

## LEARN UP FACTS AND ISSUES



- Monthly e-newsletter
- Recommended reading
- Fair Trade films
- Fair Trade curricula
- Catalog of academic papers & expertise
- Latest Fair Trade news



## LINK UP EVENTS AND FORUMS

- Job listings
- Calendar of FT events around N. America
- Blog
- Tools for organizing FT events

# ONLINE RESOURCES

## FTRN HIGHLIGHTS

### Largest FT Event in N. America!

Organized World's Largest Fair Trade Coffee Break: over 65,020 participants, plus over 456 events, and 101 media articles for World Fair Trade Day

### Premier Website

Developed one of the major websites for advancing Fair Trade, with mostly free resources for learning about, connecting with, and discussing Fair Trade. Growing in popularity, the online resource receives tens of thousands of visitors per year.

### Educational Booklet

Produced and distributed over 40,000 copies of the leading Fair Trade primer, Conscious Consumer, a 34-page booklet that introduces Fair Trade to consumers, students and the general public.

### Largest FT Conference

With the Fair Trade Federation, hosted the largest conference of Fair Trade supporters in N. American history: 750 participants advanced Fair Trade in 2005 in Chicago.

### Youth United Across Borders

Launched a pen pal program in June 2009 that empowers youth to advocate for Fair Trade. Program partners U.S. youth with those in Fair Trade communities overseas, and trains them to write letters to the editor and letters to local or national leaders about Fair Trade.

### Education through the Arts

In 2008, launched a traveling photo and postcard exhibit that shows communications and images exchanged between a Fair Trade tea community in India & a Fair Trade coffee community in Guatemala. Fair Trade businesses, civic organizations, conferences, faith communities and schools can host this educational display for several weeks or months.

Give us a call: 917.464.5558

Or

Email us at: [info@ftrn.org](mailto:info@ftrn.org)

[www.FTRN.org](http://www.FTRN.org)



# FAIR TRADE RESOURCE NETWORK

education and discussion to make trade fair



## EDUCATION AND DISCUSSION TO MAKE TRADE FAIR

[www.FTRN.org](http://www.FTRN.org)

## ABOUT FTRN

Founded in 1999, FTRN is the only non-profit organization in North America focused exclusively on Fair Trade education, helping people to better understand the impact of their buying decisions. FTRN also works to create a space for dialogue and exchange within the Fair Trade movement.



While FTRN is based in Washington, DC, staff members work from various locations around the country.

### Our Mission Statement

The Fair Trade Resource Network (FTRN) seeks to improve people's lives through Fair Trade alternatives by providing information, leadership, and inspiration. FTRN gathers, develops, and disseminates educational resources to people and organizations interested in the movement to build a more just and sustainable world through Fair Trade.

### Our Goals

FTRN seeks to raise consumer awareness about improving people's lives through Fair Trade alternatives by:

- Gathering and compiling research and data about Fair Trade.
- Providing information about Fair Trade to the public, the media and advocates.
- Helping Fair Trade organizations and individuals become involved.

## OUR PROGRAMS

**Online Resources:** free resources (and a few for sale) to learn about, discuss and get involved with FT - see details on reverse

**World Fair Trade Day:** coordinate main campaign in North America - see details below.

**Public Presentations:** seminars & booths at scores of events to educate the public about FT

**Art Exhibit:** a traveling photo and postcard exhibit you can host to educate about FT

**Penpal Exchange:** pairing up youth in the U.S. with those in FT communities overseas to exchange communications, photos and advocacy letters for FT

**Fair Trade Institute:** the most comprehensive online catalog of FT articles & academic papers

### World Fair Trade Day

Each May, people in over 80 countries hold World Fair Trade Day events to highlight the importance and benefits of Fair Trade. Fair Trade supporters host food & drink tastings, craft shows, music jams, sports games and



other fun activities to encourage people to "take a Fair Trade break."

FTRN coordinates the main campaign in N.

America. In 2009, we involved 65,020 people at 456 events reported in 101 media clips.

## WHAT IS FAIR TRADE?

Fair Trade is a competitive business model that takes into account social values often disregarded in conventional business—one that builds equitable, long-term partnerships between consumers in developed nations and producers in developing regions.



Fair Trade businesses commit to:

- Paying a fair wage in the local context.
- Offering employees opportunities for advancement.
- Providing equal opportunities for all people, particularly the most disadvantaged.
- Engaging in environmentally sustainable practices.
- Being open to public accountability.
- Building long-term trade relationships.
- Providing healthy and safe working conditions within the local context.
- Providing financial and technical assistance to producers whenever possible.

⇒ Sign up for our monthly e-newsletter

⇒ Use our free online resources

⇒ Post your FT event on our calendar

⇒ Make a tax-deductible contribution

⇒ Tell your friends about FT & FTRN!

Get Involved  
at FTRN.org