

# UPDATE from



## Fair Trade Movement News

STAY CONNECTED TO THE  
MOVEMENT

[Join Our Mailing List!](#)

[Jobs in Fair Trade](#)

**Work or volunteer with  
Fair Trade organizations:**

[Fair Trade Job Listings](#)

Mark Your Calendars!

[USFT National Convergence](#)

March 2-4, 2012  
College Park, MD

[Natural Products Expo West](#)

March 9-11, 2012  
Anaheim, CA

**Find & Post Fair Trade Events**

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

February 2012

*The Only Monthly Digest of News About All Major Fair Trade Certifications and Recognitions*

**World Fair Trade Day Plans & Resources Announced**

CELEBRATE THE HEROES OF  
**FAIR TRADE**  
Because business-as-usual is no longer an option



**WORLD  
FAIR  
TRADE  
DAY 2012**

Fair Trade producers, companies and organizations are **building a better kind of commerce**. Join us to recognize the best of Fair Trade. [FTRN.org](http://FTRN.org)

Fair Trade Resource Network is delighted to announce plans and resources for World Fair Trade Day in N. America, with **events taking place May 6-20, 2012.**

Download free [WFTD planning tools](#) for tips, ideas, and resources!

Order WFTD promotional stickers and postcards, and Fair Trade products - free - at [WFTD Toolkit](#).

Nominate and vote for nonprofits & businesses in the **"Best in Fair Trade"**

[Awards](#)



Paid Advertisement



Your Ad  
here

Just \$75!

Across N. America, advocates are inspiring around 100,000 people to participate in Fair Trade festivals, fashion shows, speeches, food and drink tastings, film showings, sports games, neighborhood crawls, spa nights, concerts and much more. Please join us in supporting the **largest Fair Trade event in N. America** each year, and in celebrating the "**Best in Fair Trade**" Award winners. This year, individuals as well as organizations will host hundreds of events to celebrate Fair Trade and promote trade justice.

More at [World Fair Trade Day](#)

### Fair Trade USA Revises Multi-Ingredient Product Requirements; Also Unveils New Label

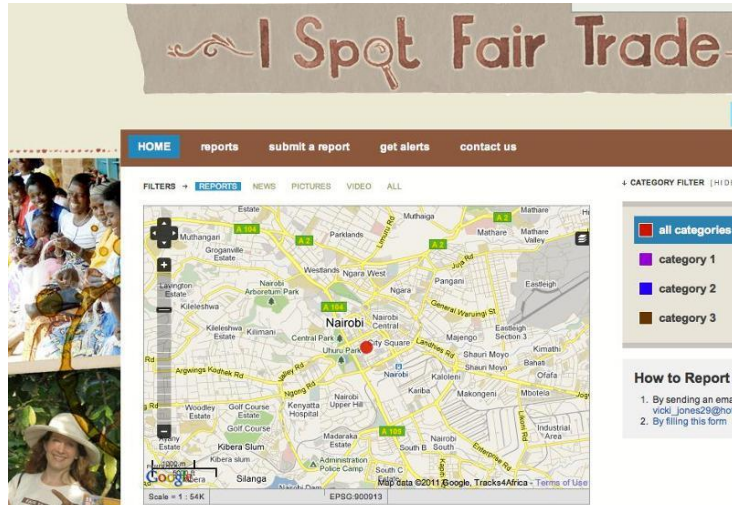
Fair Trade USA (FTUSA) announced in January, just 2 weeks after formally separating from Fairtrade International (FLO), a revised policy for its multi-ingredient label use. Under the revised Ingredients Policy, which applies to all food and personal care products, only products that contain 100 percent Fair Trade Certified ingredients may bear the full Fair Trade Certified label. Products containing at least 20% (formerly 10%) Fair Trade Certified ingredients will now bear a new Fair Trade Certified Ingredients label. The public has 60 days to make comments to FTUSA about the new policy.



FTUSA also unveiled a new label for Fair Trade Certified products, shown at right.

More at FTUSA [Revised Multi-Ingredient Policy press release](#)

FTRN Happenings



## **ONLINE MAP OF WHERE TO BUY FAIR TRADE PRODUCTS LAUNCHED**

iSpotFairTrade, a web-based map that allows anyone to identify where Fair Trade goods are bought and sold throughout the U.S. and Canada, is crowd-sourced, so anyone can post or find locations about where to buy products associated with any of the widely accepted recognition/certification systems. More at [iSpotFairTrade](http://iSpotFairTrade)

## **BECOME A FOUNDING MEMBER OF FTRN'S FAIR TRADE SOCIETY**

FTRN has launched an individual membership program for advocates and stakeholders to get in-depth information, receive free advocacy materials, and qualify for discounted Fair Trade products. More at [Fair Trade Society](http://FairTradeSociety)

## **SPONSORS WELCOME FOR WORLD FAIR TRADE DAY 2012**

Promote your brand or business by sponsoring, at one of 3 levels, the largest Fair Trade event in N America. Nearly 100,000 people are expected at hundreds of events during May 6-20, with WFTD itself falling on May 12, 2012. [Email for sponsorship info](#)

## **Other Fair Trade News**

### **CAMPAIGN TO END INAPPROPRIATE CHILD LABOR IN COCOA SEEKS CORRECTION IN U.S. EXECUTIVE ORDER**

A coalition to end child slavery on West African cocoa farms, Slave Free Chocolate, has launched a campaign to correct U.S. Department of Labor Executive Order (EO) 13126: "Prohibition

---

of Acquisition of Products Produced by Forced or Indentured Child Labor", signed on June 12, 1999. More at [Executive Order 13126 Valentine's Campaign](#)

**"BEST IN FAIR TRADE" AWARDS CONTEST  
CREATED FOR N AMERICA NONPROFITS &  
BUSINESSES**

The public can nominate (by March 31), and vote, for U.S. & Canada organizations doing exemplary practices in Fair Trade in 5 categories: Most positive change in a producer community; Outstanding long-term commitment to producers; Best support of the Fair Trade movement; Most effective public education program; Most effective advocacy for trade policy reform. FTRN created the contest since no awards existed to honor organizations across all major Fair Trade recognitions. Winners will be celebrated during World Fair Trade Day! More at [Award contest](#)

**FAIRTRADE CANADA LEADER RESIGNS**

After six years in the position, Rob Clarke has resigned his position as Executive Director of Fairtrade Canada, effective January 25, 2012. Fairtrade Canada will soon begin a recruitment process for a new Executive Director, while the organization's management team continues to handle operational matters in the interim. [more](#)

**CEO OF TEN THOUSAND VILLAGES USA TO LEAVE  
MARCH 31**

Ten Thousand Villages' board of directors announced the formation of a search committee to recruit a new chief executive officer (CEO) to lead its network of more than 75 retail stores in the US. Craig Schloneger will step down as CEO on March 31, 2012. [more](#)

**VALENTINE'S DAY GIFT GUIDE FROM FTUSA**

Around 20 sellers of Fair Trade Certified roses, chocolate, tea, coffee, & clothing are listed for holiday shoppers. More at [Gift Guide](#)

---

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:



**[Forward email](#)**



This email was sent to news@fairtraderesource.org by [news@fairtraderesource.org](mailto:news@fairtraderesource.org) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).  
Fair Trade Resource Network | PO Box 150 | Batesville | VA | 22924-0150