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Fair Trade Movement News

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October 2011

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

Stakeholders React to Monumental News that FTUSA Is Leaving FLO System



is leaving

The 3 major producer networks (representing 800 producers groups comprised of around 1 million producers in 60 countries) in Fair Trade certification, issued statements this week strongly opposing Fair Trade USA's decision to withdraw from Fairtrade International (FLO), and to FTUSA doing so without consulting the 3 networks, all co-owners of FLO. [See producer statements.](#)

With the major news that FTUSA is leaving FLO, FTRN announces a 3-webinar series in October/November for the public to discuss implications and ask questions of FTUSA and FLO. See [details of 3 FTRN webinars.](#)

The first, or one of the first, public statements from a US-based advocacy organization came from the Fair World



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Project, a program of the Organic Consumers Association, at [Fair World Project statement](#).

FLO and FTUSA have announced some details of what their split means for producers, businesses, advocates and other stakeholders in the months ahead. As FTUSA's withdrawal from the FLO system takes effect December 31, 2011, stakeholders will see many changes. See [FTUSA & FLO details](#).

FLO and FTUSA jointly announced on September 15 that FTUSA is resigning its membership in FLO, effective December 31, 2011. See [more on the joint FTUSA-FLO statement](#).

FTUSA Opens Fair Trade to Coffee Plantations (Hired Labor) While FLO Does Not

Fair Trade USA (FTUSA) recently announced that it will permit certification of coffee & other products produced by unorganized farmers and farm workers, and not just reserve certification for organized cooperatives. Similar changes were made in recent years for producers of tea, bananas and flowers, allowing large plantations with hired labor to participate in FLO's system.



Once changes are made to coffee certification, other product certifications like cocoa and sugar should have similar changes. Interestingly, the global certifier Fairtrade International (FLO), within which FTUSA is the exclusive US labeling initiative, announced it is not changing its coffee certification as FTUSA is. FLO prefers to continue its focus to benefit small-scale coffee farmers.

The changes for FTUSA are part of its newly launched strategy, Fair Trade for All, which aims to double U.S. sales of Fair Trade Certified goods by 2015. More on [FTUSA's Fair Trade for All strategy](#).

More on FLO's announcement that the major changes to coffee certification undertaken by FTUSA are not being made by FLO, in [FLO's response](#).

With the major news that FTUSA is leaving FLO, and that significant differences are emerging over issues like who can

get the benefits of Fair Trade, FTRN announces a 3-webinar series in October/November for the public to discuss implications and ask questions of FTUSA and FLO. See [details of 3 FTRN webinars](#).

FTRN Happenings



2012 CALENDAR NOW SHIPPING

Get wholesale and retail prices for the only Fair Trade wall calendar produced in the US. The beautiful, 3rd annual edition by FTRN and FTF features the 12 winning photos from the [Fair Trade Photo Contest](#). Order the [2012 Fair Trade Calendar](#). See the [entire calendar in a PDF file](#).

JOIN A PUBLIC DISCUSSION WITH FTUSA & FLO ON 3 FTRN WEBINARS

Share your views, ask questions, and get the latest updates, on what the FTUSA-FLO split means for producers and the movement, with FTUSA CEO Paul Rice, and FLO staff, at [Webinars](#). Webinar #117, the first of 3, is October 12, 1:00-1:50 eastern time. See [Webinar #117 details](#).

STUNNING PHOTO BOOK NOW AVAILABLE THRU FTRN

"Fair Trade: A Human Journey", by Eric St-Pierre, is now available through FTRN at retail and wholesale rates. Through 350 highly illustrative photos combined with very well-researched narratives, St-Pierre focuses on producers behind 14 product sectors in 15 countries. [More on photo book](#).

SPONSORS WELCOME FOR REVISED BOOKLET ON OVERVIEW OF FAIR TRADE IN N AMERICA

Promote your brand or business by sponsoring, at the \$500 or \$2000 level, one of the definitive booklets on an overview of Fair Trade in N America. Over 65,000 copies of "The New Conscious Consumer" have been distributed since 2000. New edition due out this fall. [More sponsorship info](#)

Other Fair Trade News

GREEN MOUNTAIN COFFEE BECOMES LARGEST PURCHASER OF FAIR TRADE IN WORLD

In 2010, Green Mountain Coffee Roasters (GMCR) purchased over 26 million pounds of "Fair Trade Certified" coffee, passing Starbucks as the largest purchaser of any Fair Trade products in the world. [more](#)

CHOCOLATE INDUSTRY FAILS TO DELIVER ON PROMISES TO END CHILD & FORCED LABOR

Six years after the industry's initial deadline, and ten years since chocolate manufacturers committed to taking action on this issue, hundreds of thousands of children are still subject to the worst forms of child labor on West African cocoa farms. [more](#)

MARS TO BEGIN PARTICIPATING IN FAIR TRADE IN 2012 WITH CANDY IN UK & IRELAND

Global confectioner Mars announced with Fairtrade International that Mars will begin participating in Fair Trade. The first Mars product to carry the FAIRTRADE Mark will be MALTESERS®, to appear in stores in 2012 in the UK and Ireland. [more](#)

FTUSA CHANGES POLICY ON LABELING OF MULTI-INGREDIENT PRODUCTS

Fair Trade USA (FTUSA) announced a new U.S. policy for "Multiple Ingredients Products" or "ingredients policy." Their policy for using the "Fair Trade Certified" label on multi-ingredient products had been challenged in recent years. [more](#)

REVERSE TRICK OR TREAT CAMPAIGN OFFERING 1000 FREE KITS

Global Exchange is offering 1,000 Reverse Trick-or-Treating kits to individuals on a first come, first served basis now through October 13th, 2011. [more](#)

FWP LAUNCHES "BE FAIR" CAMPAIGN

Fair World Project recently launched "Be Fair: Bringing Justice to the Marketplace" campaign to call upon major brands and companies in the marketplace to "Be Fair" and source Fair Trade ingredients and products. [more](#)

FAIRTRADE AFRICA CONFERENCE SET FOR NOV 22-26 IN GHANA

Fairtrade Africa recently announced that its annual convention is being planned for November 22-26, 2011, in Accra, Ghana..
[more](#)

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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