong Kong Singapore, South Korea and Taiwan. Even in many countries that are currently experiencing high growth rates from expanded trade, the benefits of growth are not trickling down to the poor.

Another problem is that the bulk of exports from developing countries tends to be in primary product commodities, such as sugar, cocoa, coffee, etc., whose prices generally rise much more slowly than the prices of manufactured goods imports. This "terms of trade" decline was particularly sharp between 1985 and 1993 when the real prices of primary commodities fell 30%. This translates into losses of billions of dollars. Free trade agreements do little to enhance
the trading positions and commodity prices of these poor countries. In many cases, the world market price for commodities such as coffee and cocoa falls below the cost of production, forcing farmers to sustain huge losses. Fair Trade organizations offer a crucial alternative by paying farmers a price that always covers at least production costs.

**FAIR TRADE HAS NEVER BEEN MORE IMPORTANT.** The business generated by Fair Trade Organizations in Europe and the U.S. now accounts for an estimated US$400 million, just .01% of all global trade. Small as it may be, the rapidly growing alternative or fair trade movement is setting standards that could redefine world trade to include more social and environmental considerations. Fair traders believe that their system of trade, based on respect for workers' rights and the environment, if adopted by the big players in the global economy, can play a big part in reversing the growing inequities and environmental degradation that have accompanied the growth in world trade.

Hilary French, author of Costly Tradeoffs: Reconciling Trade and the Environment, reflects the views of many Fair Trade Organizations: "Trade is neither inherently good nor bad. But how it is conducted is a matter of great concern-and an unprecedented opportunity. Trade can either contribute to the process of sustainable development or undermine it. Given the rapidly accelerating destruction of the earth's natural resource base, there is no question what the choice must be."

For Fair Trade Organizations, the choice is simple. Whether trade is good for producers and consumers depends entirely on how the goods are made and how they are sold. Fair Trade brings the benefits of trade into the hands of communities that need it most. It sets new social and environmental standards for international companies and demonstrates that trade can indeed be a vehicle for sustainable development. Today, a growing movement of workers, environmentalists, consumers, farmers and social movements worldwide is calling for a different framework for trade. They want a global trading system that promotes workers' rights, protects the environment and sustains the ability of local producers to meet community needs. Together, as consumers, they can make a huge difference by demanding significant changes in the ways goods are produced, and vote with their dollars for a more just and environmentally sound trading system.

*This article was written by John Cavanagh, co-director of the Institute for Policy Studies.*

- International Fair Trade Initiatives
  http://www.fairtradefederation.com/ab_intl.html
- Frequently Asked Questions
  http://www.fairtradefederation.com/faq.html
- Stories of Hope
  http://www.fairtradefederation.com/ab_story.html

**NEWS & DOCUMENTS**

**Newsletters**
http://www.fairtradefederation.com/networks/about.html

**Features**
http://www.fairtradefederation.com/networks/features.html
- World Fair Trade Day: Who did what and where
- Summer of Student Leadership: USFT Update
- Calling All Members! New FTF Membership Benefit
- Fair Trade Education Pavilion at Green Festival DC: We need your help!
- Kids and Fair Trade: A Teacher's and Parent's Guide

**News**
- Peri Dar and Global Village Partner with FTF
- Retail Guide Update: Part II
- FTF Members' Help Sought: Survey by Indian Researcher Anupama Pasricha
• Keeping the Media Honest
• Future Membership Surveys
• Membership Update
• Upcoming Screening Committee Changes Board Election Alert!
• What about the FTF Web site?

Publications
http://www.fairtradefederation.com/addlres.html#pubs
  2005 Fair Trade Trends Report
  Read the FREE Executive Summary
  2005 Conference Report

Fair Trade Resources
http://www.fairtradefederation.com/addlres.html

CONTACTS
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FAIR TRADE RESOURCE NETWORK, The alternative that works

Improving people's lives through fair trade alternatives

The Fair Trade Resource Network's roots are in the Fair Trade Federation (FTF), a North American trade association of retailers, wholesalers, and producers committed to operating according to Fair Trade standards. When it began in 1994, FTF worked both to educate consumers about Fair Trade and to promote member businesses. In 2001, FTRN became an independent nonprofit focusing on consumer education.

MISSION & OBJECTIVES

The Fair Trade Resource Network's goal is to raise consumer awareness about improving people's lives through Fair Trade alternatives by

- Gathering and compiling research and data about Fair Trade
- Providing information about Fair Trade to the public, the media and Fair Trade advocates
- Galvanizing Fair Trade organizations and individuals seeking to get involved

ASSOCIATED SITES

These organizations are involved in different aspects of Fair Trade. They provide technical assistance, education, product development, market information and other services to producers and Fair Trade organizations.

Cooperative Coffees
http://www.cooperativecoffees.com/

a green coffee importing cooperative comprised of 17 community based coffee roasters, was FTRN's partner for consumer education events in Atlanta, GA, April 2004.

Eco-labels.org
http://www.eco-labels.org/home.cfm

developed by the Consumers Union, compares, contrasts and rates a variety of labels of interest to consumers.

Equiterre

works towards the creation of a more equitable system of international trade through the promotion of fair trade and other consumer alternatives. It is co-sponsor of Cafe Unidos, an information clearinghouse for sustainable coffee with information in English, French, and Spanish.

European Fair Trade Association
http://www.eftafairtrade.org/

is a coalition of European Fair Trade wholesalers.

The Fair Trade Federation, our sister organization, is a trade association of North American Fair Trade retailers and wholesalers.

Global Exchange conducts Fair Trade campaigns and sells Fair Trade products through its online catalog and retail shops.

Interfaith Fair Trade Initiative
http://www.lwr.org/advocacy/tradejustice/ifti/index.asp
increases the involvement of people of faith in fair trade

**International Federation for Alternative Trade** is a global network of Fair Trade organizations.

**Network of European World Shops** World Shops sell fairly traded products from small-scale producers in developing countries.

**Oxfam** is leading a campaign to respond to the global coffee crisis and help consumers become part of the solution.

**RUGMARK**
http://www.rugmark.org/
is a global nonprofit organization working to end child labor and offer educational opportunities for children in India, Nepal and Pakistan.

Seek Justice.org
a program of World Vision, offers trade resources designed for people of faith

**SweatFree Communities**
http://www.sweatfree.org/about_us.shtml
promotes the collective bargaining power of both workers in sweatshops and communities of consumers.

**TransFair USA** provides Fair Trade certification and labeling for food products in the United States.

**United Students for Fair Trade** is a collaboration of students working towards economic justice through the promotion of Fair Trade products, principles and policies.

World of Good Development Organization
http://www.worldofgood.org/
is a non-profit organization focused on building strategies to substantially improve economic and social conditions for millions of artisans and their families living on less than $4 per day.

**NEWS & DOCUMENTS**

**Fair Trade Resources**
http://fairtraderesource.org/resources.html

- The ABC's of Fair Trade
  http://fairtraderesource.org/abc.html#A
- Fair Trade as a Faith Journey and Shopping Experience? sermon delivered by Jacqueline DeCarlo, Fair Trade Resource Network
  http://fairtraderesource.org/Fair%20Trade%20as%20a%20Faith%20Journey.doc
  http://www.fairtradeexpo.org/
- Fair Trade’s Influential Past and the Challenges for its Future, by Graham Young for the King Baudoin Foundation.  

- Fair Trade Videos  
  VIDEOS/TELEVISION SEGMENTS  
  [http://fairtraderesource.org/bib-videos.html](http://fairtraderesource.org/bib-videos.html)

- How Alternative is Fair Trade, Ian Hudson, University of Manitoba, and Mark Hudson, University of Oregon  

- Pricing – and a new South – North dialogue within IFAT, by Lawrence Watson  
  [http://fairtraderesource.org/watsonpaper.doc](http://fairtraderesource.org/watsonpaper.doc)

- Shifting Consumer Attitudes in the US Towards Fair Trade, Tara N. Billock, FTRN research intern  
  [http://fairtraderesource.org/consumerattitudes.pdf](http://fairtraderesource.org/consumerattitudes.pdf)

- Success Stories  
  [http://fairtraderesource.org/ecadorcoop.html](http://fairtraderesource.org/ecadorcoop.html)

- FTRN Updates  
  [http://fairtraderesource.org/updatescalendar.html](http://fairtraderesource.org/updatescalendar.html)

**Fair Trade Bibliography & Resource List**  
[http://www.fairtraderesource.org/bib.html](http://www.fairtraderesource.org/bib.html)

**Books and Studies on Fair Trade**

- List in alphabetical order by author  
  [http://www.fairtraderesource.org/bib-books.html](http://www.fairtraderesource.org/bib-books.html)

**Professional Journal Articles & Chapters in Edited Books**

- List in alphabetical order by author  
  [http://www.fairtraderesource.org/bib-journalarticles.html](http://www.fairtraderesource.org/bib-journalarticles.html)

A Sampling of Magazine, Newspaper and Internet Articles, 2005, may  
[http://www.fairtraderesource.org/bib-mag&news.html](http://www.fairtraderesource.org/bib-mag&news.html)

**Reports and Publications of Fair Trade & Related Organizations**  
[http://www.fairtraderesource.org/bib-orgs.html](http://www.fairtraderesource.org/bib-orgs.html)

- Fair Trade Federation. Networks, and  
  2003 Report on Trends in the Fair Trade Industry  

- Newcastle Business School, University of Northumbria at Newcastle, Newcastle upon Tyne.  

- Poverty Research Unit at Sussex, University of Sussex.  
  The Impact of Fair Trade on Producers and Their Organisations: A Case Study with Coocafé in Costa Rica. 2002  

**Radio Programs**  
[http://www.fairtraderesource.org/bib-radio.html](http://www.fairtraderesource.org/bib-radio.html)
Theses and Dissertations


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GLOBAL EXCHANGE - Building People-to-People Ties

Global Exchange is a membership-based international human rights organization dedicated to promoting social, economic and environmental justice around the world. Since our founding in 1988, we have successfully increased public awareness of root causes of injustice while building international partnerships and mobilizing for change. Whether it is US companies such as Nike abusing the women who make its shoes, the US government fueling an illegal, unjustified, murderous war in Iraq, or the World Trade Organization (WTO) undercutting consumer and environmental protections, Global Exchange offers itself as a partner for peace and social justice.

MISSION & OBJECTIVES

- to educate the U.S. public about critical global issues
- to promote respect for the rights outlined in the Universal Declaration of Human Rights
- to encourage both the U.S. government and private institutions to support policies that promote democratic and sustainable development
- to link people in our own country and people in the global South who are working for political, social and environmental justice.

Global Exchange is an international human rights organization dedicated to promoting political, social and environmental justice globally. Since our founding in 1988, we have been working to increase global awareness among the U.S. public while building partnerships around the world.

ACTIVITIES

Global Exchange achieves our goals through these main program areas:

Our Political and Civil Rights Campaigns (Human Rights) are divided into two areas:
- Campaigns to monitor and report on human rights and elections in conflict areas, and to support pro-democracy movements in those countries; and
- Campaigns to improve relations between the U.S. and countries with whom we have been in conflict.

Our Social and Economic Rights Campaigns are divided into three areas:
- Campaigns to encourage U.S. corporations to respect the rights of workers, honor local communities and protect the environment;
- Campaigns against the unjust and undemocratic policies of the World Trade Organization, World Bank and International Monetary Fund; and
- Campaigns to promote humane, environmentally-sensitive economic alternatives, including fair trade, and an alternative green economy.

Our Fair Trade Program helps build economic justice from the bottom-up. Our two alternative trade centers in the San Francisco Bay Area and our on-line store generate income for artisans and crafts cooperatives in nearly 40 countries. The program also educates first-world consumers about the social and environmental implications of their spending, and about the importance of building a more just global economy.

Our Reality Tours provide people from the U.S. with an understanding of a country’s internal dynamics through socially responsible travel. Participants in these intensive travel seminars examine political, economic and social trends in countries around the world, including Cuba, South Africa, Mexico and Vietnam. Reality Tours also serve as human rights
delegations that observe and report on events in areas of conflict, and as election monitoring delegations.

Our Public Education Program produces books, videos, articles, and editorials through our online store; organizes educational events and workshops; and works with the media to increase coverage of international issues from a grassroots, citizens' perspective. The program also includes an International Speakers Bureau that brings community leaders from around the world to the United States to educate people on pressing global issues.

**Democratizing the Global Economy**
http://www.globalexchange.org/campaigns/
Citizens can and should play an active role in shaping the future of our global economy. Currently, the rules of the global economy are written by institutions such as the World Trade Organization, the World Bank, and the International Monetary Fund. These institutions have written global policy with input mainly from multinational corporations and very little input from citizens. Here are some of the ways in which we can work together to reform global trade rules, demand that corporations are accountable to people's needs, build strong and free labor and promote fair and environmentally sustainable alternatives. Our various campaigns seek to build alternatives to the economic status quo by linking global analysis with local action. Please help us spread the message that the current system does not have to be tolerated--we can and must change it!

**An Easy Introduction to the Global Economy**
http://www.globalexchange.org/campaigns/econ101/
The first step in becoming active on global economic issues is understanding how the global economy works. Who are the players, how do they make decisions, who benefits, and who suffers. Here's your basic guide!

Global Economy 101

**The Undemocratic Institutions that Run the Global Economy**
http://www.globalexchange.org/campaigns
The WTO
The World Trade Organization is the most powerful governing body on the planet—yet it is designed to benefit corporations while ignoring the needs of communities and the environment.

NAFTA
The North American Free Trade Agreement (NAFTA) between Canada, Mexico, and the U.S. gives corporations rights at the expense of democracy in all three countries – and has caused job loss and environmental destruction in all three countries.

The FTAA
The Free Trade Area of the Americas. Negotiations are underway to expand the disastrous NAFTA model by creating a “free trade” zone from Argentina to Alaska. But citizens across the hemisphere are uniting to stop this corporate juggernaut.

**CAFTA**
The Central American Free Trade Agreement will expand the failed NAFTA model to Central America. In spite of massive citizen mobilization, CAFTA passed the US Congress this July by a mere vote.
http://www.globalexchange.org/campaigns/cafta/background.html
Community groups, unions and farmer federations throughout Central America have been speaking out against provisions in CAFTA that would further expose their agricultural sectors to dumping by U.S. agribusiness and impede the ability of governments to ensure that any new trade deal serves development priorities.

AFTA
The Andean Free Trade Agreement would expand the failed NAFTA model to the Andean nations of South America. Find out what you can do to stop this stepping stone to the FTAA.
World Bank and the IMF
The World Bank and International Monetary Fund are the world's biggest financial lenders, masked as development organizations. Problem is, they are also the world's biggest loan sharks, keeping poor countries impoverished while helping multinational corporations exploit nations' natural resources.
Why is Corporate Globalization Bad? Ask a Sweatshop Worker.

Anti-Sweatshop Campaign
http://www.globalexchange.org/campaigns/sweatshops/
One of the worst effects of corporate globalization is that it causes a race-to-the-bottom on wages and working conditions around the world. Find out more about the national effort to ensure that the clothes, uniforms, and other garments are not made in sweatshops.

International Right to Know
When corporations operate in the US, they have to disclose basic information about their operations, including labor and environmental issues. But when they locate overseas, a veil of secrecy surrounds their actions.

Working Together, We Can Build an Alternative Global Economy, Fair Trade
http://www.globalexchange.org/campaigns/fairtrade/
If you don't buy Nike and Gap, what should you buy?

Fair Trade offers a workable solution to the sweatshop crisis, giving consumers a guarantee that the products they enjoy were not made in abusive conditions.

Green Festivals
Green Festivals bring together the many pieces of growing green and fair economy. This year's events are in Austin Oct. 11-12 and San Francisco Nov. 8-9, 2005.

Fair Trade Program
http://www.globalexchange.org/campaigns/fairtrade/
In today's world economy, where profits rule and small-scale producers are left out of the bargaining process, farmers, craft producers, and other workers are often left without resources or hope for their future. Fair Trade helps exploited producers escape from this cycle and gives them a way to maintain their traditional lifestyles with dignity. Fair Trade encompasses a range of goods, from agricultural products from the global South like coffee, chocolate, tea, and bananas, to handicrafts like clothing, household items, and decorative arts. Our Fair Trade campaigns and stores offer a variety of ways for you to support this growing movement for social justice!

The Fair Trade system benefits over 800,000 farmers organized into cooperatives and unions in 48 countries. Fair Trade has helped farmers provide for their families' basic needs and invest in community development. However, these farmers are still selling most of their crop outside of the Fair Trade system because not enough companies are buying at Fair Trade prices. Help increase the demand for Fair Trade among companies, retailers, and consumers! Learn how you can get involved and make a real difference for small-scale producers!

Fair Trade handcrafts are purchased through a number of different Alternative Trading networks, such as the Fair Trade Federation and the International Federation for Alternative Trade. Global Exchange has three retail Fair Trade Stores: online and two brick & mortar locations. These stores offer consumers the opportunity to purchase beautiful, high quality crafts and commodities from producers and farmers that were paid a fair price for their work. We tell the stories of the cultures and families, primarily indigenous peoples and women who created these amazing crafts from around the world.

Fair Trade provides a sustainable model of international trade based on economic justice. It means an equitable and fair partnership between consumers in the Global North and producers in the Global South -- and is an alternative to sweatshop production. Please join us in supporting Fair Trade and using our consumer power to create a better world for all!

Fair Trade Stores
http://www.globalexchange.org/campaigns/fairtrade/stores/
Our crafts stores in the San Francisco Bay Area and online feature products from around the world. Fair prices for you -- and fair prices paid to producers around the globe. Our stores are part of the international Fair Trade movement, generating income for thousands of artisans, farmers and their families in dozens of countries throughout the world. As an alternative to sweatshop production, we offer consumers the opportunity to purchase beautiful, high quality Fair Trade gifts, housewares, jewelry and clothing, as well as delicious coffees, chocolates and teas. Challenge yourself to shift a substantial percentage of the money you spend each month to
Fair Trade products. Shop at Global Exchange's Fair Trade Stores and encourage friends and family to do the same. You can make a huge difference in the lives of farmers and artisans by supporting Fair Trade.

Our Fair Trade Stores
http://www.gxonlinestore.org/aboutus.html#ourorganization

our Mission
The mission of Global Exchange's Fair Trade Program is to successfully market fairly-traded products in order to (1) increase benefits for producers and consumers through economic fairness, mutual respect, and understanding, and (2) build support for a more sustainable system of trade. We strive to pay a fair price to disadvantaged producers and to support producer-initiated efforts to improve their quality of life. In addition, we seek to increase understanding and activism of U.S. consumers about unfair trade practices and the fair trade alternative.
Global Exchange operates this Online Store and three brick and mortar stores; two in the California Bay Area and one in Portland, OR. For store locations, please visit our Contact Us section.
All of our Fair Trade Stores set an example of working responsibly with world craft producers. We generate income for thousands of artisans and their families in over 40 countries, by operating according to Fair Trade Criteria.
Global Exchange Fair Trade Stores feature products from around the world, with fair prices for consumers--and fair prices paid to producers. Our San Francisco store is one of the highest grossing retail Fair Trade stores in the nation, and our Berkeley store has more than doubled since it opened in 1991. Growing at an even faster pace is the Global Exchange Online Store, one of the highest rated stores among all of Yahoo!’s 20,000+ stores online!

How to Identify Fair Trade Products

http://www.gxonlinestore.org/aboutfairtrade.html#howtoidentifyfairtradeproducts

Fair Trade products can be identified by the "Fair Trade Certified" label or the Fair Trade Federation logo on a product. The "Fair Trade Certified" system involves non-profit organizations in 17 different countries, all affiliated with Fairtrade Labeling Organizations International. In the USA, TransFair USA places the "Fair Trade Certified" label on coffee, cocoa, tea, bananas and other fruits. This label is product-specific, meaning that its presence on one product doesn't mean that all of the company's products are Fair Trade. The Fair Trade Federation is an association of businesses that follow fair trade principles across the board, so its presence on a product DOES mean that a company supports the highest level of commitment to fair trade -100%.

Faq
http://www.gxonlinestore.org/faq.html#aboutproductsonourwebsite

Coffee Campaign
http://www.globalexchange.org/campaigns/fairtrade/coffee/index.html

Fair Trade is a viable solution to this crisis, assuring consumers that the coffee we drink was purchased under fair conditions. To become Fair Trade certified, an importer must meet stringent international criteria; paying a minimum price per pound of $1.26, providing much needed credit to farmers, and providing technical assistance such as help transitioning to organic farming. Fair Trade for coffee farmers means community development, health, education, and environmental stewardship.

Advocacy Groups Persuade Procter & Gamble to Offer Fair Trade Certified Coffee
Largest US Coffee Company to Pay Farmers a Fair Price
Impoverished coffee farmers around the world won a victory when Procter & Gamble, the largest seller of coffee in the United States, announced on September 15, 2003 that it would begin offering Fair Trade Certified coffee through its specialty coffee division, Millstone.

Procter & Gamble's agreement to sell Fair Trade coffee came in response to a grassroots campaign by Global Exchange, Oxfam America, Co-op America, the Interfaith Fair Trade Initiative, and socially responsible shareholders calling on the corporation to assist the millions of coffee farmers hammered by the collapse of coffee prices. For the last year and a half, thousands of people across the U.S. have sent letters, faxes and emails to Procter & Gamble demanding that it offer Fair Trade coffee. Now, thanks to the efforts of people of conscience around the country, more farmers than ever before will be guaranteed a living wage for their harvests.

Starbucks Campaign
http://www.globalexchange.org/campaigns/fairtrade/coffee/starbucks.html

Since 2000, consumers have been demanding that Starbucks offer BREWED Fair Trade coffee as well as whole bean. Many Starbucks cafes will brew a pot of Fair Trade - but only if specifically asked. Meanwhile Fair Trade Coffee has yet to be promoted as the brewed Coffee of the Day, which is the only way to ensure real volume for Fair Trade Farmers.

Global Exchange’s Statement on Starbucks’ new “CAFÉ Practices”
http://www.globalexchange.org/campaigns/fairtrade/coffee/CAFEstatement.html
April, 2004
Responsible coffee sourcing efforts are much-needed in improving the state of the coffee industry and should be the norm rather than the exception. We appreciate that Starbucks is working on a system that combines social/economic and environmental aspects, a move that mirrors the purchasing guidelines of many 100% Fair Trade Certified companies and concerned consumers.

Given the severe and long-term devastation facing coffee producers and workers, and the declining state of the environment and public health in coffee-growing regions, the coffee industry must come to embrace standards that span beyond the current “Café Practices.” As such, Global Exchange views the CAFÉ Practices as a launching point for such improvements, and the first of many steps Starbucks and the wider industry must take.

General Feedback on Starbucks’ Preferred Supplier Program/ CAFE Practices
Submitted to Starbucks by Global Exchange on 8 March, 2004
http://www.globalexchange.org/campaigns/fairtrade/coffee/CAFEfeedback.html

Campus and Community Activists

Chocolate Campaign
Fair Trade Chocolate: The Sweet Solution to Abusive Child Labor and Poverty
http://www.globalexchange.org/campaigns/fairtrade/cocoa/index.html
While chocolate is sweet for us, it can be heartbreaking for the hundreds of thousands of child laborers that pick the cocoa that goes into some of our favorite treats. In 2001, the U.S. State Department, the International Labor Organization and others reported child slavery on many cocoa farms in the Ivory Coast, source of 43% of the world's cocoa. Subsequent research by the International Institute of Tropical Agriculture revealed some 284,000 children between the ages of 9 and 12 working in hazardous conditions on West African cocoa farms. Of these children, it was reported that some 12,000 child cocoa workers that had participated in the study were likely to have arrived in their situation as a result of child trafficking.

Take Action for Fair Trade
Action Alert: Don't Buy Nestle Until Nestle Buys Fair Trade!
http://www.globalexchange.org/getInvolved/actnow/nestleslavery.html
Nestle USA is a part of Nestle SA in Vevey, Switzerland -- the world's largest food company and also the subject of one of the world's longest running boycotts. For over twenty years Nestle has faced continued pressure from consumers to end its aggressive and irresponsible promotion of infant formula - a policy that has cost the lives of over 1.5 million infants around the world. But Nestle's irresponsible attitude towards children doesn't end there. As a leading exporter of cocoa from the Ivory Coast, Nestle has also been implicated in the ongoing abuse and torture of child cocoa laborers.

With an annual sales of over $65 billion, Nestle SA is not only one of the world's largest manufacturers of chocolate products but also the third largest exporter of cocoa from regions affected by forced and abusive child labor. Through its subsidiary Nestle Cote d'Ivoire, Nestle maintains distribution, administrative and sales offices throughout the Ivory Coast, even as it claims to have little idea where its cocoa comes from or what the conditions are like on the farms with which it regularly does business.

As both a leading exporter of cocoa from the Ivory Coast and manufacturer of chocolate products for consumption around the world, Nestle owes a special responsibility to consumers to ensure that its cocoa is no longer produced using forced and abusive child labor. But rather than embrace Fair Trade as a comprehensive and proven solution to child labor abuse, Nestle continues to hide behind its failed and floundering industry protocol and refuses to source any portion of its cocoa from the only farms that can be proven not to have employed abusive child labor -- those that are Fair Trade Certified.

Help Raise the Bar on Chocolate Fundraising
Ask World's Finest to Offer Fair Trade
http://www.globalexchange.org/campaigns/fairtrade/cocoa/worldsfinest.html

... According to the International Labor Organization and the U.S. State Department and others, over 284,000 children work in hazardous tasks on West African cocoa farms such as using a machete or applying pesticides unprotected. 66% of children working on cocoa farms in the Ivory Coast don't attend school. Some farms even use child slave labor! The cause of this is poverty -- the average cocoa farming family earns between $30 and $110 dollars per household member a year.

The solution is Fair Trade. Fair Trade provides a living wage, prohibits abusive child labor and encourages sustainable farming. Fair Trade cocoa farmers can afford to send their children to school and pay their workers instead of using child slaves. While the chocolate industry has taken limited steps towards addressing public concern about child slavery, none of these guarantees the minimum price producers need and the independent certification consumers want.

Global Exchange is working with schools, churches and community groups from around the country to pressure World's Finest to stay true to its fundraising legacy by purchasing at least five percent of its cocoa from fair trade cooperatives...

Global Exchange Demands Transparency from Hershey at April 18th Shareholders Meeting
GX is concerned about the rampant use of illegal child labor on cocoa farms

April 17, 2006
CONTACT: Bama Athreya 703-328-1964
Andrea Buffa 510-325-3653

On Tuesday, April 18, at the Hershey Company's annual general meeting, shareholders will consider a resolution calling on Hershey's management to report on all the company's cocoa supply sources. The resolution, which was introduced by the human rights group Global Exchange, aims to determine whether Hershey is purchasing cocoa from Cargill, Archer Daniels Midland, and Nestle, all of which are being sued for purchasing cocoa from farms that use forced labor.

"Illegal child labor is a major problem at cocoa farms in the Ivory Coast, which supplies forty percent of the world's cocoa. Global Exchange and other Hershey shareholders need to know if the company's cocoa is being purchased from these farms, and if Hershey is at risk of adverse publicity or lawsuits if there's a chance that illegal child or slave labor is involved" said Kirsten Moller, Global Exchange's executive director.
Hershey Shareholders to Vote on Human Rights Group’s Resolution Requesting a Report on the Company’s Cocoa Supply
Global Exchange is concerned about the rampant use of illegal child labor on cocoa farms
April 03, 2006

ASSOCIATED SITES

Fair Trade Certifying Agencies and Associations
http://www.globalexchange.org/campaigns/fairtrade/links.html

Fairtrade Labelling Organizations International
Poppelsdorfer Allee 17, D-53115 Bonn, Germany
49-228-949230
coordination@fairtrade.net

TransFairUSA
1611 Telegraph Ave., Suite 900, Oakland, CA 94612
510-663-5260
transfair@transfairusa.org

Fair Trade Federation
1612 K St NW, Suite 600, Washington DC 20006
202-872-5329
info@fairtradedefederation.org

Association of businesses that follow fair trade principles across the board. The Fair Trade Federation label, on products and company materials, indicates the highest commitment to Fair Trade.

TransFair Canada
323 Chapel St. 2nd floor, Ottawa, Ontario, Canada K1N 7Z2
613-563-3351
fairtrade@transfair.ca

The Fairtrade Foundation, United Kingdom
Suite 204, 16 Baldwin's Gardens, London EC1N 7RJ, UK
+44 (0)20 7405 5942
mail@fairtrade.org.uk

Fair Trade Advocacy

Center for a New American Dream
6930 Carroll Avenue, Suite 900; Takoma Park, MD 20912
301-891-3683, 1-877-68-DREAM
newdream@newdream.org

Coop America
1612 K St. N.W., Suite 600, Washington, DC 20006
202-872-5343
info@coopamerica.org

Equiterre - Un juste cafe -- A just coffee
2177, rue Masson, bureau 317
Montreal (Qc) H2H 1B1, Canada
514-522-2000
istg@equiterre.qc.ca
Fair Trade Resource Network  
P.O.Box 33772, Washington, DC 20033-3772  
202-302-0976  
info@fairtraderesource.org

Lutheran World Relief  
700 Light Street, Baltimore, Maryland 21230  
800-LWR-LWR-2  
lwr@lwr.org

Oxfam America  
26 West Street, Boston, MA 02111  
617-728-2437  
sharris@oxfamamerica.org

Presbyterian Church USA, Trade Campaign  
http://www.pcusa.org/trade/

Save the Children Canada  
141 Yonge Street, Suite 300; Toronto, Ontario M2P 2A8  
416-221-5501, 800-668-5036  
scscan@savethechildren.ca

SERRV International  
122 State Street Ste. 600 Madison, WI 53703  
608-255-0440  
info@serrv.org

Sojourners  
2401 15th Street NW; Washington, DC 20009  
202-328-8842  
sojourners@sojo.net

Child Labor and Labor Rights

Child Labor Coalition  
1701 K St. NW, Ste. 1201, Washington, DC 20006  
202-835-3323  
nclinel@aol.com

Free the Slaves  
1326 14th Street, NW, Washington, DC 20005  
202-588-1865  
info@freetheslaves.net

International Confederation of Free Trade Unions (ICFTU)  
5 Boulevard du Roi Albert II, Bte 1  
1210 Brussels, Belgium  
+32 02 224 0211  
internetpo@icftu.org

International Labor Rights Fund  
733 15th Street NW, Suite 920, Washington, DC 20005  
202-347-4100  
laborrights@ilr.org

International Union of Foodworkers  
CH-1213 Geneve/Petit-Lancy 2 Switzerland, Rampe du Pont-Rouge 8
(41-22) 793-22-33  
(41-22) 793-22-38  
iuf@iuf.org  

Kids Can Free the Children  
Suite 300, 7368 Yonge Street; Thornhill, Ontario; L4J 8H9; Canada  
905-760-9382; 800-203-9091 (USA)  
US/Labor Education in the Americas Project  
Stephen Coats, Director  
PO Box 268-290, Chicago, IL 60626  
773-262-6502  
usglep@igc.org  

Sustainable Agriculture (Organic, Shade-Grown)  
Organic Coffee Association (ORCA)  
2325 Third Street Suite #342 San Francisco, CA 94107  
415-864-3830  
aoc@sirius.com  

Organic Consumers Association  
6114 Hwy 61, Little Marais, MN 55614  
218-226-4164  
starbucks@organicconsumers.org  

Rainforest Alliance  
65 Bleecker St., New York, NY, 10012  
212-677-1900, 888-MY EARTH  
canopy@ra.org  

Seattle Audubon Society  
8050 35th Ave, NE, Seattle, WA 98115  
206-323-7856 phone  
alexm@seattleaudobon.org  

Smithsonian Migratory Bird Center  
3000 Connecticut Avenue NW, Washington DC 20008  
202-673-4908  

Songbird Foundation  
2367 Eastlake Avenue East, Seattle, WA 98102  
206-374-3674  
kim@songbird.org  

US Family Farming and Agriculture  
Community Alliance With Family Farmers (CAFF)  
P.O. Box 363, Davis, CA 95617  
530-756-8518  
Community Food Security Coalition  
PO Box 209 Venice, CA 90294  
310-822-5410  
FoodRoutes Network  
PO Box 443, Millheim, PA 16854  
814-349-6000  
info@foodroutes.org  

Institute for Agriculture and Trade Policy  
2105 First Avenue South, Minneapolis MN 55404 USA  
612-870-0453
iatp@iatp.org
National Campaign for Sustainable Agriculture
P.O. Box 396, Pine Bush, NY 12566
845-361-5201
campaign@sustainableagriculture.net

United Farmworkers
P.O. Box 62, Keene, CA 93531
euranday@ufwmail.com

Africa Trade Policy
Advocacy Network for Africa/Africa Action
110 Maryland Ave NE #508, Washington, DC 20002
202-546-7961
Africa Faith and Justice Network
3035 4th Street, NE, Washington, DC 20017
202-832-3412
afin@afjn.org

The Africa Trade Policy Working Group
212 East Capitol Street, Washington, DC 20003
202-547-7503
woa@igc.org

Other Related Organizations
Coffee Research Institute
Michael Griffin
migriffin@coffeeresearch.org

Consumer's Choice Council
2000 P Street, NW, Suite 540, Washington, DC 20036
202-785-1950
cdobson1@attglobal.ne

NEWS & DOCUMENTS

Updated Action Pack for Fair Trade Coffee and Chocolate Campaigns

An Easy Introduction to the Global Economy (several)
http://www.globalexchange.org/campaigns/econ101/
One of the worst effects of corporate globalization is that it causes a race-to-the-bottom on wages and working conditions around the world. Find out more about the national effort to ensure that the clothes, uniforms, and other garments are not made in sweatshops.

International Right to Know
When corporations operate in the US, they have to disclose basic information about their operations, including labor and environmental issues. But when they locate overseas, a veil of secrecy surrounds their actions.

If you don't buy Nike and Gap, what should you buy? Fair Trade offers a workable solution to the sweatshop crisis, giving consumers a guarantee that the products they enjoy were not made in abusive conditions.

McDonald's to Start Selling Organic Coffee
http://www.globalexchange.org/campaigns/fairtrade/coffee/3548.html
Advocacy Groups and Shareholders Persuade Procter & Gamble
Advocacy Groups and Shareholders Persuade Procter & Gamble to Offer Fair Trade Coffee
Largest U.S. Coffee Company to Pay Farmers a Fair Price
Global Exchange, September 15, 2003, Valerie Orth

Books about Fair Trade (catalog)
http://www.gxonlinestore.org/books-fairtrade.html

All current staff members started here. Click to see any job openings.
http://www.globalexchange.org/getInvolved/jobs.html

Purchase Anti-War Art by Art Hazelwood
http://www.meridiangallery.org/arthazelwoodhcseries.htm

Global Exchange Press Releases
http://www.globalexchange.org/update/press/

CONTACTS

Global Exchange
2017 Mission Street, #303
San Francisco, CA, 94110
t: 415.255.7296
f: 415.255.7498

To call any of the Global Exchange staff with telephone extensions listed below, call (415) 558-9486 and enter the extension number from a touch-tone phone.
paulevenrude@globalexchange.org

Global Exchange Online Store (since 1999)
http://www.gxonlinestore.org/index.html
110 Capp Street, Second Floor
San Francisco CA 94110
phone: 800-505-4410 or 415-553-4410
fax: 415-861-0600
ORGANICS CONSUMER ASSOCIATION OCA
Campaigning for Health, Justice and Sustainability

The Organic Consumers Association (OCA) is an online and grassroots non-profit public interest organization campaigning for health, justice, and sustainability. The OCA deals with crucial issues of food safety, industrial agriculture, genetic engineering, children's health, corporate accountability, Fair Trade, environmental sustainability and other key topics. We are the only organization in the US focused exclusively on promoting the views and interests of the nation's estimated 50 million organic and socially responsible consumers. The Organic Consumers Association is a public interest organization dedicated to promoting health justice and sustainability. A central focus of the OCA is building a healthy, equitable, and sustainable system of food production and consumption. We are a global clearinghouse for information and grassroots technical assistance.

We currently have over 850,000 people in our data base, including subscribers to our electronic newsletter, members, volunteers, and supporters, and 3000 cooperating retail coops, natural food stores, CSAs, and farmers markets. Our US and international policy board is broadly representative of the organic, family farm, environmental, and public interest community.

The Organic Consumers Association was formed in 1998 in the wake of the mass backlash by organic consumers against the U.S. Department of Agriculture's controversial proposed national regulations for organic food. Through the OCA's SOS (Safeguard Organic Standards http://organicconsumers.org/sos.cfm) Campaign, as well as the work of our allies in other organizations, the organic community over the last eight years has been able to mobilize hundreds of thousands of consumers to pressure the USDA and organic companies to preserve strict organic standards. In its public education, network building, and mobilization activities such as its Breaking the Chains campaign (http://www.organicconsumers.org/btc.htm), OCA works with a broad range of public interest organizations to challenge industrial agriculture, corporate globalization, and the Wal-Martization of the economy, and inspire consumers to "Buy Local, Organic, and Fair Made."

OCA's overall political program is the Organic Agenda 2005-15, a six-point platform calling for:

The conversion of American agriculture to at least 30% organic by the year 2015, including major reforms in agricultural subsidies and appropriations to help family farmers make the transition to organic, develop local and regional markets, and adopt renewable energy practices.

National Grassroots Network:
We currently have over 850,000 people in our data base, including subscribers to our electronic newsletter, members, volunteers, and supporters, and 3000 cooperating retail coops, natural food stores, CSAs, and farmers markets.

MISSION & OBJECTIVES

OCA's overall political program is the Organic Agenda 2005-15, a six-point platform calling for:

- Fair Trade and economic justice, not so-called corporate-driven "Free Trade" as the global norm.
- A global moratorium on genetically engineered foods and crops.
- A phase-out of the most dangerous industrial agriculture and factory farming practices.
- Universal health care with an emphasis on prevention, nutrition, and wellness promotion.
- Energy independence and the conversion of US and global agriculture, transportation, and utilities to conservation practices and renewable energy.

OCA's Resource Center on Fair Trade and Social Justice
http://organicconsumers.org/fairtrade.htm
Fair Trade and economic justice, not so-called corporate-driven "Free Trade" as the global norm.
ACTIVITIES

**Starbucks Campaign**
Join the OCA Campaign to support Organic and Fair Trade Coffee Farmers Worldwide

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**Starbucks Still Serving Up Coffee Drinks Laced with Monsanto’s Bovine Growth Hormone**
Starbucks Commitment to Hormone Free Milk Trashed
Employees Trash Signed Comments from Customers to Stop Selling rBGH Milk
By The Organic Consumers Association
OCA Press Release, June 26, 2006

**Deconstructing Starbucks' 'Fair Trade'**
Starbucks-Show Me the Money!

**Starbucks Leaflet**
Any day is a good day to leaflet Starbucks!

**Debating Fair Trade**
Fair Enough: Debating Fair Trade at Cornell
By Alice Horrigan
Emagazine, April 8, 2006

**Beyond Fair Trade**
Fairtrade and Global Justice
By James O’Nions; Red Pepper;
ZNet, April 22, 2006
[http://www.zmag.org/content/showarticle.cfm?SectionID=13&ItemID=10133](http://www.zmag.org/content/showarticle.cfm?SectionID=13&ItemID=10133)

**Nestle Obtains Patent on Genetically Engineered Coffee**
From Greenpeace, April 14, 2006
Nestlé Obtains a Patent on Genetically Modified Coffee Plants
[http://www.greenpeace.ch](http://www.greenpeace.ch)
[http://www.organicconsumers.org/ge/coffee060417.cfm](http://www.organicconsumers.org/ge/coffee060417.cfm)
Fair Trade is Big Business
The case for fair trade
May 8, 2006
http://tvnz.co.nz/view/page/411366/711805
http://www.organicconsumers.org/2006/article_423.cfm

Breaking the Chains
Buy Local, Organic, Fair Made Help OCA mobilize millions of organic and socially responsible consumers into a powerful force for change, both in the marketplace and in the political arena
http://www.organicconsumers.org/btc.htm (several articles)

OCA’s Breaking the Chains Campaign is focusing consumers’ attention on how each purchasing decision can lead to a safer, greener, and more equitable society. Millions of green minded consumers around the world have broken the chains of corporate control in their own lives, by supporting organic, Fair Made, and locally produced products and businesses. It is time for these individuals to come together as a single voice to break the influence of big chains, corporate agribusiness, and sweatshop driven economies the world over. You can join the Breaking the Chains network, and become a part of this powerful force for change, by signing the pledge above, by hosting a BTC Home Forum using materials downloaded from this page, and by spreading the word to family, friends, neighbors, and colleagues.

Why Break the Chains?
The quality and range of America’s daily essentials is being dictated and degraded by a powerful network of Brand Name Bullies and Big Box chains. By “outsourcing” from sweatshops in the factories and fields, by cutting corners on public health and the environment, and by sucking up billions of dollars in taxpayer subsidies, business behemoths such as Wal-Mart, Monsanto, Starbucks and others have constructed a vast global shopping mall of cheap goods and conveniences, reinforced by a non-stop, 24/7 glut of multi-media distractions.

Why Fair Made--Fairly Traded, Grown, Sewn, or Manufactured?
While local and organic local food, fiber and bodycare have made great strides in recent years, family farmers and farmworkers continue to struggle to make a living, sweatshops continue to proliferate in the fields and factories, and multinational corporations are gradually conquering organic businesses. Certified Fair Trade products for example, like coffee and chocolate, are growing steadily, with $500 million in annual sales. Though there is not yet a universally accepted label or certifying body for sweatshop-free clothing, fairly traded and produced organic food, or other manufactured items, there are certain guidelines you can follow in making your purchasing decisions:

Prioritize purchases from cooperatives, unions or collectives Buy directly from farmers:
- Local Harvest www.localharvest.org/
- Rural Coalition Cooperative Farmers www.supermarketcoop.com

Research organic food companies and favor independent and ethical businesses

Search for clean, organic and sweatfree clothing at the Clean Clothes Connection

Find Certified Fair Trade products through TransFair USA http://www.transfairusa.org/

Learn more: Toward Social Justice and Economic Equity in the Food System:
A Call for Social Stewardship Standards in Sustainable and Organic Agriculture

Big Box Mart (video)
http://www.jibjab.com/JokeBox/JokeBox_JJOrig.aspx?movieid=122

Clothes for a Change: Working with farmers, consumers, and companies to promote organics and Fair Trade in the clothing sector.
http://www.organicconsumers.org/clothes/index.cfm
Fair Trade Fashion a Hit in Europe, Fair Trade Fashion Takes Off in Europe
By Ellen Groves
Wednesday, May 03, 2006
http://www.organicconsumers.org/2006/article_374.cfm

"Ethical-Eco Clothing" Movement Gains Momentum in the UK Eco labels try to shake hippie image
By Fleur Britten International Herald Tribune
Monday, February 14, 2005
http://www.organicconsumers.org/clothes/ecolabels021505.cfm

NEWS & DOCUMENTS

• Starbucks / Fair Trade Article Archives 2001-2006
  http://www.organicconsumers.org/2006/fairtrade.cfm

Food Justice: Grist Interviews Food Activist & Author Bryant Terry
There's Something About Terry
Bryant Terry, food-justice activist, answers readers' questions
Grist, 23 Jun 2006
http://www.organicconsumers.org/2006/article_893.cfm

Fair Trade Coffee viable Alternative to so-called Free Trade
A fair-trade port in the storm
Seattle Times, November 9, 2006 By Alvaro Ramazzini and Angelina Snodgrass Godoy
Full story: http://seattletimes.nwsource.com/html/opinion/2002612015_godoy09.html
http://www.organicconsumers.org/fair-trade/111205.cfm

Thousands to "Quarantine" Wal-Mart as Hazardous to Community Health
http://www.organicconsumers.org/2006/article_654.cfm

Wal-Mart Continues to GreenWash Can You Still Hate Wal-Mart?
It's a shockingly eco-friendly plan from the world's most toxic retailer. Did hell just freeze over?
By Mark Morford, SF Gate Columnist
San Francisco Gate, May 24, 2006
http://www.organicconsumers.org/2006/article_549.cfm

Wal-Mart's Attempt to Sell the 'Cheapest Fair Trade Coffee in America' Generates Skepticism Change brewing at Wal-Mart?
Giant retailer turns to fair-trade coffee
By Ylan Q. Mui
Washington Post, June 18, 2006
http://www.organicconsumers.org/2006/article_809.cfm

Wal-Mart: Why Are They Moving into Organic Food & Clothing & Will They Succeed?
Wal-Mart: Is There a Downside to Going Upscale?
Wharton School of the University of Pennsylvania, June 14, 2006
http://knowledge.wharton.upenn.edu/index.cfm?fa=viewArticle&id=1499
http://www.organicconsumers.org/2006/article_774.cfm
CONTACTS

Organic Consumers Association – OCA
6771 South Silver Hill Drive,
Finland MN 55603
Activist or Media Inquiries: 218-226-4164
Fax: 218-353-7652
http://www.tenthousandvillages.com/home.php

TEN THOUSAND VILLAGES Fairly Traded Handicraft from around the world

The inspiration for our name—Ten Thousand Villages—came from a Mahatma Gandhi quote: “...India is not to be found in its few cities but in the 700,000 villages...we have hardly ever paused to inquire if these folks get sufficient to eat and clothe themselves with.” To us, each village in the world represents a unique, distinctive people...offering extraordinary products born of their rich cultures and traditions.

http://www.tenthousandvillages.com/php/about.us/index.php

Trading Fairly for 60 Years
Since 1946 Ten Thousand Villages has supported the work of literally tens of thousands of artisans in over 30 countries in Asia, Africa, Latin America and the Middle East, making us one the largest fair trade organizations in North America. Working with more than 100 artisan groups, we purchase fine pieces from craftspeople with whom we have longstanding, nurturing relationships...helping to bring dignity to their lives.

Ten Thousand Villages is a founding member of the International Fair Trade Association (IFAT) and a member of the Fair Trade Federation (FTF), both of which aim to improve the livelihood of disadvantaged people in developing countries and to change unfair structures of international trade.

Ten Thousand Villages is an organization that includes over 200 members in 55 countries, including many artisan groups in developing countries. We are part of a worldwide movement that is striving to improve the livelihood of disadvantaged people in developing countries through the expansion of fair trade.

MISSION & OBJECTIVES

One day all artisans in the developing countries will earn a fair wage, be treated with dignity and respect and be able to live a life of quality.


Ten Thousand Villages provides vital, fair income to Third World people by marketing their handicrafts and telling their stories in North America.

Ten Thousand Villages works with artisans who would otherwise be unemployed or underemployed. This income artisan earns helps pay for food, education, health care and housing.

Principles

Ten Thousand Villages operates as a business with a compassionate mission by maintaining integrity in our actions and relationships. We market quality products from diverse cultures around the world made by people that we know and care enough about to do business with in a manner that together we consider fair.


At Ten Thousand Villages we add our own principles of operation to the IFAT key principles of fair trade:

- We honor the value of seeking to bring justice and hope to the poor.
- We trade with artisan groups who pay fair wages and demonstrate concern for their members welfare.
- We provide consistent purchases, advances and prompt final payments to artisans.
- We increase market share in North America for fairly traded handicrafts.
- We market quality products that are crafted by underemployed artisans.
• We build sustainable operations using a variety of sales channels, including a network of stores with a common identity.
• We choose handicrafts that reflect and reinforce rich cultural traditions, that are environmentally sensitive, and which appeal to the North American consumer.
• We encourage North American customers to learn about fair trade and to appreciate artisans’ cultural heritage and life circumstances with joy and respect.
• We use resources carefully and value volunteers who work in our North American operations.

How We Practice Fair Trade
Our Connection to Artisans and their Communities
To practice fair trade in accord with the Ten Thousand Villages principles of operation we need to know the artisans and groups we work with around the world. Being a program of Mennonite Central Committee (MCC http://www.mcc.org/) has given us a worldwide network of volunteers and like-minded organizations that enable us to be in touch with and know the artisans and groups with whom we work. In addition, we have always sought out artisans who are particularly disadvantaged and without ready access to resources or assistance.

Working Together to Overcome Problems
In the end though, the real definition of our fair trading, and the proof of its effectiveness, is demonstrated in the stories of the artisans we get to know. Maya Halder, a woman who lives in Agailjhara, Bangladesh and makes palm leaf star garlands for Ten Thousand Villages, is a good example of what we strive to accomplish through alternative fair trade. She said this to Anita Fieguth, an MCC volunteer living and working in Bangladesh at the time:

“We are poor distressed women working at Keya Palm to build our lives. By working together we are able to overcome our problems. We become united in one mind. We will send our children to school with our earnings. Also, we are able to purchase our food and clothing. From our profits, we plow our gardens and cultivate crops, we repair our houses and plant trees.”

At Ten Thousand Villages we want our fair trade to enable artisans like Maya Halder to overcome their problems, to send their children to school, to afford adequate food and clothing and to improve the quality of their lives and their communities. Fair trade gives Maya hope for the future.

About Us
http://www.tenthousandvillages.com/php/about.us/index.php

Quality Products from Diverse Cultures
Over 160 Retail Stores Across North America
our retail operation spans North America with over 160 outlets where fine, eclectic village wares can be purchased. You’ll find everything from folk art and heirloom-quality home décor, to ceramics, textiles, baskets, jewelry and musical instruments in our stores and at our festival sales.

Our Name and Logo
Our logo represents the values we want to invest in the name Ten Thousand Villages. The continuous line of rooftops reminds us we are all linked together as we live on this earth. The light in the doors and windows reminds us of homes of people with whom we work in many villages.
History
http://www.tenthousandvillages.com/php/about.us/history.php
From "The Needlework Lady" to Today's Craftsman: A Brief History
In 1946, Edna Ruth Byler, a volunteer for Mennonite Central Committee (MCC*), visited an MCC sewing class in Puerto Rico. What she discovered was extraordinary embroidered pieces, hand sewn by local women. What she also found was many of these talented craftspeople lived in poverty. She realized that if these women had more places to sell their wares, their lives would improve.

Edna Ruth brought some pieces home to Akron, Pennsylvania to sell to friends and neighbors. Their popularity inspired her to add cross-stitch from Palestinian refugees and hand-carved Haitian woodenware – all sold from the trunk of her car. She became affectionately known as the "Needlework Lady". Her business of helping others' businesses grew. Stores began to dotting the country. Now, Ten Thousand Villages expanding retail network connects North American consumers with the handicrafts – and stories – of tens of thousands of artisans worldwide.

Started as a nonprofit program of MCC, today’s Ten Thousand Villages is one of the oldest and largest fair trade organizations in the world. Fair trade organizations connect consumers in North America, Europe, Japan, Australia and New Zealand to unemployed and underemployed artisans and farmers in developing countries through fair trade relationships – benefiting people, rather than maximizing their own profits. The artisans’ income helps pay for food, education, health care and housing.

* MCC is the relief, service and peace agency of the North American Mennonite and Brethren in Christ Churches.

Where did it all begin?
http://www.ifat.org/downloads/globaljourney/leaflet50yearsoffairtrade-HistoryofFT.doc
Some people say that the Americans were first with Ten Thousand Villages (formerly Self Help Crafts) who began buying needlework from Puerto Rico in 1946, and SERRV who began to trade with poor communities in the South in the late 1940s. The first formal "Fair Trade" shop which sold these and other items opened in 1958 in the USA.

Fair Trade
Ten Thousand Villages: Trading Fairly Since 1946
To many, fair trade is just an economic term. Our definition, however, runs far deeper. At Ten Thousand Villages, fair trade is a partnership based on dialogue, mutual understanding, respect and direct contact between ourselves and our artisan partners in developing countries. Working with unemployed or underemployed artisans, we help them bring their crafts and cultures to North America, and to support themselves and their families.

Ten Thousand Villages operates as a business with a compassionate mission by maintaining integrity in our actions and relationships. We market quality products from diverse cultures around the world made by people that we know and care enough about to do business with in a manner that together we consider fair.

Fair Prices, Prompt Payment
Artisans and buyers from Ten Thousand Villages work together to set a fair price for their products. In order to protect the artisans from incurring burdensome production costs, Ten Thousand Villages pays an advance of up to 50 percent at the time of order, and artisans receive prompt final payment when the order is shipped. Ultimately, this method of compensation enables artisans to avoid high borrowing costs and to cover labor and material costs while providing for their families.

Long-term Relationships
Through our regular purchases and long term relationships we try to grow together with artisan groups. Along the way, we believe that it is important to introduce artisans to other buyers as well so that they can establish a broad and stable customer base. Because of our commitment to long-term relationships, artisans can plan for the future confident of consistent orders, year after year. Ongoing interactivity and collaboration between our
designers, buyers and artisans helps in the refinement of product offerings so that the needs and wants of the marketplace and our mission continue to be met. We have been practicing fair trade for over 50 years (since 1946) and continue to work with artisans in some of the countries where relationships were established in the 1950’s and 1960’s.

A Worldwide Movement
Ten Thousand Villages is part of a worldwide movement striving to practice fair trade. We are one of over 200 IFAT members in 55 countries. IFAT members agree that fair trade is an alternative approach to conventional international trade. It is a trading partnership aimed at sustainable development for excluded and disadvantaged producers. It seeks to do this by providing better trading conditions, by raising awareness and by campaigning.
As a member of IFAT, Ten Thousand Villages signs an annual document confirming that we subscribe to these principles of fair trade and to the IFAT code of practice. In addition, we complete a regular self-evaluation for IFAT and will participate in the random audit process that IFAT is establishing for its members.

Find Artisans By Region Or Country (map)
http://www.tenthousandvillages.com/catalog/region.php

ACTIVITIES

FESTIVALS
Ten Thousand Villages Festival Sales
Ten Thousand Villages festival sales bring a global marketplace of fair trade merchandise to your community for a day or two at a time. Staffed by friendly and knowledgeable volunteers who want to tell you more about the products and the artisans who make them, festival sales are wonderful community events where you can experience the world of Ten Thousand Villages.
Festival sales are overflowing with intriguing, handcrafted merchandise ranging from folk art to ceramics, textiles, baskets, jewelry and musical instruments. The rhythm of international music, the aroma of fairly traded gourmet coffee and the rich taste of chocolate made from fairly traded cocoa beans add to the festive atmosphere. Gifts for family and friends, unique home décor that will add an international flair to your home, exquisite handcrafted jewelry – you can find all this, and more, at one of the more than 220 Ten Thousand Villages festival sales across North America.

Host A Festival Sale
http://www.tenthousandvillages.com/php/about.us/host.a.festival.php

Become A Wholesale Customer
http://www.tenthousandvillages.com/php/about.us/wholesale.customer.php

Ten Thousand Villages Stores
• New stores now open!
• Newport News, Virginia
• Greenville, South Carolina
• Towson, Maryland
• Tallahassee, Florida
• Little Rock, Arkansas  [View pictures]
• Red Bank, New Jersey
• Atlanta, Georgia (Sandy Springs)
• Columbia, South Carolina
• Pasadena, California
• Ten Thousand Villages Celebrates Earth Day(s)
Akron Offices
http://www.tenthousandvillages.com/php/about.us/akron.offices.php

More than 130 Hearts, One Giving Mission
Akron, Pennsylvania is headquarters for Ten Thousand Villages—a fitting location, just a stone’s throw from our parent organization, Mennonite Central Committee, and the hometown of our founder, Edna Ruth Byler. Also fitting is our facility, the former Miller Hess Shoe Factory where shoes were once hand crafted.

Ten Thousand Villages Canada
http://www.tenthousandvillages.ca/
Ten Thousand Villages works with artisans who would otherwise be unemployed or underemployed, providing sustainable income through fair trade. This income helps pay for food, education, health care and housing. Thousands of volunteers in Canada and the United States work with Ten Thousand Villages in their home communities.
Ten Thousand Villages is a nonprofit program of Mennonite Central Committee (MCC), the relief and development agency of Mennonite and Brethren in Christ churches in North America. Ten Thousand Villages has been working around the world since 1946.

Ten Thousand Villages Is Fair Trade
http://www.tenthousandvillages.ca/ fair trade
Ten Thousand Villages is a nonprofit, self-supporting alternative trading organization (ATO). ATOs are non-governmental organizations designed to benefit artisans, not to maximize profits. They market products from handicraft and agricultural organizations based in low-income countries. They provide consumers around the world with products that have been fairly purchased from sustainable sources. ATOs put fair trade into practice and campaign for more equitable terms of trade for artisans from low-income countries.
Ten Thousand Villages is a member of the International Fair Trade Association, (IFAT), a coalition of Third World handicraft and agricultural organizations and ATOs from both the North and the South.
This is how IFAT defines fair trade:
- Fair trade is better than aid—it builds a sustainable future on artisans own abilities.
- Improving the artisan's quality of life is the main objective.
- Artisans receive a fair price for their goods and advances on orders.
- ATOs work with artisans to provide quality products.
- Purchase and marketing of artisans' goods are conducted according to high ethical standards. Continuity of orders is important.
- Sources, production and workplaces do not exploit people or the environment.
- Products have meaning above their tangible attributes. Consumers are informed about the people who make the products they purchase, increasing their loyalty and understanding that their purchasing power makes a difference.
- Cultural exchanges between people in the South and people in the North are encouraged.

ASSOCIATED SITES
http://www.tenthousandvillages.ca/

Fair Trade Information
Aid to Artisans
European Fair Trade Association
Fair Trade Canada http://www.transfair.ca/
Fair Trade Federation
Fair Trade Resource Network
International Fair Trade Association (IFAT)
Just Us! http://www.justuscoffee.com/

- Other Alternative Organization
Alternative Trade Network of Nigeria
Asha Handicrafts Association
Bangladesh Hosto Shipo Ekota Sheba Songshta (BASE)
Body Shop Foundation
Bombolulu Workshops For the Handicapped
Bridgehead 2000 Inc.
Camari
Candela Peru
Caritas Schweiz Fairness Handel
CIAP
Oxfam Australia Trading Pty. Ltd.
Community Crafts Assoc of the Philippines
Comparte
CORR - The Jute Works
CTM Altromercato
ECOTA Forum
Equal Exchange
EZA Dritte Welt
Fair Trade Group Nepal
Fair Trade Organisatie
GEPA Fair Handelshaus
Global Village Fair Trade Company
Gospel House Handicrafts
Level Ground Trading Ltd.
Market Place: Handwork of India
Network of European World Shops (NEWS!)
Oxfam Fair Trade Company
Pekerti Nusantara PT
PEOPlink
Sasha Exports
Shared Earth
Shared Interest
SIPA
Tara Projects
The ThaiCraft Association
Trading Partners (Victoria) Pty Ltd
Traidcraft Exchange [http://www.traidcraft.co.uk/](http://www.traidcraft.co.uk/)
Traidcraft Place
Undugu Society of Kenya

- Related Organization
  Mennonite Central Committee (MCC)

**NEWS & DOCUMENTS**

**Ten Thousand Villages News**

March 2006
- Ten Thousand Villages Celebrates Earth Day(s)
- Actress Valerie Harper Shops at Ten Thousand Villages
- Ten Thousand Villages Featured in New York Times
- Ten Thousand Villages Celebrates International Women's Day

**50 years of Fair trade, History of Fair Trade**
2005 Annual Report

Canada Annual Report

CONTACTS

USA
Ten Thousand Villages
704 Main Street
PO Box 500
Akron, PA 17501-0500
Call Us:
  • For questions about your online order, please call (877) 883-8341 from 8:00am to 4:30pm Eastern Time.
  • For general inquiries, please call (717) 859-8100, Monday to Friday, 8:00am to 5:00pm Eastern Time.
  • Fax Us: (717) 859-2622
Questions about this Web site webmgr@tenthousandvillages.com

CANADA
www.TenThousandVillages.ca
Ten Thousand Villages Canada
65B Heritage Drive
New Hamburg, ON N3A 2J3 CANADA
Telephone: 519-662-1879
Fax: 519-662-3755
Email: inquiry@villages.ca
Toll Free 1-877-BUY-FAIR (1-877-289-3247)
TRANSFAIR USA

A third-party guarantee
TransFair USA, a 501(c)(3) nonprofit organization, is one of twenty members of Fairtrade Labelling Organizations International (FLO), and the only third-party certifier of Fair Trade products in the United States. We audit transactions between US companies offering Fair Trade Certified™ products and the international suppliers from whom they source, in order to guarantee that the farmers and farm workers behind Fair Trade Certified goods were paid a fair, above-market price. In addition, annual inspections conducted by FLO ensure that strict socioeconomic development criteria are being met using increased Fair Trade revenues.

TransFair brings certification to the US
Fair Trade Certified coffee is now the fastest-growing segment of the US specialty coffee market. TransFair USA opened its doors in late 1998 and began certifying Fair Trade coffee in 1999. In the past six years, TransFair has leveraged limited resources to certify 74.2 million pounds of Fair Trade coffee. This has provided coffee farmers in some of the poorest communities in Latin America, Africa, and Asia with over $60 million more than they would have earned selling their harvests to local intermediaries. This means that each dollar of TransFair USA’s budgets has been translated into more than $7 in supplemental income for farmers and farm workers since 1999. And Fair Trade in the US is no longer just about coffee: TransFair has also introduced Fair Trade Certified tea, cocoa, fresh fruit, and, most recently, rice and sugar to the US market. More of each dollar spent on any of these products goes back to the farmers and farm workers who produce them. The US Fair Trade market has thus empowered farmers and farm workers around the world to determine their most pressing local economic development needs for themselves, and reinvest in their products, cooperatives, and communities in appropriate and sustainable ways.

MISSION & OBJECTIVES

Who we are
http://www.transfairusa.org/content/about/whoweare.php
Fair Trade is a unique business model that partners industry, farmers, and US consumers to promote equitable trade. The TransFair USA team’s experience with producer cooperatives, exporting companies, and professional development ensures that the needs of our strategic partners are well addressed.

Social Benefits
TransFair USA’s mission is to build a more equitable and sustainable model of international trade that benefits producers, consumers, industry and the earth. We achieve our mission by certifying and promoting Fair Trade products.

ACTIVITIES

The Fair Trade Certified label guarantees:
http://www.transfairusa.org/content/about/overview.php

A fair price
The Fair Trade Certified label guarantees that farmers and workers received a fair price for their product. The Fair Trade price means that farmers can feed their families and that their children can go to school instead of working in the fields.

Care for the environment
Most Fair Trade Certified coffee, tea and chocolate in the US is certified organic and shade grown. This means that the products you buy maintain biodiversity, provide shelter for migratory birds and help reduce global warming.
"Fair Trade supports some of the most bio-diverse farming systems in the world. When you visit a Fair Trade coffee grower’s fields, with the forest canopy overhead and the sound of migratory songbirds in the air, it feels like you’re standing in the rainforest."
Professor Miguel Altieri, Leading expert and author on agroecology

Community impact
Empowered by the economic stability provided by Fair Trade, members of the COSURCA coffee cooperative in Colombia successfully prevented the cultivation of more than 1,600 acres of coca and poppy, used for the production of illicit drugs. In Papua New Guinea, the AGOGA cooperative, is investing in a medical team to meet the healthcare needs of its isolated rural community. In the highlands of Guatemala, indigenous Tzutuhil Mayans in the La Voz cooperative are sending local kids to college for the first time. Near Lake Titicaca, in Peru, the CECOVASA cooperative is assisting members from Quechua and Aymara indigenous groups in raising coffee quality and transitioning to certified organic production.

"The fair price is a solution. It has given us the chance to pay a good price to our farmers. Those who are not in Fair Trade want to participate. For us it is a great opportunity. It gives us hope."
-Benjamin Cholotio

What is Fair Trade Certification
http://www.transfairusa.org/content/about/certification.php

From crop to cup
TransFair USA is the only independent, third-party certifier of Fair Trade products in the United States. It works with importers and manufacturers in this country to document business practices, providing a reliable consumer guarantee that indicates what coffees, teas and chocolates have been purchased from producers according to international Fair Trade criteria. These criteria are established by Fairtrade Labeling Organizations International (FLO), a consortium of Fair Trade groups in Japan, Canada, the US and 17 European countries. FLO makes annual inspection visits to producer groups on its Fair Trade Register to ensure that the benefits of Fair Trade relationships are reaching the farmers.

TransFair USA monitors manufacturers and importers
TransFair USA tracks each unit of Fair Trade product from producers on the international Fair Trade Register to importers, manufacturers, and distributors in the US. For every unit purchased from a Fair Trade producer group, TransFair USA receives supporting documentation—contracts, bills of lading, and invoices—from licensed importers. These documents demonstrate both that Fair Trade criteria were met and that farmers received the Fair Trade price. The process is detailed and thorough. Every purchase is tracked with a unique identification number to ensure accuracy.

FLO monitors producers
TransFair USA belongs to Fairtrade Labeling Organizations (FLO), an international NGO headquartered in Bonn, Germany. Just as TransFair audits the activities of manufacturers and importers in the US, FLO manages the Fair Trade Register, a list of certified producer cooperatives and associations. The work of TransFair USA and FLO complement each other, so that the chain of custody is tracked from the crop to the cup (or crop to chocolate bar). FLO reviews each cooperative that applies for certification. Only those groups that meet product-specific criteria and are approved by FLO are eligible to sell to Fair Trade markets, including the US market. Applications include an extensive questionnaire detailing membership information and organizational structure.

Once a producer group’s written application is approved, a regionally based FLO inspector visits the group to determine whether it meets Fair Trade criteria. Following the monitor’s recommendation, a committee makes the final decision to admit the group to the Fair Trade Register. Each year, several new groups are added.

In addition to ground-level inspections, FLO inspectors review financial documents and Fair Trade transactions of each producer group. FLO compares producers’ Fair Trade sales data with purchase data from importers—provided by TransFair and the 16 other national initiatives. In this way, all Fair Trade transactions are cross-checked for integrity, and any discrepancies are reviewed and investigated. FLO reviews financial records to ensure that the Fair Trade premiums are being paid directly to the farmer.

Please submit all questions relevant to producer certification to FLO at certification@fairtrade.net
Certification Services
http://www.transfairusa.org/content/certification/index.php
In this section, you will find information regarding Fair Trade certification, business tools, and producer services. Whether you are a TransFair licensed business partner or want information on how to source Fair Trade Certified™ products, you will find that information here.

Fair Trade Certification Overview
http://www.transfairusa.org/content/certification/overview.php
Fair Trade certification is the leading standard for social and environmental auditing of the global supply chain. The Fair Trade Certified label is consumers’ guarantee that companies have complied with strict economic, social, and environmental criteria, thereby creating a more equitable system for producers.

The principal criteria of Fair Trade certification are:
- Fair prices for farmers and decent working and living conditions for workers
- Direct trade with farmers, bypassing middlemen
- Free association of workers and co-ops, with structures for democratic decision-making
- Access to capital
- Sustainable agricultural practices including restricted use of agrochemicals
- When consumers see a product with the Fair Trade Certified label, they are guaranteed that farmers received a fair price and all of the other benefits of the Fair Trade system.

TransFair USA's industry partners prove every day that Fair Trade is not just good for farmers - it's good for business. For example, imports of Fair Trade Certified coffee have grown an average of 72% per year since 1999. Fair Trade products are available in over 20,000 retail outlets, up from 12,000 in 2002.

- Map: Fair Trade Farmers Worldwide
http://www.transfairusa.org/content/about/global_reach.php
- Board Members
http://www.transfairusa.org/content/about/board.php
TransFair USA is guided in its mission to promote equitable trade among farmers, industry, and consumers by our Board of Directors. With experience in international development, green marketing, and environmental stewardship, TransFair's Board of Directors advises our senior management team to ensure that Fair Trade remains a forward-thinking business model for sustainable trade.

- Audio Stream: TransFair USA founder and CEO Paul Rice
Paul joins a growing list of global leaders in sustainability on Big Picture TV – a video archive of free interviews with internationally renowned names that include Nelson Mandela, Jane Goodall and Helen Caldicott. Paul discusses how Fair Trade can help align the interests of small-scale farmers and corporations without sacrificing profitability. (Big Picture TV)

Paul Rice is President and CEO of TransFair USA, the only Fair Trade certifier in the United States. In 2000 he received the Ashoka Fellowship for his pioneering work in fair trade and in 2002 he was named by the Klaus Schwab Foundation for Social Entrepreneurship as one of the world's top 40 Social Entrepreneurs. He has authored several publications including "Sustainable Coffee at the Crossroads."

Paul Rice talks about how fair trade can help align the interests of corporations and small farmers without sacrificing profitability. As companies look to reduce costs in an increasingly competitive world, the welfare of small producers can be marginalized. Rice describes how fair trade can empower poor farmers by giving them the opportunity to trade directly with buyers and earn a better price for their produce.
ASSOCIATED SITES

http://www.transfairusa.org/content/resources/links.php
Fair Trade Links

• Catholic Relief Services
  http://www.crsfairtrade.org/index.cfm
Catholic Relief Services is the official international relief and development agency of the U.S. Catholic community. CRS is also committed to educating the people of the United States to fulfill their moral responsibilities toward our global brothers and sisters by helping the poor, working to remove the causes of poverty, and promoting social justice.

• Co-op America
  www.coopamerica.org
Co-op America is a nonprofit consumer education organization for environmentally wise purchasing and investing, located in Washington, DC, with over 52,000 members throughout the country.

• EcoLogic Finance
  www.ecologicfinance.org
EcoLogic Finance is a nonprofit offering affordable financial services to community-based businesses operating in environmentally sensitive areas of Latin America and Africa. Targeting the rural credit market, EcoLogic Finance provides loan capital to support low-income communities whose business activities foster environmental conservation and grassroots economic development.

• Fairtrade Labeling Organizations International (FLO)
  www.fairtrade.net
FLO is an umbrella organization comprised of 19 independent Fair Trade labeling and certification bodies called National Initiatives. FLO sets the international Fair Trade standards and guarantees that products sold anywhere in the world with a Fair Trade label conform to those standards.

• Fair Trade Federation
  www.fairtradefederation.org
The Fair Trade Federation is an association of Fair Trade wholesalers, retailers, and producers in the U.S. FTF links low-income producers with consumer markets and educates consumers about the importance of purchasing fairly traded products.

• Fair Trade Resource Network
  www.fairtraderesource.org
The Fair Trade Resource Network's goal is to raise consumer awareness about improving people's lives through Fair Trade alternatives by:
1. Gathering and compiling research and data about Fair Trade
2. Providing information about Fair Trade to the public, the media and Fair Trade advocates
3. Galvanizing Fair Trade organizations and individuals seeking to get involved
FTRN's website has an extensive list of Fair Trade materials.

• Global Exchange
  www.globalexchange.org
Global Exchange, headquartered in San Francisco, is a membership-based international human rights organization dedicated to promoting social, economic and environmental justice around the world.

• International Fair Trade Association
  www.ifat.org
The International Fair Trade Association (IFAT) is a federation of producers and alternative trading organizations (ATOs) seeking to improve the livelihoods and well being of disadvantaged
producers by linking and promoting Fair Trade Organizations, and speaking out for greater justice in world trade. IFAT sponsors World Fair Trade Day annually.

- Lutheran World Relief
  www.lwr.org/fairtrade/index.asp
  Lutheran World Relief is the humanitarian relief and development arm of the Lutheran Church in America. LWR envisions a world in which each person and every generation lives in justice, dignity, and peace, and works with partners in 35 countries to help people grow food, improve health, strengthen communities, end conflict, build livelihoods and recover from disasters. With people in the U.S., LWR works for justice for those they serve.

- Organic Consumers Association
  www.organicconsumers.org
  The OCA promotes food safety, organic farming, and sustainable agricultural practices in the U.S. and internationally.

- Oxfam America
  www.oxfamamerica.org
  Oxfam America is dedicated to creating lasting solutions to hunger, poverty, and social injustice through long-term partnerships with impoverished communities around the world. Oxfam’s web site contains information on the Fair Trade Coffee Campaign, including profiles on coffee-growing cooperatives and information for activists.

- United Students for Fair Trade (USFT)
  www.usft.org/
  A national student-led umbrella organization working to promote awareness and increase demand for Fair Trade on university campuses.

**NEWS & DOCUMENTS**

**Resources**
http://www.transfairusa.org/content/resources/

**Fair Trade in the News**
http://www.transfairusa.org/content/about/news.php

For Wal-Mart, Fair Trade May Be More Than a Hill of Beans, Retail Giant Looks at Link With Coffee Farmer
By Ylan Q. Mui
Washington Post Staff Writer, Published June 12, 2006
http://www.transfairusa.org/content/about/n_060612.php

Fair Trade coffee: all the caffeine, plus living wages
By Lisa Sorg
http://www.transfairusa.org/content/about/n_060524.php

Fair Trade Tea A small farmers’ cooperative offers India’s slumping tea industry hope
By John Myers
http://www.transfairusa.org/content/about/n_060510.php

Kenya: Plan to Help Tea Farmers in Kenya Wins Global Prize
by Susan Ellis, United States Department of State
http://www.transfairusa.org/content/about/n_060508.php

Community Activist: Bay Area Fair Trade Coalition
http://www.transfairusa.org/content/about/n_060426.php
Tully's rolls out its first 'fair trade' espresso
http://www.transfairusa.org/content/about/n_060417.php

Tea Here Now, In India, fair trade is changing a centuries-old industry
By Nina Luttinger and Gregory Dicum
http://www.transfairusa.org/content/about/n_060105.php

The food snoop, Fair enough?
by Masha Gutkin
http://www.transfairusa.org/content/about/n_051220.php

The Value Chain: From Building Brand to Building Integrity
by Tim Kitchin
http://www.transfairusa.org/content/about/n_051206.php

Mugged: Poverty in Your Coffee Cup
Charis Gresser and Sophia Tickell, 2002; Oxfam International
http://www.oxfamamerica.org/pdfs/mugged_coffee-report.pdf

Fact Sheets and Backgrounders documents
http://www.transfairusa.org/content/about/press_kit.php

Making the Business Case
http://www.transfairusa.org/pdfs/BusinessCase11.05.pdf
• Fair Trade Coffee Fast Facts
  http://www.transfairusa.org/pdfs/fastfacts_coffee.pdf
• Fair Trade Cocoa Fast Facts
• Fair Trade Banana Fast Facts
• Fair Trade Fruit Fast Facts
• Fair Trade Tea Fast Fact
  http://www.transfairusa.org/pdfs/fastfacts_tea.pdf

Backgrounders
• Fair Trade Coffee Backgrounder
• Fair Trade Cocoa Backgrounder
  http://www.transfairusa.org/pdfs/backgrounder_cocoa.pdf
• Fair Trade Banana Backgrounder

Environmental Benefits
• Environmental Benefits of Fair Trade Coffee, Cocoa and Tea
• Environmental Benefits of Fair Trade Fruit
  http://www.transfairusa.org/pdfs/env.ben_fruit.PDF

Academic references
http://www.transfairusa.org/content/Downloads/Fair%20Trade%20academic%20references.doc

Fair Trade Almanacs
2005 Fair Trade Almanac (PDF)
http://www.transfairusa.org/pdfs/2005FTAmanac3.17.06.pdf
2005 Datos Comercio Justo (PDF)
http://www.transfairusa.org/pdfs/2005FTAImSpanish3.17.06.pdf

Promotional Materials Order Form
http://www.transfairusa.org/content/resources/order_form.php
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http://www.usft.org/

UNITED STUDENTS FOR FAIR TRADE INTERNATIONAL USFT

USFT is a national network of student organizations advocating around Fair Trade products, policies, and principles. We have three main functions. First, we organize—we work to consolidate and coordinate the power of the over 100 active student Fair Trade organizations in the U.S. Second, we do leadership development and capacity building, primarily through intensive international exchanges and skill-building conferences. Last, we serve as a resource group for student-based affiliates looking for anything from a phone number to research materials to strategic advice to internship opportunities.

MISSION & OBJECTIVE

The core objective of USFT is to raise the awareness of and expand the demand for Fair Trade alternatives, both on campuses and in communities. Through this process, we redefine relationships between producer and consumer, and engage in the ongoing struggle to build people's power in the face of corporate-driven globalization.
We contextualize our work around Fair Trade alternatives in the context of our critique of neoliberal economics and global trade policy, and partner with trade justice organizations that lobby for progressive trade policy. On the domestic side, we think worker rights issues in the U.S. fall squarely on the Fair Trade playing field, and are actively building partnerships with both farmworker rights and anti-sweatshop groups. While we are plugging into national campaigns that are already underway, we're also exploring the potential for applying Fair Trade models to products such as tomatoes or apparel, and exploring other alternative economic models to improve the livelihood of farmworkers and their families in the U.S.
Put together, USFT is a comprehensive cross-sector, cross-ethnic global justice organization that is not only nurturing a new generation of Fair Trade leadership, but is contributing substantially to the Movement in real-time.

ACTIVITIES

Action Center
Current Campaign Initiatives
• FT Banana Campaign
• Adopt-a-Supermarket
This campaign links up Fair Trade advocates with stores in their local communities to keep pressure on supermarkets to increase the amount and variety of Fair Trade products sold and to ask stores to do their part to promote justice for farmers and artisans.

Affiliate
Why Affiliate
College and high school affiliates benefit through their involvement in a growing network of students across the country who are developing innovative ideas to establish and deepen fair trade consciousness in their communities. Affiliates are sharing ideas and leveraging their collective power to win campaigns for fair trade across school systems and communities, within local businesses, and among schools that have the same food service provider.
Some of the other benefits include:
• An Introductory Packet full of organizing tools and fair trade information.
• Connection with a Regional Coordinator who can provide support, advice and help link the affiliate up with other campaigns that share similar goals.
Opportunities to join in international delegations to Fair Trade cooperatives.

Chances to collaborate with students across the country on trade-related issues, such as domestic fair trade and trade policy, through National Committees.

Justice at Jazzman’s


Jazzman’s is a relatively new hip and happening coffee shop. In less than 5 years, Jazzman’s has grown rapidly to campuses all over the U.S. and now has over 120 locations. Since Sodexho is Jazzman’s parent company, its growth will likely continue by placing Jazzman’s cafes on campuses that currently have a contract with Sodexho.

This campaign is pivotal to the future of the Fair Trade movement. This campaign provides us the opportunity to drastically increase the amount of Fair Trade products available to students and create huge positive benefits for coffee, cocoa, and tea farmers worldwide. This will significantly increase the impact of our involvement. For Fair Trade to be a true success on campus, we need a complete line of options to meet the diversity of demand.

USFT’s Jazzman’s Campaign seeks to leverage the large and growing student support for Fair Trade to pressure the Jazzman’s national cafe chain into sourcing 100% Fair Trade Certified coffee, cocoa, and tea. USFT will engage all campuses that currently have Jazzman’s cafes, as well as those that do not, in order to gain the support of Jazzman’s existing and potential markets.

The strategy of the campaign will have three main objectives:

- Target Jazzman’s existing market
- Target Jazzman’s potential market, and
- Utilize various media outlets to raise the profile of the campaign

Contact Sarah Alexander, campaign coordinator, by e-mail at salexander@wells.edu or by telephone at 607-351-8582 for a full campaign packet.

- Find out more about Jazzman’s Cafe in these articles.
  http://www.usft.org/downloads/JazzmansArticles.doc

..."And the majority of our locations haven’t even taken a price increase," he claims. "So revenue is growing because of customers, not because we’ve raised prices."

Students at Colorado College in Colorado Springs, Colo., where a full-size Jazzman’s is located in the lobby of the Campus Center, are wild about the concept, school officials say. "This is Sodexho’s version of Starbucks, and it has gotten a wonderful response from students," says David Lord, vice president of student affairs at the 3,000-student college. "It has an image students respond to and product quality they’re willing to pay for. There has been an astounding response to the baked items."

- Learn more about the difference between Rain Forest Alliance and Fair Trade Certified here.
  http://www.usft.org/downloads/RAvFT.doc

...Why does USFT support Fair Trade and not Rainforest Alliance?
USFT’s bottom line consideration is empowerment. Fair Trade supports small-scale producers in their struggle for sustainability, autonomy, and political power. While Fair Trade certification begins to challenge a colonial economic structure, RA Certification only perpetuates that structure of oppression and exploitation. Given that Fair Trade Certified coffee is a better deal for both farmers and the earth, USFT believes that this combination is a recipe for true positive social change...

3rd Annual USFT International Convergence


Empowering Alternatives

The Convergence in Denver, CO February 17-19, 2006 was a fantastic success! Over 300 youth organizers, students, allies and producers converged on Denver, CO for a profound weekend of collaboration, critical thinking, and relationship building. Braving the frigid cold, participants attended workshops, keynote speakers, and action planning breakouts. Hundreds left Denver empowered and inspired to move the Fair Trade movement into the future and to carry on their fair trade activism in a powerful way.
Overview

Visionaries Exchanging Experience
A movement generates change only through action. The convergence will challenge participants to move past simply learning. In order to enable knowledge to be transformed into practice, convergence participants will exchange proven organizing skills, fresh ideas and broad experiences. Participants will gain the skills necessary to advocate for and build awareness of fair trade principles.

Motivation Through Exchange
The Fair Trade Movement is multi-faceted, enabling convergence participants to explore and share aspects about which they are passionate. Through this exchange youth organizers from across the globe will motivate each other to inspire fair trade movements in diverse communities. Each participant should leave excited about an aspect of the Fair Trade Movement and be inspired to share fair trade with their communities.

Goals

• Facilitate an exchange of dialog across cultures, perceptions, and experiences
• Empower participants to organize in their communities
• Embody accessibility through celebrating differences
• Integrate a waste-free, environmentally sustainable focus

Facilitating an Exchange:

• Popular Education:
Workshops and activities will be designed to celebrate the reality that participants are both teachers and learners who are actively engaged in thinking and contributing. A focus will be on dialogue and mutual interaction.

• Deepening the Movement:
We will use this incredible convergence of so many different players in the fair trade movement to promote a true exchange across boundaries, experiences, and ideals. This will not only raise consciousness among youth activists, but also provide a forum for underrepresented fair trade leaders to share their experiences and help to bring less prominent fair trade products to the forefront of the movement. This will help to ensure true exchange of information and experiences and the building of a multilateral and multilevel alliance of cooperatives, universities, communities, and youth leaders.

• Empowering Participants:
Our program is designed around the idea of empowerment through exchange.

• Celebrating Differences:
The Convergence will work to celebrate all backgrounds including across gender, class, ethnicity, physical ability, individual experience and perspective. Every facet of the weekend will work to break down privilege and oppression in order to create a supportive and healthy environment.

• Waste Free Event:
A principle of fair trade is to work towards environmental sustainability in every aspect of the production chain. Building off of these principles, it is our intention to make the Convergence waste-free. Some of our current ideas include:

• Tree-free or recycled paper
• Hybrid or bio-diesel transportation
• Local vegan organic food
• Biodegradable/vegetable-based flatware
• Wind or solar powered energy
• Reduction of paper with electronic communication as much as possible
• Compost and recycling stations
• Reduced-waste education, awareness, and celebration

Schedule
2005 Convergence

• Conclusions
The Convergence exceeded our expectations. These themes form the core outcomes:
  • Sense of Community
  Our power comes from the synergy between local action on campus and in our communities, with international collaboration and unity.
  • Incorporating Domestic Fair Trade and Labor
  Through direct actions, keynote speakers, ally organizations, and workshops, we brought domestic Fair Trade issues to the forefront of the student movement. Regional leaders took time to put USFT's endorsement of Coalition of Immokalee Workers' Taco Bell Boycott into action. Affiliate groups throughout the country are now planning solidarity events with the Coalition of Immokalee Workers, campus service workers, and unions. We recognized the inseparable connection between the Fair Trade struggles of the global south with domestic battles in the global north and will continue to advocate for justice at home and abroad.
  • Transnationalizing the Student Fair Trade Movement
  As we look towards the future of Fair Trade, it is critical to bring the perspective of farmers and artisans, coop leaders and coop youth to influence the development of the student Fair Trade movement. These perspectives are essential if we are to build alternatives that are empowering in all directions.
  • Diversifying the Movement
  The diversity of experiences, ages, ethnicities, orientations, and faiths was inspiring and laid the groundwork for building an increasingly more inclusive movement.
  • Building Strong Regional Networks
  Regional breakout sessions succeeded in connecting individuals with their communities. Breakouts were broken into three distinct sessions.
  • Catalyzing Clear Action Plans
  • Forward Looking
  Networking between regional organizers set the gears in motion to build collaboration in every corner of the country and across national lines.

NEWS & DOCUMENTS

Resource
  • UK Student Guide
  This excellent guide, co-developed by People and Planet UK http://peopleandplanet.org/, Oxfam Great Britain, and the Fair Trade Foundation

Fair Trade & USFT
Fair Trade is an idea and a movement. The idea stems from the belief that global trade does not have to ignore people by focusing solely on laws of supply and demand, but rather that trade can be informed by higher virtues of justice and morality. The Fair Trade model works to balance trade relations between the Global North and the Global South by empowering both consumers and producers.

How FT certification works
TransFair USA prepared the documents found throughout this section to educate consumers, businesses and activists on the ins and outs of Fair Trade, including important facts about and the history of each product, environmental benefits and an overview of the certification process. All documents are in PDF format.
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**Fast Facts & Backgrounders**
- Fast Facts
  - Fair Trade Coffee
  - Fair Trade Cocoa
  - Fair Trade Bananas
  - Fair Trade Fruit
  - Fair Trade Tea
- Backgrounders
  - Fair Trade Coffee
  - Fair Trade Cocoa
  - Fair Trade Bananas
- Environmental Benefits
  - Fair Trade Coffee, Cocoa and Tea
  - Fair Trade Fruit

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ASIA/ AFRICA/ LATIN AMERICAN
India has always been renowned for its rich silk fabrics, woodcarvings and carpets. However, many of these products are produced in conditions of abject poverty for the craftsmen, exploited by large producers and moneylenders.

Asha Handicrafts is a not-for-profit making body, based in Mumbai, India, working to promote Fair Trade and Fair Trade practices.

As a member organisation of the International Fair Trade Association [IFAT], Asha Handicrafts ensures that the benefits of handicraft production reach the craftspeople themselves. Asha Handicrafts was formed in 1975, with the mandate to TRADE, TRAIN & TRANSFORM Asha Handicrafts Association has been working as the Leading Fair Trade Organisation in India for Over 30 years. Asha Handicrafts is a member of Fair Trade Forum India and Trading Partner of PEOPlink

"Asha" in Sanskrit means HOPE.

Hope that one day the artisans will be self-sufficient and able to sustain themselves.

For development to take place in its entirety, Asha believes in approaches which stimulate the capability of the grassroots people and enhancing qualitative and holistic aspects of development. Asha is dedicated to helping artisans physically, financially, ecologically and socially through its Resource Center and interrelated programs.

The team of Asha's Welfare Workers are stationed at different traditional centers of India Indian crafts, working closely with the craftpersons and their families in skill-sharing and extending medical assistance and educational grants irrespective of their caste and creed. Asha also imparts technical training to artisans to increase their efficiency and productivity, and encourage the growth and development of cottage industries.

MISSION & OBJECTIVES

We aim to achieve this by providing:

- Health Care
- Education and life skill
- Assistance to the artisans
- Workshops & Trainings

To cultivate self-esteem and improve the quality of life of our artisans in a holistic way
To bring transformation in the lives of our artisans and their families

Indicators of Fair Trade

Some of the indications that work of Asha Handicrafts which have been effective in furthering the Fair Trade Movement in India are: -

A majority of our producers who began their business in a small way with us have now grown and are well established. They continue to work with us because we assisted them when they started out and are convinced about our values and ethical practices, and ethical practices and appreciate the work of Asha Handicrafts among the artisans. Thus they want to become active agents of change in the Fair Trade Movement in their region.

Some craftsmen-producers who were poor have improved their socio-economic status over the years owing to support extended to them by Asha Handicrafts in the form of sustained business and correlated inputs.

The poor have benefited due to work being channeled by Asha Handicrafts to them. They have moved from the state of indebtedness to being debt-free.Due to lower mark up and controlled
operating costs, we have been able to offer competitive prices to our buyers abroad, enabling them to create a demand for Indian Handicrafts and generate work for artisans in India.

Realities of Fair Trade in India
http://catgen.com/asha/EN/Fairtradeinindia.html
Given the ground reality, one sees that though much has been achieved, we still need to overcome the following in order to promote and strengthen the Fair Trade Movement in India.

A majority of producers supported by Asha Handicrafts are located in small Indian towns and villages. They are often unable to run their business effectively due to lack of infrastructures, so it is essential that Asha Handicrafts teaches them business systems, effective management and eco-friendly practices.

Since India is so vast and rich in handicrafts tradition, Asha Handicrafts endeavors to include groups from different parts of the country and their crafts. We need to strengthen the weaker groups to explore and service local markets for their handicrafts.

Due to concentrated efforts of the government agencies and non-governmental organizations, over the past twenty years majority of the artisans are no longer among the poorest of poor. Therefore, Asha Handicrafts is shifting its focus from poor craftsmen to skilled craftsmen, from promoting their products by appealing to sympathy or charity, to promoting on the basis of quality of their craftsmanship.

Presently, the artisans are being paid piece rate. This gives them an incentive to work longer hours. As a part of Fair Trade practice we would prefer artisans to work eight hours a day and six days a week. If they do so, they will suffer a loss of income for which we can not compensate. If we can assure the artisans of continued work they will then feel confident enough to take a weekly off. They could also be persuaded to spend more time with their families and improve the quality of their family life.

ACTIVITIES

Advocacy
Asha Handicrafts Association is a not-for-profit organisation, to address the plight of artisans and make a commitment to:
http://catgen.com/asha/EN/100002255.html
- The preservation of diverse crafts of India in their traditional centers,
- Promotion of Indian handicrafts abroad:
- Ensuring a fair wage for the artisans according to their skill,
- A fair return for the producer groups for their inputs.

Today we have about 40 wholesale clients mainly from European Union, U.K, Ireland, Australia, North America and Japan, who source products from approximately 1300 artisans from all over India.

Asha Handicrafts - Fair Trade Organisation
http://catgen.com/asha/EN/fiartradeactivities.html
- We investigate all the producer groups we promote, reviewing business practices, pricing policies, gender bias and working conditions of their artisans in the group's premises before and during our association with them.
- We invest in the capacity building of our producer groups by giving them design guidance & marketing inputs, enabling them to develop new designs and products that are in line with trends abroad.
- We provide financial assistance to producers out of our own working capital for purchase of raw materials and to cover a portion of their cost of production upon confirmed orders.

We have welfare workers stationed at major centers of handicrafts with instructions to assess medical and educational needs of artisans' family members, who are then assisted by us on merits of their situation.
SOCIAL PROJECTS

http://www.catgen.com/asha/EN/fairtradeprojects.html

Asha’s community projects, programs and training workshops provide education that is aimed at raising awareness on various issues and creating an informed society. We empower people with services and information to channel for social change. The artisans are made aware about the different social issues such as Family Planning, Tuberculosis, Ill effects of tobacco, Gender discrimination, HIV AIDS, Cancer, Addiction etc. The artisans are also made aware about the importance of savings, and we help them in opening bank accounts.

Our field workers

Asha Handicrafts Association is dedicated to helping artisans physically, financially, ecologically and socially through its Resource Center and interrelated programs.

The teams of Asha’s Welfare workers are stationed at different traditional centers of Indian crafts, to work closely with the craftsmen and their families, sharing skills, extending medical assistance and educational grants irrespective of cast and creed. Welfare workers also assist in implementing Asha's technical and training programs to increase their efficiency and productivity, and encourage the growth and development of their crafts and businesses.

Current Projects

- Women
  http://www.catgen.com/asha/EN/womeninfairtrade.html
- Education
  http://www.catgen.com/asha/EN/fairtradeeducation.html
- Youth
  http://www.catgen.com/asha/EN/youthinfairtrade.html
- Artisan Empowerment
  http://www.catgen.com/asha/EN/artisanempowermentinfairtrade.html

TRAININGS & WORKSHOPS

Our mission involves training in crafts in order to provide a means of livelihood to the unskilled persons. A two-day workshop on "Promoting Fair trade in the local market" was organized in the month of September 2004. This workshop was basically to educate the artisans and NGOs on marketing skills. There were around 60 participants from all over India. The skills learned by the participants will help them to increase their sales and strengthen the cause of Fair Trade in the local market. Another workshop on "Food and Sustainable development in Agriculture Sector" was organized for the farmers in Vasai on 22nd and 23rd March 2005. Through this workshop the farmers learnt how to do natural farming, different types of crops that can be grown, and the parameters to produce quality food products.

Skill Enhancement:

Oasis Benevolent foundation (OBF), is a producer group producing textile products in Mumbai. The artisans working with this producer come from lower social-economic background. OBF provides trainings for such people and an opportunity to earn a living and live independently. Asha provided 3 months training course in machine embroidery for five artisans from OBF. The very first achievement was these trainees did a sample order of Rs. 700/- at their own unit. The trainees are very happy as this training will not only help them to work more and earn extra income for their family, but also remain a skill with them throughout the life.

Asha Blog

http://catgen.com/asha/EN/FAIRTRADE.html

- Projects
- Enviro News Mag
- Asha Vad
- FAIR TRADE DAY 2006

http://catgen.com/asha/EN/fairtrades.html

Celebrating world Fair Trade day is a special day for artisans, Producers and Farmers from all over the world. It is a day, which specifically focus on impact of Fair Trade in the lives of poor and marginalized artisans and Farmers. It is a special occasion that Asha feels need to be
celebrated along with the producers, artisans and their family members making them a part of this movement. This is a day, which makes the artisans feel proud of being an Artist.

On 10th May 2006, we organized a press conference to create awareness among the general public, local exporters, and consumers about the cause of Fair Trade and encourage them to buy more and more Fair Trade goods. The idea we promoted during the press conference was "Buy a Craft, Help a Craftsman".

The Response of Media was very good and the news was printed in 8 newspapers (all in Hindi), of these 2 were leading national newspapers. Through this Press conference we were able to reach out to large number of Consumers depicting Indian artisans and the cause of Fair Trade.

On 11th May 2006, we had organized a Rally with artisans and Producers associated with Asha. We also invited local community people to join us on this occasion. All the artisans and community people gathered together at one of our Producer unit.

The Rally started with Placards, Posters, banners and shouting slogans and went till Railway station. There were more than 200 artisans, producers and general public who participated in this Rally to support the Fair Trade.

After reaching to the Station, on behalf of all the producer groups from Saharanpur, one of the Producer, Mr Bashir Ahmed, Seema Arts, submitted a memorandum to the Station suprident and chief Commercial officer, Saharanpur. The Memorandum was basically a request to provide an extra boogie during Mango season (April & May Month), especially when mangos are given first preference as they are perishable items and handicrafts are given second preference.

Last year, due to this, many of our producers were not able to meet their delivery commitments on time. The Railway officials have not given any commitment towards this memorandum, but our producers will do the follow up. The important thing was first time all the Fair Trade artisans and producers came under one banner to fight for their rights. This unity has come up only because of Fair Trade. And we are proud to say this.

On the same day, immediately after the Rally, we inaugurated a new unit of one of our Fair Trade producer Mr. Satish Kumar (Subham Wood Works). He has been associated with Asha from past 5 years. But during this couple of years he was able to overcome with all his difficulties & circumstances and was able to build a small unit, where his artisans can work in a very good working condition.

He has understood the values, principles and requirements of Fair Trade and practices them strictly. This inauguration of new unit on the occasion of World Fair Trade Day was a matter of a great pride and joy for all the artisans working with Subham wood works and an example for other producers to do something for their own artisans. We are proud to be a part of his achievements.

This year World Fair Trade Day Theme Fair Trade Organisations Now! Is a call to action for all the Fair trade Organization. On this Occasion, 12 May 2006, we had organized a Seminar to advocate not only our producers but also our artisans about the Fair Trade movement in India, Fair Trade Challenges and Responsibilities.

There were around 65 artisans and Producers who participated in this seminar and educated themselves about Fair Trade. We feel this seminar will make them responsible of being a part of this Fair Trade movement and spread the message to other producers and artisans around the city.

In the journey of this fair trade movement in India, and worldwide, it is not only important to have artisans and general public, but it is equally important to mobilize the local consumers to participate in the movement for more global justice. By organizing a series of programmes on the occasion of World Fair Trade Day 2006, we have made an attempt to popularize the concept of Fair Trade and encouraged local consumers that it is a time NOW!

Meet Our Artisans
http://catgen.com/asha/EN/artisans.html

WIT Women's India Trust - Mumbai – Maharashtra
• http://www.wit.org.in/

Today WIT aims at making women more self-reliant through education. WIT provides them training and an avenue for employment in various fields.

The Kamilà Tyabji Centre is located at Panvel about 40 km from Mumbai. Women from surrounding villages attend the various courses such as Nursing, Balwadi Teacher's training, Toy
making, Screen printing, Block Printing, tailoring, Catering and Food processing. These are conducted at the centre itself.

They have also found employment in the field that they have received training. Their food processing unit is well equipped. It follows HACCP guidelines (an International Standard for Food Processing) and produces quality jams, marmalades, chutneys, pickles and squashes.

The Balwadi (non-formal education for children) has a Marathi division as well as an English one. Here the children are given a good foundation for their future education. At any given time there are about 100 children going through this program and it provides an opportunity for students of Balwadi Teacher's Training Program for practical work.

Women's India Trust has succeeded in providing training and employment opportunities to unskilled and under-privileged rural women and has drawn them into mainstream economic activity. WIT has empowered them with knowledge, power, self-reliance and prosperity.

Enviro News Mag
http://catgen.com/asha/EN/fairtradeadvocacy.html

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Fax: 91-22-26848378

Email: partner@vsnl.com
ASIA FAIR TRADE FORUM (AFTF)

The Asia Fair Trade Forum (AFTF) is a network of fair trade producers, marketing and development organizations in Asia. It has a membership roster of 70 social enterprises and confederations from 9 countries which are among the poorest in Asia: Bangladesh, China, India, Nepal, Philippines, Indonesia, Sri Lanka, Thailand, and Vietnam, all of which belong to the craft and food sectors.

The Asia Fair Trade Forum (AFTF) was formed in March 2001 as a network of fair trade producers, marketing and development organizations in Asia. It is a registered NGO with a Secretariat presently domiciled in Manila.

MISSION & OBJECTIVES

The AFTF aims to contribute to the sustainable development of disadvantaged producers in Asia by:

1. Providing them access to the regional and inter-regional export markets;
2. Creating a platform for more effective networking among member-organizations in the areas of skills development, technology transfer, and access to information;
3. Promoting fair trade principles and practices in the region.

Anchored on these objectives are three (3) main programs of AFTF:

- Market Access,
- Capacity-Building and
- Advocacy.

"Trade as a Strategy Against Poverty"

Mixing business with community development is a formidable task, but to the poor of Asia, it provides an accessible way to enjoy fuller meals, keep boys and girls in school, and replace rusty kerosene lamps.

Sustained over three decades, these small community-based livelihood projects have, as a matter of practical necessity, bonded together to become a major player in a movement which espouses Fair Trade as a crucial option and strategy against poverty. "TRADE NOT AID" basically expresses the conviction propelling the Fair Trade movement to carry forward people's struggle for a more decent life.

Fair trade is a trading partnership which aims to contribute to the sustainable development of excluded and disadvantaged producers through terms of trade that ensure among others:

- (a) fair price which reflects an adequate return on production inputs
- (b) long-term contractual relationship between producer and buyer to ensure continuity of orders and stability of income
- (c) access to trade financing and technical support when necessary
- (d) decent working conditions which protect the rights especially of women, children, and indigenous people
- (e) safe work environment and
- (f) production processes that give careful regard to environmental sustainability.

The fair trade market a current annual sales turnover of about US$500 million encompassing thousands of small producers in developing countries and over a hundred importing organizations in developed countries with a distribution network consisting of 3,000 world shops. The fair trade market, though it has grown considerably over the past two decades, comprises only a small percentage of global trade. And with the onset of globalization, a vast array of handicrafts and food products from big players - with their technological, financial, and marketing strength, and consequently their price competitiveness, now saturate the mainstream market.

In order to survive and ensure their long-term sustainability, it now becomes imperative for small producers in developing countries to gain access to the mainstream market. This means significant adjustments in terms of...
(a) product innovation, consistency in quality, timeliness of delivery, and price efficiency
(b) marketing strategy utilizing mainstream distribution channels
(c) over-all management and business skills.
For us in Asia, it means that we need to work together in partnership and collaboration to enable us to acquire access to markets and resources.

**ACTIVITIES**

Over and above the activities under the three (3) core programs, there are institutional activities which are crucial to the good governance and sustainability of AFTF as an organization.

**http://www.catgen.com/aftf/EN/100000339.html**

**Annual General Meetings**
The general membership meets every year during **IFAT** regional and international conferences. In this assembly, we (a) discuss broad as well as specific issues pertaining to our work in fair trade (b) exchange views and experiences from which we draw valuable lessons from each other (c) map out our strategies and plan our activities for the next years (d) strengthen our personal and business relationships vital to the nature of our organization as a regional network.

**Executive Council Meetings**
The AFTF Board meets at least once a year to discuss the (a) strategic directions of the AFTF and (b) operational management of the three core programs. These meetings are crucial because they serve to foster a spirit of commitment among the Board members as leaders of their countries and of Asia.

**Resource Mobilization**
Among the most important tasks of the Executive Director, in cooperation with the Board is to (a) raise funds for the core programs and institutional requirements of AFTF (b) network with consultants, advisers and partners for the core programs (c) network with partners in the fair trade movement.

**Programs**

**http://www.catgen.com/aftf/EN/100000232.html**

- **Trade Fair Committee, 2004-2006**
  Lucas Caldeira, Head
- **Committee on Asia Centre Of Excellence, 2004-2006**
  K. Panchaksharam, Head
- **Advocacy Committee, 2004-2006**
  Arun Raste/ Girish Kowale

**ASSOCIATED SITES**

**http://www.catgen.com/aftf/EN/aboutus.html**
The AFTF is the regional chapter of the International Fair Trade Association (**IFAT**). Our members represent thousands of grassroots workers and artisans, cooperatives, family units, workshops for the handicapped, women’s groups and small private companies whose common denominator is that they are small and oftentimes marginalized. They mostly operate in the informal economy where wages and incomes are low, social benefits almost non-existent, working conditions difficult.

**Organization Country**

**http://www.catgen.com/aftf/EN/100000382.html**

1 Aranya Crafts Ltd. Bangladesh
2 Artisan Hut Bangladesh
3 **BRAC-Aarong Bangladesh**
4 Concern Bangladesh
5 Corr-The Jute Works Bangladesh
6 Creative Handicrafts Bangladesh
7 Development Wheel Bangladesh
8 **Ecota Fair Trade Forum Bangladesh**
9 GUP Batik & Handicraft Unit of Gono Unnayan Procheshta Bangladesh
10 Heed Bangladesh Bangladesh
11 Jahanara Cottage Industries Bangladesh
12 MCC Bangladesh
13 Noakhali Rural Development Society Bangladesh
14 Polle Unnayan Prokolpo Bangladesh
15 Thanapara Swallows Development Society Bangladesh
16 USHA Handicrafts Bangladesh
17 YWCA Bangladesh
18 Threads of Yunnan/Danyun Business Affairs Consulting Co. China
19 **Asha Handicrafts India**
20 EMA India
21 Fair Trade Forum India India
22 Federation of South India Producer Associations [SIPA] India
23 Grameen Crafts Bangladesh
24 **IFFAD**, Cooperative Cottage Indl Soc Ltd India
25 **Imagination India**
26 International Resources for Fairer Trade, Inc. India
27 Madhay Kalikata Shilpangan India
28 Noah's Ark India
31 Pushpaan Jali India
32 Sasha Exports India
33 Share India
34 Shilpa Trust, Bangalore India
35 SILENCE India
36 Sunderban Khadi & Village Industrial Society India
37 Tara Projects India
38 Apikri Indonesia
39 CD Bethesda Indonesia
40 Lombok Pottery Centre Indonesia
41 **Mitra Bali Indonesia**
42 Pekerti Indonesia
43 F.T-Co. Japan
44 Association for Craft Producers Nepal
45 Bhaktapur Craft Printers Nepal
46 CHILDREN Nepal Nepal
47 FTG Nepal Nepal
48 Get Paper Industry Nepal
49 Kumveswar Technical School Nepal
50 Mahaguthi Craft with a Conscience Nepal
51 Manushi Nepal
52 Nepal Leprosy Trust Nepal
53 New Saddle Nepal
54 Sana Hastahala Nepal
55 Women's Skill Development Centre Nepal
56 Advocate of Philippine Fair Trade Inc. Philippines
57 Alter Trade Corporation Philippines
58 Barcelona Multipurpose Cooperative Inc Philippines
59 Community Crafts Association of the Philippines Philippines
60 Much n Little Philippines
61 Panay Fair Trade Center Philippines
62 Philippine Fair Trade Forum Philippines
63 PREDA FAIRTRADE Philippines
64 SAFRUDI Philippines
65 Salay Handmade Paper Industries Inc. Philippines
66 Southern Partners & Fair Trade Corp. Philippines
67 Ashley Exports Sri Lanka
68 Central Council of Disabled Persons Sri Lanka
69 Golden Palm International Sri Lanka
Our Organizational Structure
http://www.catgen.com/aftf/EN/100000338.html
The policy-making body of the organization is the AFTF Governing Board, which is composed of representatives of all member-countries. The Board exercises the corporate powers and, through the Executive Director, the executive management of AFTF. It administers the organization's funds and properties.
Three working committees oversee the core programs: Trade Fair Committee, Asia CoE Committee and Advocacy Committee, each headed by a committee chair.

CONTACTS

Asian Fair Trade Forum
Purchase directly from artisans all over the world that adhere to fair trade practices.
11112 Midvale Road,
Kensington, MD, 20895,
United States
Main Contact : Daniel Salcedo
Technical Contact : Surendra Shahi
Phone : 301 949 6625
Fax : 301 949 8693
Email : peoplink@peoplink.org
BRAC-AARONG

Aarong has started its journey since 1978. 35,000 artisans of whom 85 percent women are engaged in our production center. Aarong is a socially responsive business organization. It create and provides jobs to poor and marginal income group people. Aarong symbolizes cultural and traditional heritage of rural Bangladesh in art and craft.

Aarong is the handicraft-marketing arm of BRAC (Bangladesh Rural Advancement Committee), the largest NGO in Bangladesh. Aarong means a village fair, where craftsman of all trades exhibit and sale their traditional handicrafts. It helps vitalize the traditional craftmanship and find a wider market for their products nationally and internationally.

Aarong products include pottery, crafts on brass, natural fibers, wood, leather, woven cloth and silk products, jewelry and a wide variety of candles. Nakshi Kantha (artistic stitch works on cloth by peasant women) and rickshaw paintings are very special and famous items.

MISSION & OBJECTIVES

Aarong was established in 1978 as the marketing arm of BRAC (Bangladesh Rural Advancement Committee), with an objective to provide a stable and gainful source of employment for the underprivileged rural artisans. Aarong means a village fair – it symbolizes fairness in the global village.

Aarong helps the artisans to help themselves by restoring their pride and self-esteem, reviving Bangladesh’s traditional Art and Craft. In the process Aarong contributes greatly to BRAC’s goal of poverty alleviation and empowerment of the poor.

Aarong has identified three basic constraints for gainful employment of the low income and marginalized people in the rural areas. These are - lack of working capital, marketing support and opportunity for skills development, it provides a wide range of services to alleviate these problems.

1. Spot payment on product delivery to encourage efficiency and productivity
2. Reach out to producers in remote areas to ensure fair value for their efforts
3. Marketing communication and information for artisans
4. Advances against purchase orders where necessary
5. Training & Education in skills development to raise product quality and marketability
6. Product Design and Support in Product Development
7. Quality Control to increase producer awareness of the importance of quality

Many independent cooperative groups and traditional family based artisans also market their crafts through Aarong. Potters, Brass Workers, Jewellers, Jute workers, Basket Weavers, Handloom Weavers, Silk Weavers, Wood Carvers, Leather workers and various artisans with specialist skills from all over the country come to Aarong for marketing and support services. Over the years, Aarong has earned a name as one of the finest rural craft producers and marketer in and abroad. Aarong is a key exporter of handcraft goods in Europe, US and North America.

ACTIVITIES

Retail Outlets
http://www.brac-aarong.com/showroom.asp

Terms & Conditions
http://www.brac-aarong.com/exportservices.asp
AARONG has been exporting handicraft products all over the world since 1987. We have a dedicated, experienced and expert team of over 35,000 designers and producers capable of meeting production deadlines and quality standards. Unlike many other handicrafts exporters Aarong can provide GSP (Generalized System of Preferences) which enable importers of most major European destinations to pay reduced import duties.

CONTACTS

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http://www.brac-aarong.com
Cooperation for Fair Trade in Africa (COFTA) is an institutional regional platform for International Federation for Alternative Trade Network (IFAT) for Africa members. It is a forum that offers regional opportunities to members to pursue common fair trade goals and aspirations.

MISSION & OBJECTIVES

Lobbying and advocacy through the use of workshops and seminars, joint delegations to concerned parties, alliances with other regional chapters of IFAT and partners, the media etc on specific or general concerns.

Marketing facilitation through product development, market information dissemination, joint website, joint participation in regional and international fairs, organising annual regional trade fairs/exhibitions, consolidation of orders and co-ordination of team buyer visits.

Capacity building through the facilitation of skills upgrading, management training, exchange learning’s, product design and development and production capacity development.

Contributing to the promotion of fair trade through increased membership from Africa and disseminating information that raises public awareness on the principles and practices of fair trade

To lobby National Governments, the African Union, E.U, NEPAD, WTO, AGOA and capitalize on opportunities presented by other multi lateral initiatives and bodies such as (Cotonou Agreement), AGOA and NEPAD and others in order to develop a conducive policy environment that facilitates market access for African fair traded products.

The goals of COFTA are:

1. To provide a forum for constructive collaboration and networking among Africa members of IFAT to facilitate meaningful contribution to the development of fair trade movement and the economic empowerment of the disadvantaged Africa producers.
2. To co-operate in marketing fair-traded products in local, regional and international markets with the aim of increasing the market share of African fair traded products.
3. To work together in mobilising the resources required for product development, production capacity strengthening, marketing and exporting of fair trade products from Africa with the aim of scaling up sales and market share thus creating wealth for the marginalized producers.
4. To strengthen African membership in the fair trade movement by mobilisation and recruitment of new members and supporting their applications to join IFAT.
5. To monitor the local, regional and global socio economic and political environment which may impact on African fair traded products and to disseminate relevant information to member organisations for strategic focus?
6. To lobby National Governments, the African Union, E.U, NEPAD, WTO, and take opportunities of other multi lateral initiatives and bodies such as COTONOU, AGOA and others in order to develop a conducive policy environment that facilitates market access for African fair traded products.
7. To provide an institutionalise framework that can easily arbitrate between members and other stakeholders.

ACTIVITIES

FILOSOPHY BEHIND FAIR TRADE
http://www.catgen.com/cofta/EN/philosophyoffairtrade.html
Fair Trade Scenario
The globalization and liberalization of trade has further deteriorated the situation of poorer countries by monopolizing use of information and technologies because poor countries simply do not have necessary skills and resources to meet the international trading standard and requirements.

Many producers/vendors who export their produces to developed world get scant of the final retail value probably less than 10%. Large chunks of profits are consumed by various intermediaries leaving makers of goods less scope to growth. The vendors from developing countries have long been fighting to meet the international trading standard, thus, lagged behind in the past years. In modern days, swift communication, trust, simplicity and good customer care are the necessary ingredients of trading system. The modern technologies such as Internet and digital imaging have made it possible to do business better than the old days. But, these latest technologies are far reach of poor countries even though it is available now in many countries, yet, the cost is exorbitant. PEOPLink www.peoplelink.org has long been involved to democratize the information system by empowering the poorest of the poor from developing countries through use of Internet and digital technologies. For the past eight years PEOPLink has been equipping artisans/trading partners with digital camera, computer and skills of using Internet to do e-commerce. PEOPLink has developed a comprehensive ecommerce system CatGen (www.catgen.com) especially designed by addressing the needs of the artisans, producers and vendors of developing countries. This system will give them power to reach final consumer directly by accessing to easy to use, affordable and appropriate tools so to participate in the global e-commerce.

ASSOCIATED SITES

Benin
http://www.catgen.com/cofta/EN/100000301.html
Evolutic International
http://www.catgen.com/evi/EN/100000423.html

Evolutic International (EVI) is a non profit organization established to support the marketing activities of the artisans of Benin, West Africa. It strives to connect artisans to potential buyers in domestic and internationally. EVI carries out several programs to educate and equips the artisans with marketing and technical skills, educate about quality and business practices and help them develop professionalism for overall business development.

Handicrafts and Wood works form an important part of the culture and tradition of the Artisans of Benin. The products and market development of crafts foster, maintain and increase self-sufficiency of artisans and producers. Evolutic International involves in all areas of development of craft market that includes providing service on critical aspects of market expansion, education and skill training. Our business model ensures decent wages and business is carried out on fair trade basis.

Botswana
http://www.catgen.com/cofta/EN/100000305.html

Cameroun
http://www.catgen.com/cofta/EN/100000219.html
- Bamenda Handicraft Cooperative Society
http://www.catgen.com/bamenda/EN/100000228.html

Established in 1964 by American Peace Corps volunteers to help poor craftsmen and women sell their products. The aim of the organisation is to find appropriate markets and to help craft producers get access to these, so that they can earn a living from the sale of their products. The organisation registered as a cooperative on the 14th of May 1965. It is an independent organisation registered with the Department of cooperation and mutuality under the junction of the Ministry of agriculture. There is also the close cooperation with the Provincial service of information and culture and also Ministry of Trade and Industry.

Kenya
http://www.catgen.com/cofta/EN/asia.html
Craft of Africa Cultural Gallery
http://www.catgen.com/crafts/EN/100000456.html
Crafts of Africa Cultural Gallery is a self-help crafts producer organisation. We are a member of fair trade organisations like International Federation for Alternative Trade (IFAT) and Fair Trade Federation (FTF-USA) among others. Handicrafts marketing be it at the local or international level is a dynamic process that requires constant updates and information on any new development activities in the Crafts world. It is this awareness that has made Crafts of Africa Cultural Gallery to establish and maintain its membership links with both the government and private organizations. Some of these are: the Kenya External Trade Authority (KETA) of the Ministry of Trade; the Export Promotion Council (EPC) and the Kenya National Chambers of Commerce and Industry. The Crafts Village is also a member of foreign-based organizations involved in the promotion and marketing of handicrafts from less developed countries.

MACHAKOS DIST. CO-OP UNION LTD.

UNDUGU
http://www.catgen.com/undugu/EN/aboutus.html
The Undugu Society of Kenya was founded in 1973, when the founder, the late Farther Arnold Grol, made his first contact with parking boys on the streets of Nairobi. Indeed, what started as youth recreational centres progressively evolved into what is today one of the leading pioneering street children rehabilitation agencies in Africa. Undugu is also involved in stimulating the socio-economic improvement of low economic communities both in Nairobi and other parts of the country.

*MACHAKOS DIST. CO-OP UNION LTD.*

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PATINA SELF HELP GROUP

*trinity jewellery crafts*

SMOLART SELF HELP GROUP

Wanasanaa Self-Help Group

Mangotrue
http://www.catgen.com/mangottrue/EN/
Mango's mission is to work with marginalized groups by marketing their products in order to alleviate poverty and improve their social economic lives and to educate our members that alternative trade will make them economically independent and have a right of democracy. It does so by exporting crafts from core producer organisations producing wooden, soapstone, sisal items and banana fibre. Mango's HQ are based at Wetaa, a small village in the heart of Machakos District in the Eastern province of Kenya. Mango has a small team, consisting of some 10 staff/management. Six Directors have been nominated, amongst which some of the founder-members. An office / gift shop at Machakos Town facilitates communication with the customer and with producers.

Mauritius
http://www.catgen.com/cofta/EN/100000246.html

*CraftAid*

Nigeria
http://www.catgen.com/cofta/EN/100000220.html

*ATNN*
http://www.catgen.com/atnn/EN/

Rwanda
http://www.catgen.com/cofta/EN/100000308.html

South Africa
http://www.catgen.com/cofta/EN/100000283.html
Tanzania
http://www.catgen.com/cofta/EN/100000198.html

- kwanza
- FADECO Trading Company Ltd
http://www.catgen.com/fadeco/EN/aboutus.html

Since 1995 FADECO TRADING CO. LTD. has worked in Karagwe district, building small solar dryers designed to dry fruits, vegetables and spices without the use of chemical nor added sugars. We have concentrated our work in the rural areas where there is assured food production but with pronounced crop loss due to limited food preservation and storage mechanisms; where good quality and pesticide free fruits are plentiful. Once running, a solar dryer produces a good source of income for local people especially, the WOMEN. We have to date, set up a solar drying chain among some farmers who now produce and sell their sun dried produce on a fair trade basis.

These businesses are intended not only to bring regular cash to their owners, but also bring useful foreign exchange to our country, so helping our nation's reliance on a single export commodity, coffee. **RIFT VALLEY FOODS** is the brand name for all food products marketed by FADECO TRADING Co. Ltd. FADECO has specialised in producing mainly Solar dried fruits (Sweet apple Bananas, Pineapples, Mangoes, tomatoes, paw paws
- Marvelous Flotea Co. Ltd.
- GOIG

Uganda
http://www.catgen.com/cofta/EN/100000243.html

Zambia
http://www.catgen.com/cofta/EN/100000200.html

Zimbabwe
http://www.catgen.com/cofta/EN/100000302.html

**CONTACTS**

Cooperation for Fair Trade in Africa
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http://www.comerciojusto.com.mx/

**COMERCIO JUSTO MEXICO**

Comercio Justo México A. C. se constituye legalmente en 1999 como una iniciativa de organizaciones de pequeños productores mexicanos y organizaciones de la sociedad civil. Se construyó a partir de la apremiante necesidad de vinculación de los múltiples esfuerzos para crear un mercado doméstico para los productos de los Pequeños Productores organizados de nuestro país. En México unas 50,000 familias de pequeños productores de zonas marginadas están participando en el sistema internacional de Comercio Justo que representan a más de 300,000 personas.

**MISSION & OBJECTIVES**


La misión de Comercio Justo México, A. C. es la promoción del desarrollo y de la comercialización de productos y servicios de l@s pequeñ@s productor@s mexican@s en beneficio de su desarrollo social, económica y ambientalmente sustentable, en una relación solidaria con l@s consumidor@s.

**ACTIVITIES**


- La generación de normas para promover y regular el Comercio Justo de productos de pequeños productores mexicanos.
- El fomento de sistemas locales de inspección y certificación del Comercio Justo.
- Divulgación del Comercio Justo y el consumo consciente, por medio de la promoción del Sello de Garantía Comercio Justo México.
- El desarrollo comercial y empresarial de las organizaciones de pequeños productores.
- El desarrollo del mercado nacional de Comercio Justo con los diferentes actores (industria, comercio).

**Sello de Garantía Comercio Justo México**


Instrumento de promoción, reflejado a través de un logotipo en el producto, que garantiza el cumplimiento de la norma y reglamento del Comercio Justo, llevando implícito los conceptos de calidad, precio mínimo de garantía y contribución al desarrollo rural.

El sello de garantía de Comercio Justo funciona como un elemento diferenciador en el mercado, que asegura que los productos cumplen con los criterios de Comercio Justo.

¿Qué es el Sello de Garantía de Comercio Justo México?

Es el principal instrumento de promoción del Comercio Justo, este se creó para identificar sus productos en el mercado mexicano y así los consumidores puedan estar seguros de que estén cumplen con las reglas básicas:

- Organizaciones de productores democráticas y transparentes
- Precios de garantía, premio social y de calidad ecológica
- Pago oportuno, prefinanciamiento, relaciones comerciales duraderas
- Calidad y certificación independiente

**Productos**


Actualmente, hay dos productos certificados con el Sello de Garantía de Comercio Justo México: el Café y la Miel.

¿Cuáles son sus productos en México?

Actualmente existen 8 organizaciones certificadas bajo el Sello Mexicano, que ofrecen al mercado 10 marcas de café: Fértil, Tosepan, Uciri, Café Café Direceto, Café Museo Café, Cesmach, Majomut, Toyol Witz, Café Mam y Educe.

**Distribución**

Personas o empresas que distribuyen y venden los productos certificados de Comercio Justo México

**Beneficios**
- Trato directo con las Organizaciones de Pequeños Productores
- Planes promocionales conjuntos para los puntos de venta
- Amplia gama de beneficios para los consumidores
- Planes de colaboración con CJM. (aplican restricciones)
- Acceso a un creciente grupo de consumidores (nacionales e internacionales) interesado en el consumo responsable.
- Participar en actos de Responsabilidad Social Empresarial.
- Difusión y publicidad de Comercio Justo México, A.C, de los puntos de venta donde se encuentran los productos con sello.
- Negociación directa con los productores (solicitudes, calidad, precio, etc.) y/o sus empresas colectivas.
- Utilidad económica normal en la venta de los productos.
- Planes promocionales con CJM (aplican restricciones)

**Puntos de Venta**

Establecimientos que exhiben y venden al consumidor final productos terminados con el Sello de Garantía de Comercio Justo.

**NEWS & DOCUMENTS**

Informe de Atividades 1999-2004

Comunicado CEPCO

Boletim Comercio Justo Mexico
http://www.comerciojusto.com.mx/documentos/Boletin.doc

Comercio Justo en la BBC (en inglés)

Helping Ourselves
Tuesday 2 May 2006 20:00-20:40 (Radio 4 FM)
Repeated: Sunday 7 May 2006 17:00-17:40 (Radio 4 FM)

Fair Trade has become one of the most successful consumer brands of modern times. High Street stores from Asda to Top Shop, and multinational companies from Starbucks to McDonalds, want its brand on their products. Mark Ashurst travels to Mexico, where the campaign began in the late 1980s, and the United States, its fastest-growing market. He asks who benefits from Fair Trade, finds out how it has changed the lives of peasant farmers, and investigates its appeal among western consumers.

Comercio Justo México
http://www.redpuentes.org/redpuentes/miembros/mexico/comerciojusto/view?searchterm=COMERCIO%20JUSTO
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ECOTA Fair Trade Forum (EFTF)

ECOTA Fair Trade Forum (EFTF) is a national networking body of NGOs and SMEs that are involved in the production and marketing of handicrafts at the national and international level. Since 1990, EFTF has been working to promote handicrafts and to uphold the interest of thousands of destitute artisans working in this sector throughout Bangladesh. In the early seventies, after the independence war of Bangladesh, a number of International Development Organizations extended their programs to just-emerged Bangladesh with the aim of rehabilitation with special focus on women and children war victims, poverty alleviation, rural development. Various programs were, thus, taken to improve the indigenous skills and knowledge of these artisans and producers to compete in the global market. Due to the success of these initiatives, a number of micro, small and medium enterprises developed in this sector. Consequently, at times, the need for a common platform for sharing and collaboration, among the NGOs working in the handicrafts, was felt.

In 1990, ECOTA Fair Trade Forum came into existence at the office of Oxfam Bangladesh with the initiative of Oxfam representative and the NGOs active in crafts having commitment for ensuring sustainable development and well-being of the artisans through practising Fair Trade standards. A full-fledged Secretariat was established in 1992. Since its inception, this forum has been working for the promotion of the craft business by Fair and Ethical Trade standards that aims at poverty alleviation, artisan development & women empowerment, with special concern for environment.

Though membership was given only to the NGOs, various kinds of support have been provided to commercial business houses (SMEs), along with the members, since 1998. In 2002, EFTF opened up its membership to the SMEs who believe in practicing and promoting Fair and Ethical Trade. At present, EFTF is working with 26 craft producing organizations. These organizations, altogether, represent nearly 115 thousand rural and urban artisans of which more than 80% are women. The annual turnover of all the members is about US$ 12 million. EFTF members are not only motivated by making a profit but by a desire to assure economic and social well being of the artisans.

The product range of EFTF member organizations includes various high quality products of ethnic, traditional and contemporary, international designs, made using different kinds of media and craft techniques like Bamboo, Cane, Grass, Jute, Leather, Terracotta and Pottery, Hand Woven Textiles and Garments; Candle and Wax, Handmade Paper, Nakshi Kantha and Embroidery, Batik, Block, Tie-dye, Wood, Wrought Iron, Brass, Silver, and other types of handcrafted products like incense, hemp twine products etc.

ACTIVITIES

http://www.ecotaftf.org/aboutecota.html

At present EFTF is delivering its services based on three programme components:
1. Education, Campaign, and Advocacy,
2. Networking and Coordination, and

ASSOCIATED SITES

http://www.ecotaftf.org/member.html

EFTF is funded by subscription from member organizations and also by funds and technical assistance received from international agencies and NGOs.

- **BRAC - Aarong**
- Community Health Care Project
- CONCERN
- CORR The Jute Works
Development Wheel
• Dhaka Handicrafts
• GUP Batik
• HEED Handicrafts
• KARIKA
• Kumudini Handicrafts
• Mennonite Central Committee
• Noakhali Rural Development Services
• Polle Unnayan Prokolpo
• Rishilpi Development Projects
• Socio Economic Dev. Society
• TARANGO
• Thanapara Swallows Development Society
• YWCA Craft Centre

Associate Member
• Aranya
• Artisan Hut
• Charka
• Folk International
• ISSD
• JBCEA
• Jahanara Cottage Industry Prattaya
• SHILLEIKON
• SOVA
• Surjomukhi

Network
• International Fair Trade Association  IFAT
• Global Knowledge Partnership  GKP
• Asia Fair Trade Forum  AFTF

Services
http://www.ecotaftf.org/support.html
EFTF has a wide range of services for international buyers and for people living abroad. We can work as facilitator for the international buyers.

Producer/Supplier Contact
This site will link you with our member organizations who are producing handicrafts and marketing it world wide. You can directly contact with any of our members or you can ask for our help to contact with them.
You will have our members’ profile and details of their products in About ECOTA. If you need any more information than those available here then you can contact with us or contact with the particular member directly. We also have information of other non-member handicraft producer organizations.
We have the product catalogue of our members in printed form and in CD. If you need the catalogues, just mail us giving your contact details. We will send it as soon as we receive your mail.

Product Information
We have a wide range of product information not only of our members but also of other handicraft producer organizations. But information other than members is not available in this site. If you need their information then we can provide upon your request. We have the experience to work with non-member producers for long.

Fair Trade
http://www.ecotaftf.org/fair.html

Fair Trade Events
http://www.ecotaftf.org/fairevents.html
Launching of Fair Trade Organisation Mark – January 19, 2004
At the World Social Forum (WSF) in Mumbai, India, the world-wide launching of the new Fair Trade Organisation Mark has taken place on January 19, 2004 in presence of fair traders, social activists, officials, celebrities and well-wishers. ECOTA Fair Trade Forum (EFTF) also participated in the launching of Fair Trade Mark in Mumbai with its nine member organisations. Concerning this great event in Bangladesh EFTF has organised a Press Conference on January 19, 2004 at the Dhaka Reporters Unity.

The Fair Trade Organisation Mark was developed by the International Fair Trade Association (IFAT), which has more than 200 members in 59 countries worldwide, encompassing approximately 1 million people. The Mark is available to IFAT members, meeting the requirements of the IFAT standards and monitoring system. We believe that we must have fair international trade rules to overcome poverty and Fair Trade Organizations show that it is possible to trade fairly and sustainably.

Following the launching, the banner carrying the FTO Mark, accompanied by the Trade Justice banner, began a Global Journey around the world taking the Fair Trade message of justice for all, to more than 50 countries. EFTF along with its members and other IFAT members in Bangladesh will continue with the journey while this chained campaign will proceed through Bangladesh.

World Fair Trade Day 2004 – May 08, 2004
http://www.ecotaftf.org/fairworldday.html

NEWS & DOCUMENTS

http://www.ecotaftf.org/archive.html
- An Exploration of Handicrafts Sector in Bangladesh
- Report on The Activities of Second World Fair Trade Day

Launching of new Fair Trade Organization Mark in support of Trade Justice
http://www.ecotaftf.org/mark.html

Bulletin
http://www.ecotaftf.org/buletin.html

Design Workshop
http://www.ecotaftf.org/designwork.html
EFTF has organized a design workshop for the designers working in the crafts sector from January 25th to January 27th 2004. Ms Christine Gent (former Fair Trade Product Manager of Body Shop) along with Suraiya Chowdhury from Mennonite Central Committee (MCC) conducted the workshop. Suraiya Chowdhury will also do the subsequent follow up. The workshop covered product trend, color trend, storey board reading, product development, pros and cons for operating in the export market etc. 15 participants from 12 different organizations participated in the workshop.

CONTACTS

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Url www.ecotaftf.org
FACES DO BRASIL por um comércio ético e solidário

The process of collective discussion of fair trade has been a witness to different views regarding the understanding of this concept. However, there is a convergence of opinion with respect to the need for and possibility of expanding the opportunities for the supply of fair products in the national market.

For this purpose, we can notice the importance of clarifying and expounding on debates that refer to: public policies geared towards the strengthening of fair trade, consumers as the central axis of the purchasing system, the relationship between fair trade and large companies, Scale and Distribution Channels, valuing of the interdependence among different links of the productive chain, transparency, ethics as a basic value to support the economic activity, territoriality and other topics.

A group of institutions was formed with based on this discussion process to think about the consolidation of the market of fair products in Brazil, which has gradually and permanently acquired consistency and legitimacy. Ever since the first meetings, several organizations have undertaken to add ideas, demonstrate interest, criticize in a purposeful fashion and above all, are willing to give up certainties and to build a collective process.

Its legitimacy has arisen in the same transparent manner as this group has been working. During a meeting in November 2002 in Brasilia, this group was designated the Brazilian Forum for the Discussion of Fair trade, or simply FACES do Brasil. A group formed by NGO’s, governmental representatives, companies, workers representation groups and service providers. With its characteristic of bring plural, this group contains some of the institutions that are characterized by their important work in this field in Brazil.

MISSION & OBJECTIVES

The main goal of Faces do Brasil is to foster the creation of an environment that favors the building and implementation of a Brazilian system of fair trade, promoting equity and social inclusion.

According to this forum, fair trade should be understood as: a form of empowering wage earning workers, producers and family farmers that are at a disadvantage or are excluded from society by the conventional trade system. This trade has the following characteristics: it is based on ethical, transparent and co-responsible relations among various players of the productive chain; it assumes fair payment, contributes towards the construction of solidarity inside the economy and respects cultural and historical differences, besides acknowledging the value of the knowledge and image of traditional communities.

Although the focal point of work developed by Faces do Brasil is the national market, the process of exchanging information and experience with NGO’s and international realities continues to be one of the references for the Brazilian process. The solutions and difficulties present in ethical and fair relations in international markets indicate situations that should shortly be dealt with from the Brazilian perspective. For example, advertising campaigns, certification processes, monitoring, costs and impacts on consumers are issues that can be seen in other perspectives of central markets and in Latin American markets.

To foster the creation of an environment that favors the building and implementation of a Brazilian system of fair trade, promoting equality and social inclusion.

FACES do Brasil refers to fair trade in the national context and to fair trade in the international context. The reason for this choice lies in the concern with establishing the concepts proposed by representative entities in each one of these contexts - FACES do Brasil, in the national context, and FINE, in the international
ACTIVITIES

Faces do Brasil executes its activities organized in 4 workgroups:
http://www.facesdobrasil.org.br/fb/atv.asp
- Institutional Development
- Regulation
- Promotion
- Articulation

Events
http://www.facesdobrasil.org.br/fb/eventos_historico.asp

Forum
http://www.facesdobrasil.org.br/fb/forum.asp

ASSOCIATED SITES

http://www.facesdobrasil.org.br/fb/membros.asp

FASE – Federation of Entities for Social Welfare and Educational Assistance
Site: www.fase.org.br
FASE, or Federation of Entities for Social Welfare and Educational Assistance, is a non-profit private civil company, in the field of education, charity and social welfare with the mission of contributing to the construction of a democratic society, through a sustainable development alternative that contemplates inclusion, integration and social justice, the sustainability of the environment and the globalization of civil, political, economic, social, cultural and environmental rights. FASE - Federação de Órgãos para Assistência Social e Educacional

Friedrich Ebert Foundation / ILDES
Site: www.fes.org.br
Founded in 1925 as the political legacy of the first democratically elected German president, Friedrich Ebert Foundation (FES) is the oldest of the six German political foundations, with almost 600 employees and activities in more than 100 countries.

Fundação Lyndolpho Silva
Site: www.bnaf.org.br
Fundação Lyndolpho Silva is a technical-scientific entity that seeks to guarantee the deployment of public policies that promote family-based farmers. Created in May 1996 in Brasilia, the entity is managed in a mixed form by state representatives, rural workers and civil society. Its founders are the National Confederation of Agricultural Workers - CONTAG and the Brazilian Agricultural and Cattle Breeding Research Company - EMBRAPA.

IMAFLORA
Site: www.imaflora.org
Located in the city of Piracicaba - SP, Imaflora started operating in 1995 after the creation of the international FSC – an organization known worldwide for the certification of natural and planted forests - w.fsc.org.br. The institution was created on account of the need for national action to implement this certification system in Brazil, considering the issues of its forests. It has the mission of contributing towards sustainable development, promoting and stimulating environmentally adequate, socially fair and economically feasible forest and agricultural management, using certification, training and education and support for the development of public policies as its tools.

Instituto Sere
Site: www.sere.org.br
Created in 1992, as a project of Friedrich Ebert Foundation, to formulate alternative economic promotion and job creation policies. Recognized in 1999 as a Civil Society Organization of Public
Interest - OSCIP, it gained autonomy from Friedrich Ebert Foundation in 2001, with which it currently maintains partnership relations. It operates with a team of professionals from the areas of economics, social welfare, administration, pedagogy and psychology. It banks on the support of an advisory council of former partners and celebrities recognized by the public.

Ministry of Agrarian Development / Family Agriculture Secretariat
Site: www.mda.gov.br
The Ministry of Agrarian Development has the mission of creating opportunities to enable rural populations to attain full citizenship and its vision of the future consists of being an international reference in the field of social inclusion solutions.

SEMAB / Food Bank of the City of São Paulo
Site: www.prefeitura.sp.gov.br
The Food Bank of the City of São Paulo is a department of Semab (Municipal Supply Secretariat of the Sao Paulo City Council). Founded in the year 2001, its principle is canvassing food from companies, events and food industries, donated spontaneously or in non-conformity with marketing standards, manipulating this food and donating it to social entities, which transfer it to the impoverished population. But its activities are not restricting to canvassing food. It also holds courses and training sessions for social entities, their clients and/or partners. The courses cover topics relating to food and nutritional education, full exploitation of food, waste reduction techniques and others.

SEBRAE Nacional
Site: www.sebrae.com.br
Sebrae, or Brazilian Service for Support to Small Companies, has been working since 1972 towards the sustainable development of small companies. For this purpose, the entity holds training courses, facilitates access to loans, stimulates intercompany cooperation, organizes fairs and business rounds and fosters the development of activities that contribute towards the generation of jobs and income. Hundreds of projects are managed by Sebrae’s Business and Management Units.

Visão Mundial
Site: www.visaomundial.org.br
Visão Mundial is the Brazilian branch of World Vision Organization, a Christian Non-Governmental Organization founded in 1950 by journalist Bob Pierce. The objective was to cater to children who had been the victims of the war in Korea. Nowadays Visão Mundial is present in more than 90 countries. VM arrived in Brazil in 1975, bringing the ideal of transformation with it. Prioritizing work with the poorest communities, Visão Mundial concentrates its efforts in the northeast of Brazil, in Tocantins, in the north of Minas Gerais, in the Amazon and in large cities such as São Paulo, Rio de Janeiro and Belo Horizonte.

Viva Rio
Site: www.vivario.org.br
In December 1993, the mood in the city of Rio de Janeiro was one of fear and indignation. In the midst of political tension, economic losses and a social crisis, the population suffered from a series of kidnappings, the murder of eight boys at Igreja da Candelária and the massacre of 21 people in Vigário Geral. In response the mobilization of the whole city was organized. At noon on December 17 of that year, thousands of people wearing white kept silent for two minutes and asked for peace. This was the birthday of Viva Rio, a non-profit, non-political NGO that stimulates individuals, associations and companies to build a fairer and more democratic society.

B&SD Ltda
Site: wwwbsd-net.com
B&SD is an international consulting firm specialized in fair trade.

Rede Ecovida de Agroecologia
Site: www.ecovida.org.br
Rede Ecovida is a association in the south of Brazil of approximately 220 groups and association of ecologist family farmers, 20 advisory NGOs, agroindustries and family traders and consumer
cooperatives. It is formed by 21 regional centers (8 in Rio Grande do Sul, 7 in Santa Catarina and 6 in Paraná), participating in more than 170 cities and 120 ecological trade fairs. It performs various activities, including the participative certification of ecological products – a new certification methodology adapted to small initiatives organized in groups.

**Instituto Kairós – Ética e Atuação Responsável**

*Site: [www.institutokairos.org](http://www.institutokairos.org)*

Created in 2000, Instituto Kairós, a non-profit, non-governmental entity, was founded with the proposal of promoting, expanding, practicing and consolidating Responsible Consumption in all its forms of application, both pedagogic (formal and non-formal education) and practical.

Contributions made by several other institutions have been of extreme importance, since they add energy with a view to the establishment of a national system of fair trade.


**NEWS & DOCUMENTS**

(In Portuguese)

**Fair Trade: Uma introdução e algumas considerações**

Autor Beat Grüninger e Alex Uriarte


**Comércio Ético Solidário**

Cassio França


**Comércio justo, ético e solidário e a agricultura familiar brasileira: um outro mercado é possível?**

Autor Felipe Sampaio e Murilo Flores


**Comércio solidário, cadeia de valor e políticas públicas**

Autor Franklin Dias Coelho


**Práticas Locais de Comércio Justo e Solidário – APAEB**

Autor Ismael Ferreira

[http://www.facesdobrasil.org.br/fb/publicacoes/Praticas%20locais%20de%20comercio%20etico%20e%20solidario%20-%20APAEB.pdf](http://www.facesdobrasil.org.br/fb/publicacoes/Praticas%20locais%20de%20comercio%20etico%20e%20solidario%20-%20APAEB.pdf)

**Comércio Solidário no Brasil: esta idéia tem futuro**

Autor Glayson Ferrari e João Helder Diniz


Nos últimos anos, a sociedade brasileira, principalmente a sociedade civil organizada vem tomando conhecimento de termos como: Comércio Solidário, Comércio Equo e Solidário, Comércio Justo e Solidário, Fairtrade.

**Comércio Justo entre a Solidariedade e a Utopia**

Autor Rosemary Gomes


O comércio justo se define como uma parceria comercial baseada na proximidade, transparência e respeito entre produtores e consumidores, com pretensão de uma maior igualdade no
comércio internacional. As organizações do comércio justo se envolvem ativamente, apoiando os produtores, sensibilizando o público e realizando campanhas em prol da mudança de regras e práticas do comércio internacional.

**A Comercialização no Contexto do Comércio Ético e Solidário**
Autor Renata Pistelli e Fabiola Zerbini

**Comércio ético e solidário: uma perspectiva das produtoras e produtores brasileiros**
Autor Glayson Ferrari dos Santos (Org.)
http://www.facesdobrasil.org.br/fb/publicacoes/Comercio%20Etico%20e%20Solidario%20uma%20perspectiva%20das%20produtoras%20e%20produtores%20brasileiros.pdf

**Agricultura familiar, políticas públicas e comércio ético e solidário: a visão do Movimento de Desenvolvimento Agrário**
Autor Valter Bianchini
A abordagem do Ministério de Desenvolvimento Agrário quanto às políticas públicas para o desenvolvimento do comércio ético e solidário se fundamenta no programa do Partido dos Trabalhadores, particularmente no item “Vida Digna no Campo”. Para compreendê-la, é necessária uma breve retrospectiva dos principais parâmetros considerados em sua elaboração.

**O comércio justo a partir da perspectiva dos países do Sul**
Autor Alfonso Cotera

**O sistema brasileiro de comércio ético e solidário como agente de segurança alimentar**
Autor Emiliano Milanez Graziano da Silva
http://www.facesdobrasil.org.br/fb/publicacoes/O%20sistema%20brasileiro%20como%20agente%20de%20seguranca%20alimentar.pdf

**Valores, Princípios e Critérios (Documento entregue para a Regulamentação Pública)**
Autor FACES do Brasil
http://www.facesdobrasil.org.br/fb/publicacoes/Regulamentacao%20Publica.PDF

**Cartilha _ O Comércio Ético e Solidário no Brasil**
Autor FACES do Brasil

**Relatório da Missão FACES do Brasil no México – Comércio Justo**
Autor Luiz Carlos Rebelatto dos Santos

**Cancun 2003 - Quinta Rodada de negociações ministeriais da Organização Mundial do Comércio: um olhar ético e solidário**
Autor Ana Asti & Glayson Ferrari
http://www.facesdobrasil.org.br/fb/publicacoes/Cancun%202003%205%20rodada%20de%20negociacoes%20ministeriais%20da%20Organizacao%20Mundial%20do%20Comercio%20um%20olhar%20Etico%20e%20Solidario.pdf

**Construindo a sociedade popular solidária no Brasil**
Autor Rosemary Gomes e Euclides André Mance
Autor Felipe Sampaio e Murilo Flores

Formação e Consolidação da Rede Ecovida de Agroecologia e a Sua Experiência de Certificação Participativa
Autor Luiz Carlos Rebelatto dos Santos
http://www.facesdobrasil.org.br/fb/publicacoes/Rede%20Ecovida%202003.pdf
Resultado de um processo histórico de construção de alternativas ao modelo atual de agricultura, a Rede Ecovida de Agroecologia caracteriza-se pela articulação de vários segmentos da sociedade com o objetivo de organizar, fortalecer e ampliar a agricultura ecológica familiar no Sul do Brasil.

Construindo Solidariedade no Movimento Orgânico
Autor Yara M. Chagas de Carvalho
A agricultura orgânica surgiu no início do século passado como um movimento social de contestação às transformações que ocorriam no modo de produção agrícola, orientado à quimificação, à monocultura e à produção em escala. Tendo surgido nos campos de produção, esse movimento não desenvolveu uma visão crítica do modelo socioeconômico determinador das transformações que ocorriam na agricultura, nem, portanto, desenvolveu uma concepção filosófica e ética sobre uma forma utópica de organização social.

CONTACTS

http://www.facesdobrasil.org.br/fb/faleconosco.asp

Email: faces@facesdobrasil.org.br
INTERNATIONAL FOUNDATION FOR FAIRTRADE AND DEVELOPMENT (IFFAD)

"Ethnic Products from Fairly Trade Producers"
International Foundation for Fairtrade And Development (IFFAD) is a non-profit organisation, established in July 2000 and registered under Section 25 of the Companies Act of 1956 (INDIA). Its Head quarter is in Chennai (India).
Organisations involved in Alternative trading, Income Generation activities, Development activities and Small scale manufacturing are intended to be members of IFFAD.
We at IFFAD have great faith in principles and practices of fair trade. We would always endeavour to follow these in letter and spirit. Let us strive to make "Fairness for All" a reality!

IFFAD was established in the southern Indian province of Tamil Nadu. Representing 34 producer groups which benefit over 2500 artisans, IFFAD offers support in the areas of marketing, professional training, product development, trend information, quality control, organizational development, accounting services, and research. Some of the producer groups represented by IFFAD are: the Godavari Delta Lacemakers, Reaching the Unreached, the Leprosy Relief Rural Centre, the Manapad Women Workers Palm Leaf Society, and the Gandhi Khadi & Village Industries. With a paid staff of 5 full-time and 2 part-time workers, and direct representation on its Board of Directors by the artisan groups, IFFAD strives to live up to its core values of transparency, reliability, innovation, trust, equal participation, and quality consciousness.

MISSION & OBJECTIVES

Philosophy: "Partnership for Prosperity"
IFFAD believes in Co-operation, Collaboration, Co-creation of products / services and Openness in trading and developmental relationships for becoming prosperous.

- IFFAD aspires to become a value added linking entity between buyers and producers of the world. IFFAD perceives that the producers, buyers and IFFAD will be partners by contributing their respective resources and competencies for maximising each other’s welfare and minimising resource dissipation.
- IFFAD envisions a co-operative and collaborative trading and developmental system with utmost faith in participative approach.

TARGET GROUPS of IFFAD
- The Disabled, Physically and Mentally Challenged
- Traditional Artisans
- Women Self Help Groups (SHGs)
- Rural People

Mission

- To promote social and economic development of disadvantaged and marginalised people through production and marketing of goods and services through just and fair trade practises.
- Producer centered missions
- To help the producer groups in getting regular orders and in receiving fair price for their goods.
- To help the producer groups in developing innovative / market based products.
- To help the producer groups to become self reliant, socially & economically.

ATO / Buyer centered missions
- To reinforce the ATOs (buyers) efforts in marketing the products of the producer groups through supply chain management and effective logistics.
- To extend all possible help in promoting the products of producer members.
**Portfolio centered missions**

- To share the cumulative and collective experiential knowledge gained in fair trade, with buyers, producer groups and other non-trading organisations.
- To develop a resource point for collecting and disseminating valuable information related to fair trade and development.
- To undertake need-based research and training projects related to occupational development and personal growth of producer groups.
- To carry out all the activities with reliability and quality.

**Values:**

IFFAD practices the following values in expressive and latent forms for healthy fair-trade processes & structures and wishes to promote / stimulate and enable these among the partner members.

- Transparency
- Reliability
- Innovation
- Supportive relationship based on trust
- Equal participation
- Quality consciousness

**ACTIVITIES**


**Special Features of IFFAD**

- IFFAD is more of an interface between the Buyers and Producers.
- Buyers too can become members and be part of the organisation and its Management.
- Representation for Buyers & Producers in the Board.
- Absolute Transparency, specifically in details of both ex-works and FOB prices

**Trading Procedures**

- All products are made to order. Hence written Purchase Order is requested. In the absence of a Purchase order, signed copy of Proforma Invoice sent by IFFAD is required.
- All prices are effective from 1st Jan 2005 and are valid till 31st December 2005. However, in extra-ordinary situations, prices may be revised earlier also, hence it is suggested that prices may be confirmed before issue of an order.
- Minimum 50% of the FOB value to be sent as advance along with the order. Balance payment to be made before shipment / against presentation of documents through Bank. However, for air, balance to be paid before the consignment is shipped.
- FOB prices indicated are for wholesale only and are applicable for minimum total order value of US$ 2500, excepting in case of requests for Samples.
- For orders less than US$ 2500 additional service charge of 5% of ex-works prices will be added.
- Delivery time will be minimum two months from the date of receipt of advance payment. For Batik / Kalamkari, which involves intricate work, more time may be required.
- IFFAD samples are meant for future bulk orders: For smaller quantities delivery against 100% payment which would include cost of sample and shipping cost to be borne by the importer.
- For New Samples developed on request, total cost of production to be met by the buyer.

**GREEN POWER**


**Drawing / Design Contest 2005-2006**

IFFAD is pleased to announce an International level Poster, Postcard and Flash Design Contest for 2005-2006 in association with The Greenheart Project team Koto -Ku, Tokyo 136-0076 JAPAN.

Theme of the Contest is: "GREEN POWER"
This contest gives Indian students / children of age 11 and above to compete with others from around the world, an opportunity to take part in a project making positive changes on a global scale and helping this new project to grow. Show the world your vision for a sustainable future, sharing the ideals of a healthy world at peace, giving opportunity to all.

**Product Range**

- Home Decors (102)
- Home Furnishings (98)
- Kitchen Accessories (62)
- Life Style Products (115)
- Personal Care (76)
- Utility (28)
- Wooden items (17)

**ASSOCIATED SITES**

Membership is sought through share holding only. Membership will be on an International level, which means both NGOs / Groups in India as well as ATOs / Buyers outside India can become members. In addition to promoters, representatives of producer groups and ATOs (buyers) can become Board of Directors of IFFAD. IFFAD as locus organisation will strive to promote the prosperity of its members through market facilitation and developmental activities.

Membership comprises:

http://www.iffad.org/EN/more.html
- Alternative Trading Organisations
- Income Generation Projects
- Development Projects
- Women Self Help Groups (SHGs)

- Board of Directors of IFFAD
- Producer Organisations
  http://www.iffad.org/EN/producers.html
- NGOs / Producer Groups associated with IFFAD

List de ATOs associated with IFFAD

http://www.iffad.org/EN/buyers.html
- ROBA, Italy
- SERRV International, USA
- **Ten Thousand Villages**, USA
- Altra Qualita, Italy
- **CTM**, Italy
- Azadi Fairtrade Company, Australia
- Peri Dar, Canada
- The Fair Trade Company, Japan

**VISITORS TO IFFAD**

http://www.iffad.org/EN/visitors.html

**Promoters:**

Promoters of IFFAD are experienced persons in the field of fair-trade and development. They have varied experience in fair-trade, human resource development, social service and academics. Effective staff who also have experience in NGO and development sector support them.
CONTACTS

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Fax: 91-44-2654 7717
Email: iffad@vsnl.com, info@iffad.com
INTERNATIONAL RESOURCES FOR FAIRER TRADE (IRFT)

International Resources For Fairer Trade (IRFT) is a registered non-profit organisation established in October 1995.

MISSION & OBJECTIVES

To impact on poverty and unemployment by promoting and supporting fairer trade in business. This to support the development of Community Based Enterprises (CBS) as sustainable businesses. This to encourage and monitor socially responsible behavior amongst Indian businesses.

ACTIVITIES

http://www.irft.org/index.html

- Community Business Support
  http://www.irft.org/cbs.html

CBS Objective
To support the development of Community Based Enterprises as sustainable businesses.

Concept
The Community Business Support (CBS) unit aims at improving the business performance of Community Based Enterprises (CBE) and thereby ensuring the sustainability of the disadvantaged artisans and farmers they work with.

CBE's find it difficult to compete in the market because of many inherent weaknesses. They are related to knowledge about markets, planning, design, strategy, process, etc.

CBS operates a one-stop consultancy, offering high quality services in all areas of business management to its clients.

These services cover specialist areas like Marketing and Sales, Finance, production, Operations, General Management, etc.

CBS works in various sectors ranging from Handicrafts, Textiles, Processed foods, Agricultural produce: Organic and Conventional, and etc.

  Business Development Services
  http://www.irft.org/bds.html

  Research Activities by CBS wing
  http://www.irft.org/mktre.html

- Ethical Business Programme
  http://www.irft.org/ebp.html

Fair Trade and Ethical Trade
http://www.irft.org/fairtrade.html

Fair Trade is a commercial "partnership that aims at a sustainable development for producers that are either excluded or disadvantaged. It attempts to do this by proposing better trading terms for producers, through education to consumers to increase awareness and by advocacy."

Fair Trade would ensure that the producers:
- can look forward to receiving a fair price for their skill and effort and the crops they produce without being exploited
- can get access to credit at reasonable rates
- can look forward to a long-term relationship that is a real partnership on both sides, taking into account their interests, not just the interests of those buying their products.

That means they know they can plan for the future.
Ethical trade

The term "ethical trade" is now most commonly used to refer to the work of the ETI. This is a partnership of high street companies, non-governmental organisations (including Traidcraft Exchange, Christian Aid, Oxfam, CAFOD, the Fairtrade Foundation and others) and trades unions, with support from the government. ETI's aim is to ensure that internationally recognised labour standards, in particular fundamental human rights in the workplace, are observed at all stages in the production of high street goods sold in the UK.

Fair trade promotion in India

As a first step towards introduction of Domestic Fair Trade, we commissioned a study to assess potential for domestic fair trade as also consumer perceptions and buying behavior in relation to social causes and values. The results are encouraging as there appears to be a latent demand, which can be tapped through awareness raising and promotion.

The difference between Fair Trade and Ethical Business

Fair Trade aims to give disadvantaged small producers and workers more control over their own lives. It addresses the injustice of insufficient income for a decent living and insufficient market access by guaranteeing that producers receive fair terms of trade and fair prices or wages – however unfair the conventional market is. On top of the Fair trade minimum price.

Ethical business means companies are involved in a process of trying to ensure that the basic rights of the employees in their supply chains are respected. These relate to aspects such as working conditions, health and safety, payment of wages, discrimination, environment protection etc.

http://www.irft.org/Ongoingprj.html

I Major Ongoing Projects:

a) SARTHEE- Developing Pro-poor Business Counseling Services in India.

b) PROFIT-Making Trade work for the poor: Promoting Fair Trade in India

IRFT and Traidcraft Exchange (Tx) UK are started a project PROFIT (Making Trade Work for the Poor: Promoting Fair Trade in India) which aims at reducing poverty amongst poor and marginalized producers in India by increasing the ability of pro-poor micro and small enterprises to benefit from trade.

The project will reduce poverty amongst more than 40,000 poor and marginalized producers in India (especially in Orissa, Rajasthan, Madhya Pradesh, Gujarat (Kutch region), Andhra Pradesh, Maharashtra and Tamilnadu) by increasing the ability of pro-poor micro and small enterprises (MSEs) to benefit from trade.

Specific Objective

To increase the ability of pro-poor micro and small enterprises (MSEs) and their producers to benefit equitably from trade.

Project Duration: 33 months

Key Activities To Be Undertaken During The Project:

- Project set-up, Management and Administration.
- Research on fair trade in India
- Research on fair trade in Europe
- National Workshop I
- Formation of National Core Group and its’ constitution
- Independent body for Fair Trade certification
- Interactive website
- Distribution and retail network for Fair Trade products
- Training, mentoring and support programmes for pro-poor MSEs
- Consumer Campaign
- Fair Trade Festival
- Final Evaluation and Dissemination
- National Workshop II
- Finalization and Publication of the report

Sectors selected for development of fair trade products during the Project phase:

1. Tea
2. Textiles, home furnishings & accessories
c) SafeFood India Project

d) Domestic Fair Trade Project

Globalization has shaken and stirred the Indian economy but the process of globalisation has adversely affected the poor and marginalized the world over. The primary producers, artisans and small farmers are losing out to markets forces and economies of scale which sophisticated machines and mass production bring in. Traditional arts and skills are disappearing and so are the customs and rural livelihood opportunities.

We have been working in this field since our inception in 1995 with an objective to support development of Community Based Enterprises as sustainable business entities through Fair Trade. We believe that developing sustainable livelihoods relate to greater incomes, greater employment and long-term economic possibilities and mobility out of poverty.

The answer we feel lies in Domestic Fair Trade. We feel that our people who have strong sense of ethics would definitely support Fair Trade if they know that buying a Fair Trade product means that close to 40% of the product price goes back to the poor producer.

Moreover, creating a fair trade market within the country has potential for immediate benefits for poor producers, who are looking for a sustainable income source rather than just access to the export markets.

Our objectives are:

- Making products with a ‘social value’ i.e a Fair Trade range of products available to consumers in mainstream markets on a regular basis.
- Increasing awareness about various traditional skills
- Ensuring traceability of benefits through-out the production supply chain
- Creating increased sustainability for small enterprises through increased demand leading to increased employment opportunities and improvement in social and economic status.

To pursue this goal of opening Domestic Fair Trade markets, we engaged a market research firm to conduct a study to understand the potential for domestic fair trade and also study consumer perceptions and buying behavior in relation to social causes and values. The results are encouraging. There is a latent demand, which needs to be tapped thru awareness raising and promotion

We hope that with active participation and support of like-minded individuals, it would be possible to promote the concept of Fair Trade among your social circles /fraternities and communities and make a constructive difference to the lives of the less fortunate.

II Successfully Completed Projects,

a) Project on Capacity Building of the Business Service Organisations in Orissa
b) Project on Social Responsibility in Leather and Textile/Garment sector in India.

ASSOCIATED SITES

http://www.irft.org/aboutus.html

- **International Partners**
  Traidcraft Exchange (Tx)
  http://www.traidcraft.co.uk/

- **International Collaborators**
  APFTI- Association of Partners for Fairer Trade, Inc.
  http://www.apfti.org.ph/
  The Advocate of Philippine Fair Trade, Inc. (APFTI) is a non-government organization seeking to end poverty through Fair Trade in the Philippines.
  BCA - Business Consult Africe Ltd
  http://www.traidcraft.co.uk/template2.asp?pageID=1549&fromID=1549
  AMCA
  - Membership / Associations / Links
    IFAT - International Federation for Alternative Trade;
www.ifat.org
FTF-I-Fair Trade Forum (India)
www.fairtradeforum.org
see Fair Trade India Quarterly 2005 http://www.fairtradeforum.org/webnews.pdf
Asian Forum on Globalisation and SME Development
Alliance 21
FLO - Fair Labelling Organizations International
www.fairtrade.net
INCSOC
www.incsoc.net
Funding Support
Sir Dorabjee Tata Trust
DFID - Department for International Development
www.dfid.gov.uk
EU- European Union
www.europa.eu
Hivos
www.hivos.nl
Oxfam
www.oxfam.org

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• Ms. Sayantini Das Project Executive
• Mr. V. N. Nagraj Swamy Project Executive
• Mr. D. Vishnu Office Assistant
NEWS & DOCUMENTS

FAIR TRADE MOVEMENT IN INDIA STRATEGY DEVELOPMENT PROCESS – A SUMMARY
http://www.irft.org/process.doc

CONTACTS

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RED LATINOAMERICANA DE COMERCIALIZACIÓN COMUNITARIA RELACC

"... en 1985, junto con las organizaciones pastorales, la gente de las comunidades y grupos juveniles del Movimiento CVS (Cristo Vive en el Sur), iniciamos el proyecto CCH (Comercializando como Hermanos). Animamos las experiencias de grupos de distribución, merca...
• **FORTALECIMIENTO ORGANIZACIONAL** Promover el funcionamiento eficiente de las Asambleas y el Directorio de RELACC. Fortalecer la organización regional de la red, elaborar proyectos y desarrollar mecanismos de información y comunicación.

• **COMERCIALIZACIÓN** Implementar una tienda latinoamericana y desarrollar anualmente la Feria latinoamericana de RELACC. Establecer mecanismos de autofinanciamiento y la creación de un fondo común.

• **INCIDENCIA POLÍTICA** Establecer alianzas, desarrollar el estudio de leyes y políticas, analizar las fortalezas y debilidades, definir y ejecutar una estrategia conjunta.

**Valores y Principios**


1. Trabajamos con mística, solidaridad y espíritu comunitario.
2. Estamos inspirados por una fe liberadora y la espiritualidad ancestral de nuestros pueblos.
3. Buscamos que exista justicia, equidad y fraternidad.
4. Actuamos con transparencia y honradez.
5. Practicamos la no violencia activa, la defensa de los derechos humanos y ciudadanos.
6. Fomentamos la dignidad y autoestima de cada persona.
7. Respetamos las distintas identidades culturales, creencias religiosas y políticas.
8. Fomentamos una participación activa, consciente y organizada con igualdad de oportunidades para hombres y mujeres.
9. Respetamos la vida y el medio ambiente.
10. Nuestro trabajo es político, pero no partidista.
11. Fomentamos la calidad de nuestros productos y servicios.

Inspirados por nuestros principios comunitarios de transparencia, dignidad, equidad y responsabilidad en el trabajo de las Redes Nacionales, facilitamos procesos de formación, capacitación, información y promoción de nuestros productos y servicios, para construir un mercado solidario en el ámbito nacional e internacional con calidad y respeto al ambiente que contribuya a mejorar el ingreso y las condiciones de vida de hombres y mujeres que integran las organizaciones de las redes.

**ASSOCIATED SITES**

Redes Nacionales (Mapa interactivo de las redes)

Redes Regionales (Mapa de la América Latina)

**NEWS & DOCUMENTS**

Mapa de Planejamento Estratégico
http://www.relacc.org/admin/images/archivos/Red_Centro_americana_Mapa_Estrategico.xls

Relatório de Impacto 2005

Memória Institucional da Relacc
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Fax: 593 2 2623 927
Quito - Ecuador
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INTERNATIONAL CENTER FOR TROPICAL AGRICULTURE (CIAT)

The International Center for Tropical Agriculture is a not-for-profit organization that conducts socially and environmentally progressive research aimed at reducing hunger and poverty and preserving natural resources in developing countries. We refer to the products of this research as “solution that cross frontiers” because they transcend national boundaries and others barriers as well.

MISSION & OBJECTIVES

Rural Agroenterprise Development
http://www.ciat.cgiar.org/agroempresas/ingles/index.htm
To link small farmers to expanding markets so they can develop sustainable livelihoods in the rural sector.

- Marketing
http://www.ciat.cgiar.org/agroempresas/ingles/marketing.htm
Developing and offering tools, methods, and information for identifying and developing markets as an input for designing viable and economically sustainable rural agroenterprises. Facilitating processes of market research and information collection, and market management for small rural producers.

- An Overview of Alternative Trade
Starts with a definition of alternative trade and lists the main segments, organizations, and trends. A more in-depth discussion is given on each segment identified, such as organic trade, fair trade, ethical trade, or ecological trade.

- Sistema de Información para el Comercio Justo (spanish)
http://www.ciat.cgiar.org/agroempresas/comercio_justo/inicio.htm
Aprenda sobre comercio justo
http://www.ciat.cgiar.org/agroempresas/comercio_justo/definicion.htm
Que es el Comercio Justo?
http://www.ciat.cgiar.org/agroempresas/comercio_justo/definicion.htm
Son muchas las definiciones y los términos (Justo, Equitativo, Alternativo, Solidario) que hoy en día se conocen del Comercio Justo; sin embargo, todos tienen algo en común que tratan de comunicar: igualdad de oportunidades, desarrollo económico y cuidado por el medio ambiente.

Cómo Funciona el Comercio Justo
http://www.ciat.cgiar.org/agroempresas/comercio_justo/funciona.htm
Concepto de Comercio Justo, ¿Qué es el Comercio Justo?
http://www.tiendacomerciojusto.cl/es_que_es_comercio_justo.php?PHPSESSID=a8048d73a0f32539488a1f0bf3a7cc75
El Comercio Justo es una alternativa al comercio convencional, que acerca el productor al consumidor, evitando la cadena de intermediarios. El Comercio Justo es una “asociación comercial que busca el desarrollo sustentable para los productores excluidos o con desventajas en los grandes circuitos del comercio tradicional. Busca realizar esto proponiendo mejores condiciones comerciales para los pequeños productores, educando a los consumidores para generar toma de conciencia en torno al tema y llevando a cabo campañas de educación y promoción”.

http://www.ciat.cgiar.org/
El Comercio Justo: origen y evolución
http://www.nodo50.org/espanica/cjust.html#definici
• A modo de introducción: Un ejemplo gráfico del comercio "injusto"
• Buscando una definición del Comercio Justo: sujetos que intervienen
• http://www.nodo50.org/espanica/cjust.html#definici Buscando una definición de
Comercio Justo: Sujetos que intervienen
• Las primeras formas de Comercio Justo
• La función del "sobrecosto"
• El principio de "fidelización"
• La segunda generación de Comercio Justo: Los "sellos de garantía" y sus riesgos
• Hacia la tercera generación de Comercio Justo
• Algunas conclusiones

Agricultura Orgánica para Exportar con Justicia
Como distinguir comercio justo de orgánico
http://www.ciat.cgiar.org/agroempresas/comercio_justo/justo_organo.htm
La certificación como instrumento de mercadeo en el comercio orgánico y justo
Agricultura orgánica & comercio justo
http://www.planetaorganico.com.br/comjusto.htm (link)

Glosario
http://www.ciat.cgiar.org/agroempresas/comercio_justo/glosario.htm

ASSOCIATED SITES

• Enlaces relacionados
http://www.ciat.cgiar.org/agroempresas/comercio_justo/enlaces.htm
Ofrece un listado seleccionado de páginas Web, redes virtuales, plataformas interactivas, entre otros portales relacionados con lo Justo y lo Orgánico.

• Lista de organizaciones
http://www.ciat.cgiar.org/agroempresas/comercio_justo/lista.htm

• ESPANICA Comercio Justo
http://www.nodo50.org/espanica/

NEWS & DOCUMENTS

(spanish & english)
Fact and Figures on the fair trade sector in 18 European countries

El comercio justo en Europa

El comercio justo una alternativa para la agroindustria de America Latina

Cuaderno de propuestas para el siglo 21, Comercio justo

What is at Stake in World Trade?
http://www.eftafairtrade.org/pdf/YRB2001Ch01_EN.pdf

Alternative trade: analysis and efficacy as a development model
http://www.fairtraderesource.org/AlternativeTrade-DevtModel,SamCarpenter.pdf
Comercio Justo, las éticas en las relaciones comerciales dentro de un entorno globalizado.
Retos del Comercio

Comercio con justicia

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UNCTAD United Nations Conference on Trade and Development

Established in 1964, UNCTAD promotes the development-friendly integration of developing countries into the world economy. UNCTAD has progressively evolved into an authoritative knowledge-based institution whose work aims to help shape current policy debates and thinking on development, with a particular focus on ensuring that domestic policies and international action are mutually supportive in bringing about sustainable development.

MISSION & OBJECTIVES

The organization works to fulfil this mandate by carrying out three key functions:

- It functions as a forum for intergovernmental deliberations, supported by discussions with experts and exchanges of experience, aimed at consensus building.
- It undertakes research, policy analysis and data collection for the debates of government representatives and experts.
- It provides technical assistance tailored to the specific requirements of developing countries, with special attention to the needs of the least developed countries and of economies in transition. When appropriate, UNCTAD cooperates with other organizations and donor countries in the delivery of technical assistance.

UNCTAD Conferences

The highest decision-making body of UNCTAD is the quadrennial conference, at which member States make assessments of current trade and development issues, discuss policy options and formulate global policy responses. The conference also sets the organization's mandate and work priorities. The conferences serve an important political function: they allow intergovernmental consensus building regarding the state of the world economy and development policies, and they play a key role in identifying the role of the United Nations and UNCTAD in addressing economic development problems.

ACTIVITIES

- **UNCTAD XI (2004) - São Paulo (Brazil)**

  UNCTAD’s eleventh session ended with the adoption of the São Paulo Consensus, which once again places UNCTAD at the centre of the trade and development debate. The official conference theme was "Enhancing coherence between national development strategies and global economic processes towards economic growth and development, particularly of developing countries". This focus on coherence was examined from the following four angles, each one corresponding to a subtheme: development strategies in a globalizing world economy; building productive capacity and international competitiveness; assuring development gains from the international trading system and trade negotiations; and partnership for development.
The São Paulo Consensus
The outcome of the negotiations is contained in the São Paulo Consensus [http://www.unctad.org/en/docs/td410_en.pdf]. For each sub-theme it identifies problems, formulates appropriate national and international responses and spells out how UNCTAD can contribute. It builds on the Bangkok Plan of Action adopted at UNCTAD X in February 2000 and introduces a number of new areas of work.

The Spirit of São Paulo is a declaration by member States. It presents their views on international economic cooperation and reconfirms their support for UNCTAD’s work and activities.

- **UNCTAD X (2000) - Bangkok (Thailand)**
- **UNCTAD IX (1996) - Midrand (South Africa)**

**CONFERENCE**

**UNCTAD XI**

The two key texts adopted at UNCTAD XI —the Spirit of São Paulo and the São Paulo Consensus— reconfirmed the mandates of the 2000 Bangkok Plan of Action from UNCTAD X and laid out the policy direction for the next four years. UNCTAD’s analytical initiatives on trade and poverty, on dynamic sectors in world trade and on the new geography of trade have caught the imagination of development policy makers.

**Organization**

- **ABONG** Brazilian Association of Non-Governmental Organisations (uma rede a serviço de um mundo mais justo, solidário e sustentável)
  [http://www.abong.org.br/](http://www.abong.org.br/)
- **REBRIP** Brazilian Network for People’s Integration

**Support and Sponsorship:**

- **ActionAid**
- **Oxfam International** and
- **Ford Foundation**

**Civil Society Forum at Unctad XI**

The Civil Society Forum at Unctad XI (Eleventh ministerial meeting of the United Nations Conference on Trade and Development) is taking place since June 11th until 17th, 2004, at the west pavilion of Anhembi Park in São Paulo (Brazil). The civil society organisations authorized by Unctad, with the support of their respective member States, to take part in the event have started their activities on June 11th, two days before the official programme begins, with the aim of drawing up an international Civil Society declaration for Unctad XI.

During the following days of the schedule the Forum will discuss themes that are not only related to the conference official guidelines but also related to debates in which different organization representatives take part, including social movements, women and sustainable development groups, trade unions and peasants, rural producers, environmental and religious organizations, among others.

**Claims**

The international civil society urges Unctad XI to advance, overcoming the threats that follow:

- to create alternatives to the neoliberal premises that comply with multilateral and bilateral negotiations undertaken, in order to assure mechanisms that support and protect strategic sectors in developing countries, such as family agriculture and small rural producers;
- to build both political and institutional scenarios favorable to strengthen commercial agreements and integration processes, that would be based not only on reducing differences but
also on guaranteeing working rights, contradicting the current proposal to make them more flexible;

to democratize not only decisive processes in the multilateral commerce system but also the politics formulation processes in the national sphere; ...

**Civil society at Unctad**

The organization of civil society towards defending your interests among international matters is becoming more well-placed and broadening at Unctad. What supports this statement is the fact that this segment took part at the official program of the event for the first time at the year 2000, during Unctad X, held in Bangkok.

Since then, social movements officially have taken part in 3 preparatory audiences for Unctad XI, held last January, February and April in Geneva, Switzerland, what so far had happened in a peripheral way.

**Links of the Participants**

http://www.forumsociedadeecivil.org.br/dspConteudo.asp?idconteudo=3&idLang=1

**PROGRAMAÇÃO DO FÓRUM DA SOCIEDADE CIVIL NA UNCTAD XI**

http://www.forumsociedadeecivil.org.br/dspConteudo.asp?idconteudo=4&idLang=1

**FAIR TRADE DECLARATION - UNCTAD XI - SAO PAULO, 16/06/2004**

http://www.forumsociedadeecivil.org.br/dspMostraBiblioteca2.asp?idBib=15

We, members of the international Fair Trade movement and our allies, believe that in order to overcome the structural inequalities in international trade and finance policies, UNCTAD must reinforce its position as a UN agency, independent of the Bretton Woods Institutions. Its central focus should be the evaluation and promotion of policies to ensure that trade does, in practice, lead to sustainable development. UNCTAD should not be transformed into a technical assistance agency, existing merely to assist developing countries promote foreign investment and fulfill their commitments to the WTO and to other international financial institutions.

On the occasion of the UNCTAD XI Conference in São Paulo Brazil, we offer concrete proposals to UNCTAD member governments and other international organizations. The implementation of these proposals would contribute greatly to the promotion of a global trading system that truly works for poverty reduction and sustainable development.

**Introducing Fair Trade**

For more than forty years, the Fair Trade movement has demonstrated that trade can make a sustainable and significant contribution to improving the lives of producers and workers while protecting natural resources and the environment. From modest beginnings we have developed into a global network, bringing together several hundreds of thousands of small-scale producers and workers on plantations and in factories, thousands of trading and retail companies, NGOs and labelling organizations into an organized trading system reaching tens of millions of consumers.

At present, the vast majority of businesses do not internalize the costs of their social and environmental impacts. By contrast, the Fair Trade movement believes that in order for trade to be sustainable, and not to distort markets, the full social, environmental and economic costs of goods and services must be taken into account. While many governments and international bodies quote the rhetoric of sustainability, Fair Trade organisations have the experience of how to make this a reality.

In 2002, worldwide sales of Fair Trade products were estimated at over US$400 million and the market is growing rapidly. International sales grew in 2003 by an average of 43%, including 61% growth in the UK, 81% in France and 400% in Italy. In the US, sales of Fairtrade certified coffee grew 93% in 2003.

Producers, consumers and businesses are key to the success of Fair Trade, but governments and international institutions also have a critical role to play. True progress requires that the promotion of Fair Trade is carried out hand in hand with efforts to overcome structural inequalities in international trade and finance policies.
Fair Trade demands to UNCTAD

1. In order to help overcome the structural inequities in the international trading system, we call on UNCTAD member governments to:

   Reassert UNCTAD’s role and leadership in the creation and management of multilateral mechanisms which will regulate world commodity markets, and foster greater stability and fair prices for farmers who make up more than half the world’s population.

   Promote the right of all countries, especially poorer countries, to promote food sovereignty and to protect and support vulnerable or emerging producer groups and economic sectors.

   Promote South-South cooperation, especially in the area of information technology and biotechnology in order to bridge the information and technology divide.

   Ensure that civil society organizations and producer groups are fully involved in the establishment and implementation of such mechanisms.

2. As a movement concerned with supporting marginalized producers and workers in the south, we call on UNCTAD member governments to:

   Conduct research on the impact of mainstream trade (trade policy and corporate activity) and on the impact of Fair Trade on poor and marginalised groups in the South.

   Address the impact of regional and bilateral trade agreements on small producers and on poor and marginalised groups in developing countries.

   Strengthen the participation of small and medium sized enterprises in the policy making process by providing capacity building assistance and bolstering regional coalitions and partnerships.

   Support the creation of small-scale producer credit and loan guarantee programs, along with business support services for producer organisations.

3. Given Fair Trade’s proven track record of using trade as a tool to promote sustainable and equitable development we call on UNCTAD member governments to take into account the experience and lessons of Fair Trade in the following ways:

   Design programs to integrate Fair Trade into ongoing UNCTAD activities that seek to increase producer access to certification programs, information, technical assistance and Fair Trade markets in the North.

   Raise awareness among its members, both in the north and south, about the economic development and market opportunities that Fair Trade provides.

   Encourage and develop partnerships with the private sector, civil society and producer groups which encourage ethical sourcing practices and Fair Trade consumer education.

   Recognize the Fair Trade movement’s definition of Fair Trade.

Implement and promote Fair Trade and other ethical purchasing programs in UNCTAD offices and among member governments and other UN agencies.

Organization

http://www.forumsociedadecivil.org.br/dspMostraBiblioteca2.asp?idBib=19

<table>
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<tr>
<th>Organization</th>
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<tr>
<td>Asociación de Empresas Comercializadoras de Productores del Campo-ANEC</td>
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<td>Association for Better Land Husbandry</td>
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<td>Association Romande des Magasins du Monde (ASRO)</td>
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<td>Consumidores por el Desarrollo</td>
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<td>CONTAG - CUT</td>
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<td>Cooperativa Agraria Cafetalera &quot;La Florida&quot;</td>
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<td>Dean’s Beans Organic Coffee Company</td>
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<td>A Different Approach</td>
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<td>European Fair Trade Association (EFTA)</td>
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<td>Exposed Iris productions</td>
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<td>FACES do Brasil – Fórum de Articulação do Comércio Ético e Solidário</td>
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<td>Red Latinoamericana Mujeres Transformando la Economia (REMTE)</td>
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<td>Tiendas de Comercio Justo &quot;IDEAS del Mundo&quot;</td>
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<td>Universidad Autonoma Metropolitana - XOchimilco</td>
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<td>Visão Mundial</td>
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<td>Viva Rio</td>
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NEWS & DOCUMENTS

FREE TRADE OR FAIR TRADE? AN ENQUIRY INTO THE CAUSES OF FAILURE IN RECENT TRADE NEGOTIATIONS,
Discussion Paper No. 153 by Mehdi Shafaeddin
UNCTAD/OSG/DP/153 - , 01/01/01

UNCTAD/LDC/2004 - E.04.II.D.27, 27/05/04

civil society forum declaration to unctad xi

Towards the Civil Society Forum in the Unctad XI, Preliminary text for debate
ABONG & REBRIP
http://www.forumsociedadcivil.org.br/dspMostraBiblioteca.asp?idBib=3

Social Movement against Free Trade, FTAA and WTO
http://www.forumsociedadcivil.org.br/dspMostraNoticia.asp?idNews=71

Civil Society opens forum at Unctad and criticizes international free trade rules
http://www.forumsociedadcivil.org.br/dspMostraNoticia.asp?idNews=30

The Spirit of São Paulo

São Paulo Consensus

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WORLD FAIR TRADE DAY
http://www.wftday.org/english/about_wftday/index.htm

World Fair Trade Day is an international celebration of Fair Trade internationally, with events organised worldwide. On and around the second Saturday of May every year, IFAT member organisations based in 70 countries, along with Fair Trade shops and networks, host events including Fair Trade breakfasts, talks, music concerts, fashion shows and much more, to promote Fair Trade and campaign for justice in trade. Fair Trade products from marginalised communities in the majority world, including coffee and tea, clothes, jewellery and beautiful handicrafts will be showcased on this day. Many events continue throughout the month of May. World Fair Trade Day started as a European movement of over 2,000 World Shops (Fair Trade shops), working together through NEWS! Movements to celebrate the same day and campaign for Fair Trade in Japan and the US joined them. "World Fair Trade Day" was initiated by Safia Minney, founder of People Tree, and adopted by IFAT and its members at the 2001 Full Meeting, to promote stronger global awareness of Fair Trade, and this day has been raising its profile ever since.

MISSION & OBJECTIVES

This Year's Theme
http://www.wftday.org/english/about_wftday/this_yrs_theme/index.htm

This year's theme will focus on the unique role of Fair Trade Organisations. Fair Trade Organisations range from producer groups and Fair Trade companies, to retailers. The Fair Trade network consists of producer and consumer cooperatives, shops, collectives, advocacy groups, unions, producer groups, family workshops, Fair Trade shops, Internet stores, catalogues companies, religious institutions, NGO's, regional networks, national networks and many more.

This World Fair Trade Day calls on all of us to celebrate Fair Trade Organisations, buy more Fair Trade goods through Fair Trade stores, Fair Trade catalogues and campaign groups and encourage conventional companies to sell more Fair Trade products. IFAT-registered Fair Trade Organisations are special because:

? Their whole reason for being is Fair Trade
? They aim to benefit marginalised groups in the south to promote livelihoods by building organisational capacity, giving technical and financial assistance, building long term relationships.
? They campaign and lobby for Fair Trade in the political and business arena and raise awareness amongst the general public.

As developing countries face falling prices, subsidies and dumping, increased poverty and income disparities, and globalization rules written by the rich countries, there is a need for poverty alleviation through trade, and through campaigning to level the playing field. Fair Trade Organisations pioneer this international movement.

Make Poverty History achieved some giant steps forward in 2005, but to alleviate poverty it is down to us all to keep up the momentum of change at this crucial time. This World Fair Trade Day we call on 65 nations to push Fair Trade to the front of the political agenda. This year's World Fair Trade Day will showcase IFAT's dynamic network of FTOs around the world, proving what excellent role models for Business Sustainability they are, and highlighting their pioneering work in alleviating poverty through trade.

http://www.wftday.org/english/about_fair_trade/index.htm

- What is Fair Trade?
- Key Principles of Fair Trade
- The Millennium Development Goals
- Social Entrepreneurs / Social Businesses & International Movements
ACTIVITIES

MESSAGES
http://www.wftday.org/english/messages/index.htm

Can You Help Promote World Fair Trade Day?
— Safia Minney, Founder People Tree and Global Village

What We Need Is a Global Village, Not Globalisation
— HE Mr. M. Serajul Islam, Former Ambassador of Bangladesh in Japan

The Word "Fair Trade" Has Been Gaining Momentum in Nepal Since Last Few Decade
— Kiran Khadgi, Director, Kumbeshwar Technical School (KTS), Nepal

'FAIR TRADE ORGANISATIONS NOW'— a Letter to Consumers to Think About
— Norma Velasquez Traverso, Director, MINKA FAIR TRADE, Peru

What Development Ought to Be Perceived and Defined
— Peter Wahome, Crafts of Africa, Kenya

Only Fair Trade Can...
— Shah Abdus Salam, Executive Director DEW (Development Wheel), Bangladesh

We Are Part and Parcel of This Event in the World
— Beth Wambua, Managing Director Mango True Mirage, Kenya

It Only Takes a Little Effort!
— Wayne Hemingway, Designer, UK

2006 Event Reports & Photos
Past events
http://www.wftday.org/english/events/past_events/index.htm

Make your voice heard and make a difference!
http://www.wftday.org/english/get_involved/index.htm

Fair Trade Organizations NOW!

Things YOU can do to promote Fair Trade:

1. Buy Fair Trade products
Be informed when buying products. Fair Trade products help lift disadvantaged artisans and farmers out of poverty. When buying non-fair trade products you are unknowingly contributing to the deterioration of the environment, the marginalisation of artisans and farmers and by doing so you are helping widen the gap between rich and poor.
Fair Trade only works if empowered consumers buy Fair Trade products!

2. Take part in this years' Fair Trade events
The Fair Trade concept/movement will be celebrated worldwide throughout May. Come and join us, and learn more about Fair Trade and how you can actively contribute to the Fair Trade movement. To see the list of events, click here.

3. Hold your own events
Why don't you organise an event in your area, at your school, etc... to promote Fair Trade? Please register your events here.

4. Spread the message
Download the World Fair Trade Day logo (click here). Use it in as many creative ways as possible: printing it on your t-shirts, making posters, leaflets, etc... and help spread the message!

5. Send your message to shops and companies!
As a consumer you are influential. Ask your favorite retail shops and stores to stock Fair Trade products. Write to manufacturers to show you care about producers' rights and the environment. Apply pressure on them to make products in a fairer way, which protects producers and the environment. Once manufacturers have been made aware of their customers' expectations, their products and business ethics will change to reflect these.
ASSOCIATES SITES

Related Fair Trade Organizations
http://www.wftday.org/english/links/index.htm

   International Fair Trade Association (IFAT)
   http://www.ifat.org/

       Links to IFAT members

Fair Trade Resource Network
http://www.fairtraderesource.org/

Global Village (Japanese Only)
http://www.globalvillage.or.jp/

Network of European Worldshops (NEWS!)
People Tree JAPAN (Japanese Only)
People Tree UK

NEWS & DOCUMENTS

   Fair trade sector seeks consumer support vs. cheap imports

RESOURCE
http://www.ifat.org/current/wftd2006/resources.shtml

CONTACTS

See IFAT
http://www.ifat.org/