

UPDATE from



Fair Trade Movement News

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THE MOVEMENT

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Jobs in Fair Trade

**Work with FT
organizations:**

FT [Job Listings](#).

Mark Your Calendars!

[United Students for FT
Southwest Convergence](#)

January 30, 2010
Austin, TX

[Fair Trade Futures
Conference](#)

September 10-12, 2010

Boston, MA

Find & Post Fair
Trade Events

January 2010

A New Year for Fair Trade

Biggest-selling Chocolate Bar in UK Goes FT Certified

EAT SOME, IT'S
FAIR

YES, YOU CAN ACTUALLY HELP PEOPLE BY EATING CHOCOLATE



EVERYTHING IS BETTER
WHEN IT'S FAIR

Nestle announced that its KitKat chocolate bars will all be certified FT beginning in January 2010 in the United Kingdom. About 1 billion of the bars are sold annually in the UK. The share of all chocolate sold in 2010 in the UK that will be certified FT is projected to be around 10%. Nestle's rival Cadbury switched one of its mass-market chocolate brands to FT in July 2009.

Some FT activists question Nestle's commitment to Fair Trade, suggesting the company's practices, and an ongoing lawsuit since 2005, show the bigger picture. Additionally, Nestle has not announced any plans to use certified FT cocoa in its products in the United States. Activists argue that Nestle has only minimally invested in Fair Trade for its coffee lines. Moreover, the company has not increased its purchasing of FT coffee despite its promises to do so.

Continue your own research by reading a [BBC article](#), and an ethical [cocoa-sourcing commitment](#).

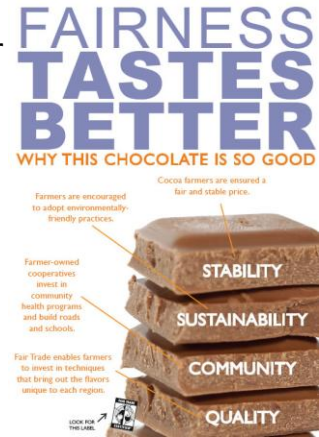
Valentine's Action to Teach About FT Cocoa

Go to [FTRN's events calendar site](#) to find a [Fair Trade event near you anytime of the year!](#) Register your own events in 2 easy steps and let us know how it goes or send along pictures from your local events.



Global Exchange is leading a campaign to make Valentine's Day much sweeter for children in cocoa farming communities. The campaign offers teachers a **Fair Trade cocoa curriculum**, and anyone can **win prizes for referring teachers** to this great resource.

Last year, the campaign educated 3,300 students about Fair Trade. This year, they hope to reach 3,500 students. Learn more and get free resources at [Valentine's Cocoa Campaign](#).



Lots of other curricula and educational resources, almost all free, are available on FTRN's [Teaching Tools](#) page.

FTRN Happenings

PROMOTE YOUR SMALL BIZ FOR WORLD FAIR TRADE DAY

FTRN has created a lower level of engagement for small and local businesses not able to support WFTD at sponsorship levels. The Partner level **costs \$100 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. The slogan for May 8, 2010, is "**Fair Trade My Home.**" The campaign will have a FT My Home Contest with a variety of competitions. Become a Partner by emailing wftday@ftrn.org.

2010 FAIR TRADE CALENDARS NOW 40% OFF

After a very successful holiday season of sales, the surplus calendars are now marked down 40% for both individual and bulk copies. Get a bargain while supplies last at [Calendar Orders](#).

MATCHING GRANT TO SUPPORT FTRN

The Fair Trade and Economic Justice Fund will **match tax-deductible contributions to FTRN up to \$10,000 through January 31**. So, please consider [donating to FTRN](#) in 2009 so we can co-host the FT Futures Conference, offer a children's FT book and other resources, and organize a strong World Fair Trade Day campaign.

NOW ACCEPTING CONFERENCE SCHOLARSHIP APPLICATIONS

On behalf of the Fair Trade Futures Conference, set for September 10-12, 2010, in Boston, FTRN is now accepting scholarship applications from students in N. America, and from FT producers overseas. Scholarships will pay for conference registration fees. See [more details](#).

Other Fair Trade News

CORRECTION TO DECEMBER NEWSLETTER

Our article, titled "*FT Certified Tea Coop Turns 15, Shows Substantial Benefits Over the Years*," incorrectly called Chamraj, the FT Certified tea producer, a co-op. It is actually a plantation. Substantial disagreement has developed among FT activists about whether or not plantations should be allowed in the FT system.

UNITED STUDENTS FOR FAIR TRADE TO MEET IN AUSTIN

USFT's southwest region is planning panels and presentations from community activists and leaders for a convergence in Austin on January 30. Details at [convergence](#).

BLOG OPENS NEW DISCUSSION ON "CRISIS" IN FAIR TRADE

In response to a call for a new FT label more beneficial to the neediest farmers by one of the founders of certified FT coffee, several commentators have posted poignant opinions. Read or respond at [Equal Exchange's blog](#).

FT FUTURES CONFERENCE LAUNCHES WEBSITE

The largest FT conference in N. American history is planned for September 10-12, 2010, in Boston. Check out early registration discounts, conference news, and agenda plans at [FT Futures Conference](#).

FIRST PET PRODUCT EVER TO CARRY FT CERTIFIED LABEL

After offering products only for human consumption over its first sixty years, Fair Trade now includes a product for pets. A

dog biscuit by [Barkwheats](#), comes in "Ginger & Parsley" flavor, where the ginger is FT Certified from farmers in Belize.

At [FTRN](#), our work is not done until Fair Trade is practiced in every household.

Please make a 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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