



# UPDATE from



## 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 near](#)

September 2010

### ***Fair Trade Goes Back 2 School***

#### **Report Evaluates the Impacts of FLO System on Producers**

A report was released online by the **Fairtrade Labelling Organizations (FLO)** that comprehensively assesses the impact of FLO's Fairtrade system for producers. The publication is one of the very few resources that systematically analyzes the impacts of any Fair Trade system for producers. After noting that evidence is relatively scarce for evaluating the impacts of FLO's Fairtrade system, the study finds **mixed results on economic, environmental and social goals.**"



Commissioned by the UK Fairtrade Foundation and conducted by Natural Resources Institute, the 48-pg. report was **first published in September 2009**. The study draws from 23 reports covering 33 case studies, mostly about coffee producers in Latin America, in reviewing all literature published by academics or development agencies on the local impacts of FLO's Fairtrade system. A few key findings are that there is:

- strong evidence that Fairtrade provides a favorable economic opportunity for smallholder farming families who are able to form producer organizations and provide products of the right specifications for the

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.



- market
- very limited individual producer knowledge of Fairtrade
- strong evidence that non-income impacts of Fairtrade are at least as important as income benefits for smallholder farmers
- lack of evidence to evaluate the impacts of Fairtrade on hired workers, environmental sustainability, and empowering women.

Download the [report from FLO](#).

## Reverse Trick-or-Treat Kits Now Available



Reverse Trick-or-Treating gives thousands of schoolchildren (& high school/college students, and adults) the opportunity to treat neighbors with Fair Trade chocolate while educating their communities about how they can help end poverty and the human rights, child labor, and environmental abuse horrors in the cocoa industry.

The Fair Trade chocolate is attached to a card with information unmasking social and environmental problems in the cocoa industry, and how buying Fair Trade certified chocolate provides a solution.

Reverse Trick-or-Treating kits are distributed FREE to individuals and at a DISCOUNTED WHOLESAL PRICE to organizations, thanks to the generous donations of Fair Trade chocolate companies Equal Exchange, Sweet Earth, and Coco-Zen. (Participants pay the cost of postage.) While supplies last, individuals can request kits from September 1 - October 8, and organizations from October 1-8. Request a kit using **coupon code "FTRN"**, and get more information at [Reverse Trick or Treat](#)

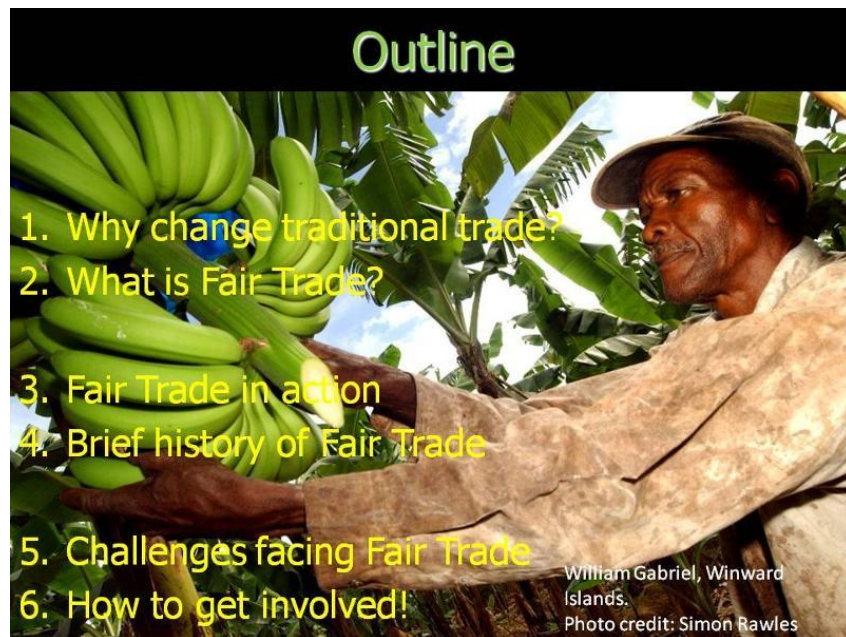
The campaign also helps people take these actions:

1. Distribute Reverse Trick-or-Treating flyers on Halloween, whether or not you request a kit. [Download ToT flyers as PDF](#)
2. Help challenge Hershey to Raise the Bar! Distribute flyers/petitions as part of the campaign asking Hershey to go Fair Trade and end child and forced labor in the cocoa industry. [Download Hershey PDFs](#)
3. Distribute Fair Trade certified chocolate minis to trick-or-

treaters who visit your household. To purchase, please visit your favorite Fair Trade chocolate companies.

4. Organize a showing of "The Dark Side of Chocolate" at your home, school, congregation, etc. during Halloween week. This important new documentary reveals that the nightmare of child labor, trafficking, and slavery is continuing in the cocoa fields. Screening toolkit includes petition for viewers to sign asking Hershey to end child labor/slavery and go Fair Trade. More information available at the websites of Global Exchange, Green America, International Labor Rights Forum, and Oasis.

## FTRN Happenings



## **FREE POWER POINT OVERVIEW OF FAIR TRADE UPDATED**

In August, FTRN revised the **only nationally available presentation on an overview of Fair Trade in N. America**. Free to download and view, the 39-slide file features up-to-date information and

stunning photos in a 9 MB file. Users can also edit the file with a password. More info and free downloads at [Power Point show](#).

## Other Fair Trade News

### **FAIR TRADE FUTURES CONFERENCE JUST 2 WEEKS AWAY**

Around 750 people will attend N. America's largest Fair Trade meeting outside Boston, set with debates, workshops and markets. Updated agenda and other conference details at [Fair Trade Futures Conference](#).

### **KUAPA KOKOO ELECTS FIRST WOMAN PRESIDENT**

Christiana Ohene Agyare was elected President of the Kuapa Kokoo Farmers' Union (KKFU) in Ghana this month. She will be heading up one of Fair Trade's largest coops, which this year bought 28,000,000 tonnes of cocoa from thousands of members, and turned over nearly \$50 million. Details at [Kuapa](#).

### **U.S. NOW HAS 20 FAIR TRADE TOWNS**

Three new FTTs were declared recently in the U.S.: Conway (MA), Berkeley (CA), and Boston (MA). More at [FTTs](#).

### **"I LOVE FAIR TRADE!" EXPRESSION CONTEST LAUNCHED**

The public can win prizes, including a grand prize of \$2000 worth of Fair Trade goods, by sharing how they feel about Fair Trade commerce. By September 26, submit words, video, images, music, or other media to Your Olive Branch networking site. More at [I Love Fair Trade!](#)

### **UK COMPANY USES FAIR TRADE COTTON IN PRACTICING ITS ISLAMIC VALUES**

Urban Ummah expresses its Islamic values by selling ethically produced T-shirts and sweatshirts using Fair Trade Certified cotton. More at [Urban Ummah](#).

### **U.S. GOVERNMENT MAY EXPAND ILLEGAL COTTON SUBSIDIES**

After paying \$147.3 million to Brazil recently to settle an international trade lawsuit over cotton subsidies, the U.S. is close to giving another \$1.5 billion in aid to already-subsidized U.S. farmers. Overseas Fair Trade farmers would be at an even greater disadvantage if this proposal, called by the Washington Post "a back-door plan to almost double

everyone's subsidy", comes to fruition. Details at [Post editorial](#).

---

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](mailto:news@fairtraderesource.org).

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

Email Marketing by



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