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<h1>UPDATE</h1> from	
 <p>FAIR TRADE RESOURCE NETWORK education and discussion to make trade fair</p>	
<h2>Fair Trade Movement News</h2>	
STAY CONNECTED TO THE MOVEMENT	March 2010
Join Our Mailing List!	<i>Win Prizes and Get Special Offers for World Fair Trade Day</i>
Jobs in Fair Trade	Contest Prizes and Special Offers Launched for World Fair Trade Day 2010
<i>Work with FT organizations:</i>	
FT Job Listings .	
Mark Your Calendars!	
International Trade Justice Convergence for Students March 27-28, 2010 Austin, TX	
World Fair Trade Day Events May 1-15, 2010 N. America & Around the Globe	
Fair Trade Future	

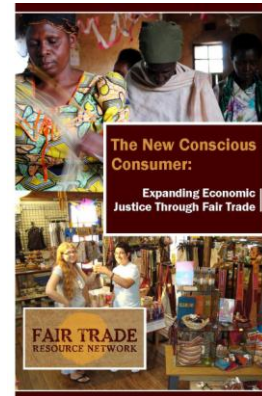
[Conference](#)

September 10-12, 2010

Boston, MA

Find & Post Fair Trade Events

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



Across N. America, people are now entering "**Fair Trade My Home**" contests, to win Fair Trade ice cream, body care products, sugar and sweeteners, and books. Enter by submitting photos showing funny, beautiful and deep ways of using FT goods at home. Individuals as well as organizations can compete in the following categories:

- Most Fair Trade product types at home
- Most beautiful Fair Trade meal
- Funniest use of Fair Trade goods at home
- Most # of Fair Trade My Home pledges (for organizations who submit pledge lists)

Learn more at [Contest Details](#), or start submitting your photos to the [Wall of the fairtrademyhome Facebook page](#).

Further, organizers of local World Fair Trade Day events can now get

free and discounted Fair Trade coffee, crafts, ice cream, body care products, sugar and sweeteners, books and more to use at their celebrations. Some giveaways are limited to the first few organizers who qualify, so make requests now. Use the products to invite friends, faith-based groups, schools, businesses and neighbors to share new ways of bringing Fair Trade into their homes. Enjoy the goodies at festivals, fashion shows, speeches, food and drink tastings, film showings, sports games, neighborhood crawls, spa nights, concerts and other celebrations of World Fair Trade Day. Some discounts, like that on coffee, are available to the public. Details at [WFTD special offers](#).

FTRN is offering **free WFTD promotional** flyers, postcards, stickers, event planning resources, Fair Trade education flyers, media outreach tools, and more at the [WFTD Toolkit](#).

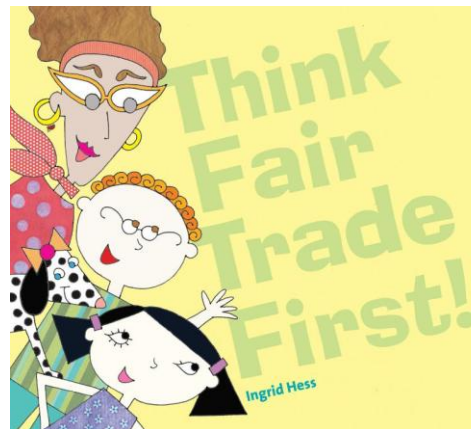
Ben & Jerry's Commits to 100% Fair Trade by 2013

Ben & Jerry's announced last month that by 2013, all of its flavors in all of its markets will be converted to Fair Trade Certified ingredients. The company becomes the first mainstream business to commit to using 100% Fair Trade for items available as Fair Trade. At present, eleven different ingredients such as cocoa, banana, sugar, coffee, vanilla and other flavorings, fruits and nuts are available as Fair Trade. These ingredients are produced by cooperatives that include 27,000 farmers.



The company, which has been owned by giant Unilever for a decade, began introducing Fair Trade Certified ingredients into some flavors back in 2005. This year, Ben & Jerry's is a sponsor of World Fair Trade Day. Details at [Ben & Jerry's Fair Trade page](#).

2 New Fair Trade Educational Books Now Available



Two new educational tools are now available from FTRN. "**Think Fair Trade First!**", by Ingrid Hess, is a rare and engaging Fair Trade resource for kids aged 3-8. Younger children can search for the ladybug on each spread, and listen to or read the fictional story. Older children can also read the nonfiction

sections on each spread. "A great find for teachers to explain how their students can make the world a better place," says Carmen K. Iezzi, Executive Director of the Fair Trade Federation. The book, with 40 color pages and a softcover, retails for \$12.99 plus shipping. A wholesale rate is available by contacting FTRN. Order copies, or get details on ["Think Fair Trade First!"](#)

Also by FTRN, the new, definitive booklet on Fair Trade's various models, success stories, major names, facts and figures, brief history and key challenges and opportunities is now shipping. **The New Conscious Consumer: Expanding Economic Justice Through Fair Trade**, gives a comprehensive overview of N. American Fair Trade in 34 pages. Pictured in the first article above on contest prizes, the book sells for \$2 per bulk copy, and \$3.95 per single copy, plus shipping. For the first time ever, this great educational tool also includes **editing access to a free Power Point presentation**. Order copies, or find out more about ["The New Conscious Consumer."](#)

First Fair Trade Cocoa Brings More Hope to Sierra Leone

The first container of cocoa from Sierra Leone's only Fair Trade Certified cooperative, Kpeya Agricultural Enterprise (KAE), was purchased by Divine Chocolate recently. After a decade-long civil war that ended in 2002, Fair Trade opportunities are bringing optimism to over 1200 members of KAE.

With the help of Twin (the Fair Trade NGO behind Cafédirect, Divine Chocolate and Liberation Nuts), and other organizations such as the UN FAO and German Agro Action, KAE has trained farmers how to produce good quality cocoa, develop democratic structures, and export its own cocoa. Kuapa Kokoo, the Ghanaian farmer coop that owns part of Divine, offered technical support, a market for their product, and advice to complement funding from Divine. KAE farmers decided to invest the first Fair Trade premium on buying land for KAE to build its own HQ offices and store.

KAE is based in Kenema, 200 miles out of Freetown, and has over 50 village committees. It was first established in 1996, during the civil war, and its growth and achievements are in part the result of the determination, passion and tenacity of cocoa farmer Ibrahim Moseray - the organization's general manager. Against enormous odds, Moseray has convinced

farmers of the benefits of being part of a cooperative with farmers' welfare at its heart. More details at [Divine article](#).

FTRN Happenings

PROMOTE YOUR SMALL BIZ FOR WORLD FAIR TRADE DAY

FTRN has created a low-cost way for small and local businesses to get 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 Partner level costs \$100 plus 10% of your sales on WFTD. See the 14 other Partners, and how to become one, at the bottom of the [WFTD Sponsors page](#).

SPONSOR A STUDENT OR PRODUCER TO ATTEND THE FAIR TRADE FUTURES CONFERENCE

On behalf of the Fair Trade Futures Conference, set for September 10-12, 2010, in Boston, FTRN is now accepting scholarship funding for students in N. America, and from FT producers overseas. **Get your organization listed in the conference program and help students and producers share their voice at this historic event.** Scholarships, costing \$250 per producer, and \$100 per student, will pay for conference registration fees. Contact [FTRN](#) for details.

Other Fair Trade News

DISCOUNT REGISTRATION ENDS MARCH 31 FOR FAIR TRADE FUTURES CONFERENCE

N. America's largest Fair Trade conference, expected to have over 750 participants in Boston from September 10-12, 2010, offers early-bird registration until March 31. Students, Fair Trade Organizations, and the public can get 30-40% off [registration](#) for this historic conference!

FAIR TRADE ADVOCATE APPOINTED MINISTER IN BOLIVIA

ASARBOLSEM Director Antonia Rodriguez Medrano was recently appointed by Bolivian President Evo Morales as the new Minister of Productive Development and Plural Economy. Antonia is the founder of Asociación Artesanal Señor de Mayo, or ASARBOLSEM, a Fair Trade pioneer and one of the largest Fair Trade organizations in Bolivia. Further details in [WFTO article](#).

CHICAGO PASSES FAIR TRADE RESOLUTION

Chicago's Fair Trade resolution was passed unanimously Feb. 10th by the city council, moving Chicago an important step

closer to its goal to become a Fair Trade city! Details at [Chicago FTT](#).

TRANSFAIR USA REVISES FAIR TRADE CERTIFIED APPAREL AND LINENS PILOT PROGRAM

55 organizations in 15 countries made public comments to the draft standards published in December. TransFair upgraded 10 percent of the standards to the strictest certification category, including all of the standards that promote women's rights. The most frequently asked questions, with answers, are posted at [TransFair Apparel FAQs](#).

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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