

Visit a webpage version of this [newsletter](#)

UPDATE from

FAIR TRADE
RESOURCE NETWORK
education and discussion to make trade fair

Fair Trade Movement News

STAY CONNECTED TO
THE MOVEMENT

Join Our Mailing List!

Jobs in Fair Trade

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

FT [Job Listings](#).

Mark Your Calendars!

[Fair Trade Futures
Conference](#)

September 10-12, 2010

Boston, MA

**Find & Post Fair
Trade Events**

[Go to FTRN's events
calendar site to find
a Fair Trade event](#)

July 2010

Debate on Labels Heats Up

Fair Trade Labels Get Debated, Switched and Launched



For years the Fair Trade movement, and consumers, have grappled with issues around labels, certification systems, and credibility. This summer such debate is heating up, especially in Europe, where most international certification organizations are based. The following recent developments evidence

mounting attention, concern and opportunities related to label issues:

Equal Exchange, the largest Fair Trade organization in N. America, recently **switched its label** and certification system to IMO's Fair for Life from FLO/TransFair USA's Fair Trade Certified. Equal says that one reason is to submit its own company to the comparable scrutiny of producer organizations. That provides customers with an extra level of information and confidence about the final seller as well.

Ecocert, based in Europe like FLO and IMO, launched a **new certification and label** that the organization describes as Fair Trade, solidarity and responsibility. FTRN has not yet confirmed

[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.



that other Fair Trade Organizations recognize the new label, **Ecocert ESR**, as Fair Trade. In Belgium, one company, Ethiquable, has launched its first Ecocert ESR certified products: potato crisps from Peru, as well as a chocolate bar from Ecuador. Further details in [Trade for Development Centre article](#).

Earlier this year, the World Fair Trade Organization certified its first member to **pilot WFTO's new certification system for handicrafts**, called SFTMS, and use the interim label "Certified Fair Trade." Details at [WFTO](#).

During much of 2010, TransFair USA has been developing a **pilot apparel certification**, to benefit cotton farmers and sewing workers. The **Fair Trade Certified** label would be available for the first time on apparel. Details at [TransFair USA](#).

FLO has begun a year-long process **revamping its framework for Fair Trade Certified standards**. Expert comment is now being welcomed at [FLO](#).

In France, the **world's first government authority on Fair Trade** has been established. The official agency, the National Fair Trade Commission (CNCE), lends legal and statutory support to Fair Trade. It appears to recognize at least 3 Fair Trade identification systems: FLO; Ecocert; Artisans du Monde. Further details in [Trade for Development Centre article](#).

On June 10-11 in the Netherlands, **key organizations debated the future** role of eco-labels, the evolution of organic and Fair Trade certification, carbon & water footprints, ethical sourcing, sustainable packaging, retailer strategies and ethical consumer behavior. Details at [Sustainable Foods Summit](#).

At Fair Trade Futures, expected to be the largest Fair Trade conference in N. American history, one of the **key debates** is titled "Is Certification Compatible with Fair Trade?" Other workshops and debates are likely to focus on labels and certifications as well during the September 10-12 conference outside Boston. Details at [Fair Trade Futures](#).

2011 Fair Trade Calendar Photo Contest Winners Announced

Over 1500 people voted for their favorite photos during the 2011 Fair Trade Calendar Photo Contest. Out of 90 photos entered,



12 stunning winners were picked. The first place winner, Hope Gardens (pictured above), will grace the calendar cover.

The 12 winning photos, as determined by public vote, will become the main images featured each month in the 2011 Fair Trade Calendar. See the captivating, winning photos at [Fair Trade Calendar Photo Contest](#).

Early bird discounts of 10-20% on wholesale and retail rates are available thru July 31 for the wall calendar. [Order the 2011 Fair Trade Calendar](#) from FTRN.

FTRN Happenings

10-20% OFF 2011 FAIR TRADE CALENDAR THRU JULY 31



This wall calendar is the only one available in N. America featuring Fair Trade! Full color, 13.5" x 9.5" pages feature captivating winners of the [Fair Trade](#)

[Calendar Photo Contest](#). Get early-bird discounts of 10-20% off thru July 31 on retail or wholesale orders at [Pre-order](#).

Other Fair Trade News

FAIR TRADE FUTURES CONFERENCE JUST 2 MONTHS AWAY

Important debates about key issues in Fair Trade, as well as beginner, intermediate and advanced sessions for advocates, businesses and consumers, will energize N. America's largest Fair Trade meeting. More at [Conference Schedule](#). Join over 750 people in Boston from September 10-12 by [registering online](#).

VODKA WITH FAIR TRADE CERTIFIED QUINOA NOW AVAILABLE IN U.S.

The first spirit with Fair Trade ingredients is now available in the U.S., from Fair Trade Spirits Company. The Fair Trade Certified quinoa in the vodka originates from the 1200-member Bolivian cooperative Asociación Nacional de Productores de Quinoa (ANAPQUI). Details at [Fair Trade Spirits](#).

WORLD FAIR TRADE DAY ENGAGES OVER 60,000 PARTICIPANTS

The largest annual Fair Trade event in N. America counted over 60,000 participants at more than 240 locations during May 1-15. Details at [World Fair Trade Day](#).

WEBSITE LAUNCHED TO SELL PRODUCTS OF WILLING MEMBERS OF FTF AND WFTO

An effort to create one online shopping site exclusively for fully committed Fair Trade organizations, defined as members of the Fair Trade Federation or World Fair Trade Organization, launched [TrueFairTrade.com](#).

FOUNDER OF FAIR TRADE BUSINESS HONORED IN TIME 100

AlterEco founder Tristan Lecomte was named by Time magazine as one of the 100 most influential people in the world. More in [Time article](#).

LILITH FAIR CONCERTS TO INCLUDE ALTER ECO

The i4c Campaign (acronym for "I foresee a better tomorrow") was created as part of Lilith Fair to support a responsible economy. The summer tour will highlight Fair Trade company AlterEco in the [i4c Campaign](#).

TAKE ACTION WITH FAIR TRADE S'MORES

Join an effort this summer to make 1500 s'mores, and ask Hershey to go Fair Trade using petitions, videos and photo

posters. Visit [S'mores Action](#).

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

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:



[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to jeff@ftrn.org by news@fairtraderesource.org.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

Constant Contact®
TRY IT FREE

Fair Trade Resource Network | PO Box 12347 | Philadelphia | PA | 19119