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UPDATE from



Fair Trade Movement News

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September 2011

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

Small Producers Authorize First Certifier to Use New Symbol / Label



FUNDEPPO, the Foundation of Organized Small Producers, announced this week that they have taken several key steps to implement a seal that identifies Fair Trade products from small producers' organizations. The seal, or symbol, shown at left, is a central part of FUNDEPPO's struggle to support small producers' organizations interested in a fairer and more sustainable world, now increasingly controlled by large scale businesses and values of domination and exploitation. [Story continued](#)

Some Insights on Assessing the Impacts of Fair Trade for Producers

steps.



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On August 4, FTRN produced Webinar 115: Assessing the Impacts of Fair Trade for Producers. The two panelists were Sarah Lyon, Assistant Professor of Anthropology at the University of Kentucky, and Daniele Giovannucci, Executive Director of Committee on Sustainability Assessment (COSA). You can download the 50-min recording, or register for upcoming webinars, at [FTRN webinars](#).



Credit: Project Have Hope

Some of the speakers' main points from the webinar include comments below.

Sarah:

The most obvious/assumed benefit is higher prices, however data shows results are mixed. Other demonstrated benefits include forming direct & long-term market relationships with Fair Trade importers and retailers, and organizational capacity building. However, research shows producers face drawbacks such as greater surveillance and a loss of control. Gender relations are also an important impact, but research also shows mixed results. Fair trade's potential to offer higher prices to producers is limited by increased production costs, certification & management expenses, and heavy debt burdens.

Daniele:

There are a lot of issues in looking at sustainability. What we tend to have are case studies, anecdotal stories (though not counterfactuals or control groups), and partisan methods, with each study significantly different. What we need are longer-term data, of statistical significance, from studies that are replicable & transparent, and data that is comparable across countries and sectors. Some samples of significant impact analyses are: Significant studies in Guatemala and Nicaragua showed that Fair Trade, and other sustainability certifications, significantly raised farmer net incomes. Some other certifications besides Fair Trade resulted in higher net incomes, while a couple resulted in lower net incomes, with one even lower than the

non-certified group.

One negative impact was shown by a study of prohibited agrochemicals for 1000 farmers. Despite a standard prohibiting dangerous pesticides and fertilizers, 75-80% of farmers were actually using such agrochemicals.

In this hyperconnected world, it is critical to understand the quality of the information that we are getting. We don't really have good information about how to move things forward: you cannot manage what you cannot measure. It's time to start pushing the necessary and real measurements of what's going on in Fair Trade, as well as other schemes. That would require 3 things: a participatory process inclusive of local partners, neutral science, and comparable data that allows a common language.

[Story continued](#)

FTRN Happenings



2012 CALENDAR SHIPPING IN SEPTEMBER

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

NOW FREE: RECORDING OF "ASSESSING THE IMPACTS OF FAIR TRADE FOR PRODUCERS" WEBINAR

Get the latest views on this critical, understudied topic with experts Daniele Giovannucci, Executive Director of Committee on Sustainability Assessment (COSA), and Sarah Lyon, Assistant Professor of Anthropology at the University of Kentucky, at [Webinars](#).

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

NATIONAL FAIR TRADE TOWNS/UNIVERSITIES CONFERENCE IN PHILLY SEPT 9-11

Around 200 Fair Trade advocates are expected to share experiences and resources, sharpen skills, and build momentum for Fair Trade. Registration is free, and stipends are available for travel and accommodations. More [conference details](#).

FLO RE-EVALUATING ITS APPROACH TO WORKERS RIGHTS

Fairtrade Labelling International (FLO), the dominant certifier of Fair Trade products, recently announced that it is reviewing its approach to hired labor. FLO says that "Despite our rigorous Standards and certification system, we know that workers can face many subtle or overt barriers to enjoying quality work conditions and to forming or joining a union, even in Fairtrade. [more](#)

FTF WELCOMES 3 NEW MEMBERS

The Fair Trade Federation announced that 3 new members, all fully committed to Fair Trade, have joined in the past few months: Chaka Marketbridge (VA) selling handcrafts, Just Fare Market (WI) selling handcrafts and some food/drink, and JUSTA (TN) wholesaling crafts. [more](#)

A TOP REGIONAL EXPO SET FOR OCT 22 IN CLEVELAND

The annual Ohio Fair Trade Expo will take place on Saturday, October 22nd at John Carroll University in University Heights, Ohio, from 9 AM to 4 PM. [more](#)

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

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