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UPDATE from



Fair Trade Movement News

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Mark Your Calendars!

[Natural Products Expo West Seminar: Changing the way we do business: Fair Trade certification and sourcing](#)

March 11, 2011
Anaheim, CA

[Certification, Consumption & Change](#)

(10% off using code "ftrn")
April 5, 2011
Washington, DC

[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

March 2011

Certification Changes Accelerate

Exciting Events Planned for World Fair Trade Day

WHY ISN'T ALL TRADE FAIR?



WILL YOU JOIN 100,000 PEOPLE WHO THINK IT SHOULD BE?
WORLD FAIR TRADE DAY 2011



FREE WFTD Postcards

screening and local group tables.

Around N. America, some exciting and creative events have been planned to **involve over 100,000 people in Fair Trade Coffee Breaks:**

1. Midwest Fair Trade Fest in Columbus, OH - full day conference of speakers, food, music, and marketplace expecting 1000 attendees.
2. Fair Trade Film Festival in Austin, TX - several days of film screenings, wine & chocolate event and Global Market.
3. Celebration at The Merc Coop in Lawrence, KS - staff training, product samplings, film

[Fair Trade Federation Annual Conference](#)
May 6-8, 2011
Milwaukee, WI

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

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.

Advocates Elaborate on Fair Trade USA's Name Change; FLO Changes Name Too

**FairTrade in the USA
Is a Movement
NOT a Brand**

KEEP FAIR TRADE REAL!

In response to TransFair USA changing its name, and Organic Consumers Association launching a public campaign & petition opposing the change, lots of people expressed their



views in February. Over 10,000 individuals and 30 companies signed the petition. Bloggers wrote on Equal Exchange, IATP, and other websites. FTRN produced a 50-min. webinar, titled "A Community Discussion of TransFair's Name Change to Fair Trade USA, and Pending Service Mark Application", on February 9th.

Also in recent weeks, Fairtrade Labeling International, the umbrella group that Fair Trade USA belongs to, changed its name to Fairtrade International and introduced a slightly revised logo. Details at [FLO](#).

Webinar panelists included FTUSA CEO Paul Rice, Equal Exchange's Rodney North, and United Church of Christ's Edith Rasell. Below are some key points raised. Read more extensive [notes from Webinar 105](#). [Get a recording of Webinar 105](#).

Paul:

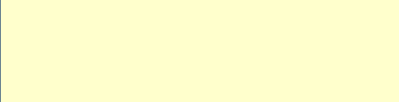
"TransFair USA" does not clearly communicate our identity.

"Fair Trade USA" speaks directly to our values and mission.

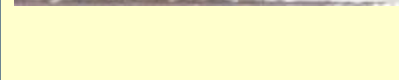
Name change does not preclude others from using "fair trade".

Consistent with new global naming convention of FLO members.

Rodney:



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Process was poor as TF didn't consult others in movement who are affected.

TFUSA isn't ideal name, but new name isn't justified.

In new name, "USA" is root of the problem: too sweeping, overreach that obscures TF's core function of certification.

In larger organics movement, all key organizations have helpful modifiers in their name (Trade Association, Coalition, Consumers Association, etc.). No organization is called Organics USA.

If a mistake is repeated by following other FLO affiliates in using names like "Fair Trade Netherlands", then the mistake only gets larger.

Edy:

Name of an organization shouldn't suggest that the organization represents, or speaks for, the entire movement.

Fair Trade is not a brand to be controlled by a single certifier, but a movement and set of practices.

New name doesn't indicate what TF does, and doesn't reflect diversity in the movement.

Audience member, Aria:

Could new name become "Fairtrade USA", without a space in the word "Fairtrade"?

Paul:

FTUSA has debated and researched that option. It is a possibility, but fusion of those two words in U.S. market could be confusing.

Rodney:

"Fairtrade USA" is still problematic, and should be changed to something else less overreaching.

Audience question:

The name change seemed to surprise many organizations in the movement, so who was consulted about the name

change?

Paul:

I don't want to mention names, but we did consult with industry, NGOs and farmers.

Read more extensive [notes from Webinar 105](#).

[Get a recording of Webinar 105](#).

A webinar on minimum content requirements was held during February 28. Get the recording to that and all webinars at [FTRN Webinars](#).

Standards and Label Revised for "Fair for Life Social & Fairtrade" Certification



Institute for Marketecology (IMO) has revised the standards and label (shown at left) applied by **N. America's second largest Fair Trade certification**. Currently accounting for around 5% of N. American retail sales of Fair Trade goods, "Fair for Life Social & Fairtrade Certified" standards changed in areas of labeling & control, hired labor operations, producer groups, product handling, and others. New standards were created for processing and artisan groups, wild collection, mining, and tourism services.

IMO reports that standards have been strengthened in particular with regard to freedom of association, health and safety, social responsibility and responsible community relations, environmental criteria and Fair Trade pricing requirements. New composition rules for food, cosmetics, health care and beauty products, and other products made from agricultural raw materials, e.g. textiles, have been made to the labeling and control requirements.

More details at [IMO](#).

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. More on WFTD at [WFTD 2011](#).

JOIN MARCH 3 WEBINAR ON HOSTING A WFTD EVENT

FTRN is producing a Webinar 107, titled "How to Host a Great WFTD Event", on March 3 from 8pm-8:50pm EST. Panelists include FTRN's WFTD Events Coordinator Stefanie Colish and FTRN's Exec Dir Jeff Goldman. [Register to attend Webinar 107](#).

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

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 LAUNCHED BY CAMPAIGN TO PRESSURE HERSHEY TO GO FAIR TRADE

Raise the Bar, Hershey! campaign is offering prizes and publicity for winning print ads, videos and taglines submitted by March 24. Submissions should message to end pervasive child and forced labor and trafficking in cocoa fields and replace it with Fair Trade. More at [Raise the Bar, Hershey!](#)

SALES OF FAIRTRADE SOAR 40% IN UK IN 2010

Despite a sluggish economy, the UK reached estimated Fairtrade retail sales of £1.17 billion in 2010 compared with £836 million in 2009. Fairtrade chocolate sales quadrupled to become the product with highest sales. Details at [Fairtrade Foundation press release](#).

FAIR TRADE LABELS COMPETE IN INDIA

A domestic certification in India, "Shop for Change" launched in 2009, is now offering an alternative to FLO's "Fairtrade Certified" there. More in [Business Standard article](#).

FAIR TRADE UNIVERSITIES LAUNCHES WITH

VIDEO

Fair Trade USA is encouraging schools to support Fair Trade Certified products or FTF members by declaring the school Fair Trade. More at [FTU Video](#).

CERTIFICATION CONFERENCE IN DC APRIL 5

Certification, Consumption and Change, an executive-level conference on environmental, social, Fair Trade and other ethical certifications, plans to bring together 150 thought leaders from nonprofits, companies and certifiers for panel discussions on the future of certification. FTRN readers can get a 10% discount on the for-profit registration rate using code "ftrn". More at [DC Certification, Consumption and Change](#).

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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