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UPDATE from



Fair Trade Movement News

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Mark Your Calendars!

[Specialty Coffee Association of America 23rd Annual Exposition](#)

April 28 - May 1, 2011
Houston, TX

[World Fair Trade Day](#)

May 1-15, 2011
N. America & worldwide

[Fair Trade Federation Annual Conference](#)

May 6-8, 2011
Milwaukee, WI

[Certification, Consumption & Change](#)

(10% off using code "ftrn")
May 24, 2011

April 2011

World Fair Trade Day Seeking 100,000

Event Organizers Seeking 100,000 Attendees for World Fair Trade Day

OVER 65,000

PEOPLE CAME TOGETHER IN 2009 FOR A FAIR TRADE COFFEE BREAK



THIS YEAR WE'RE GOING FOR 100,000
Let's expand Fair Trade until all trade is fair. FTRN.org



FREE WFTD Posters

Around the U.S. and Canada, hundreds of event organizers are planning to **involve over 100,000 people in Fair Trade Coffee Breaks**. Some newly announced events during May 1-15 include:

1. Milwaukee Fair Trade Town Coalition is hosting a 4th annual Fair Trade Town Crawl to 30 shops on May 14.
2. WHEAT in Phoenix, AZ, is serving hot or iced coffee while exhibiting artisan pictures and stories on May 14.
3. All Soul's Unitarian Church of DC is selling Fair Trade goods on May 1 and 15, as well as hosting an educational event on May 8 where attendees will be asked to pledge to increase Fair Trade purchases.

See more details and events at the [Events Calendar](#).

Washington, DC

Find & Post Fair Trade Events

Find a an event near you on our [Fair Trade Calendar!](#) Register your own events in 2 easy steps.



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FTRN is again offering **free promotional resources and Fair Trade products** to event organizers: posters, postcards, T-shirts, stickers, crafts, chocolate, clothes, ice cream, body care goods, event planning tools, and other resources. Visit [WFTD 2011](#) to learn more and to get involved.

Free offers for WFTD event organizers include:

- Wholesome Sweeteners honey and sugar
- Theo Chocolate chocolates
- Lucuma Designs gift baskets of crafts
- \$15 gift certificates for clothes at Maggie's Organics
- T-shirt "Do You Trade Fair?" from FTRN

See details of these free offers, and other discounted product offers, at [WFTD Special Offers](#).

FLO Raises Minimum Prices and Premiums for Fair Trade Certified Coffee

The dominant certifier of Fair Trade products in the world, Fairtrade International (FLO), announced on March 15 a higher global minimum price and premium, a higher organic differential, and revised trade standards, all for coffee. FLO-certified products represent around 90% of N. American retail sales of all Fair Trade goods.

Key changes include:

1. An increase in the Fairtrade Premium to USD 20 cents/lb from the current USD 10 cents/lb, of which 5 cents will be earmarked for productivity and quality improvement efforts.
2. An increase of the Fairtrade Minimum Price to USD 1.40/lb for washed Arabica coffee from the current USD 1.25; Arabica naturals will increase to USD 1.35/lb from USD 1.20.
3. An organic differential of USD 30 cents/lb from the current USD 20 cents/lb. As prices for conventional coffee have risen, fewer farmers see value in seeking and maintaining organic certification even as demand is increasing.
4. Revised trading standards that were developed to



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encourage fairer negotiations, clarify the role of price fixing, and reduce speculation. Complementary to the new Trade Standards, FLO is facilitating training for producers and traders on contracts, price fixation and risk management strategies.

More at [FLO press release](#)

Also compare FLO and other certifiers at [FTRN Webinars](#)

FTRN Happenings

PROMOTE YOUR SMALL BIZ FOR WFTD

The Partner level costs \$110 plus 10% of your sales on WFTD. In return, your business gets a link on our website, links in 2 newsletters, a customized and free "Proud Partner" sign, and free WFTD posters and postcards, all shipped for free. Become a Partner by emailing wftday@ftrn.org. See all [WFTD Sponsors & Partners](#).

"THE STATE OF FAIR TRADE" WEBINAR ON APRIL 5

FTRN is producing a Webinar 108, titled "The State of Fair Trade", on April 5 from 1pm-1:50pm EST. Panelists include FTRN's Exec Dir Jeff Goldman and Jonathan Rosenthal, partner at Just Works Consulting and co-founder of Equal Exchange. [Register to attend Webinar 108](#).

Past webinar recordings are available at [FTRN Webinars](#).

DAILY NEWS REACTIVATED

Besides in this monthly e-newsletter, the latest Fair Trade movement news is published at FTRN's [News page](#) with reactivated daily postings, and by [RSS feed](#).

NEW FAIR TRADE T-SHIRT AVAILABLE FREE



FTRN is offering a free shirt to the organizer of each WFTD event. Or, pay \$15 for the new shirt produced in Bangladesh by Fair Trade Apparel. See [shirt details](#).

Other Fair Trade News

BRAND CONTEST ADDS \$1000 PRIZE TO PRESSURE HERSHEY TO GO FAIR TRADE

Raise the Bar, Hershey! campaign is now offering a **Grand-Prize of \$1000**, and is extending the deadline until **April 10th**, for winning print ads, videos and taglines with messages to end pervasive child and forced labor and trafficking in cocoa fields and replace it with Fair Trade. More at [Raise the Bar, Hershey!](#)

TWO FAIR TRADE FIRSTS AT US' LARGEST NATURAL PRODUCTS TRADE SHOW

Natural Products Expo West in May experienced 2 firsts regarding Fair Trade: the first seminar ever conducted on Fair Trade at this show; the first public event in N. America where representatives from the two major certifiers of Fair Trade products presented side by side. More at [FTRN article](#).

NEW BOOK ON UK FAIR TRADE MOVEMENT

"The Fair Trade Movement", edited by John Bowes, shares contributions from several pioneers of the UK Fairtrade movement on pioneers' efforts, producer impacts, and the movement's future. Details at [FTRN book review](#).

5 NEW MEMBERS JOIN FAIR TRADE FEDERATION

In February and March, five new members joined FTF: Awava, Eudora, KS - Wholesaler of handbags, jewelry, and home decor from Northern Uganda; Better Way Imports, Zeeland, MI - Wholesaler of bags, tees, sari blankets, and more from India; Haiti Projects, Beverly, MA - Retailer of linens, pillows, clothing, and other items from a Haitian women's cooperative; Nomi, New York, NY - Wholesaler of clothing, bags, and other accessories from Cambodia; Seven Hopes United, San Diego, CA - Retailer of items from around the world for every room in your home. [Fair Trade Federation](#) counts around 250 members, all fully committed to Fair Trade in N. America.

FAIR TRADE T-SHIRT DESIGN CONTEST

Autonomie Project welcomes design submissions by May 1 for their summer collection. The winner, announced on World Fair Trade Day, will receive Fair Trade gifts and see the shirt sold across the country. [Submit by email to Autonomie](#).

At [FTRN](#), our work is not done until Fair Trade is practiced as the norm, and conventional trade brings justice for producers.

Please make a tax-deductible contribution today to help us continue to develop the materials that are essential in effecting people-powered change for Fair Trade. Donate by credit card after clicking on the image below:



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