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UPDATE from



Fair Trade Movement News

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MOVEMENT

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Jobs in Fair Trade

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

[Fair Trade Job Listings](#)

Mark Your Calendars!

[USFT/RFC Fair and Sustainable
Southwest Food Convergence](#)

February 11-13, 2011
Tempe, AZ

[Specialty Coffee Association of
America 23rd Annual Exposition](#)

April 28 - May 1, 2011
Houston, TX

[World Fair Trade Day](#)

May 1-15, 2011
N. America & worldwide

[Fair Trade Federation Annual
Conference](#)

May 6-8, 2011
Milwaukee, WI

February 2011

World Fair Trade Day Plans Announced

World Fair Trade Day Resources & Events Launched

started a public campaign to oppose TransFair USA's (TFUSA) changing its name to Fair Trade USA, and to its effort to trademark that name. At present, over 8600 consumers and 22 organizations have signed an online petition asking TFUSA to keep its old name. Also in January, OCA and Dr. Bronner's



Magic Soaps filed a Federal Trade Commission (FTC) Complaint against TransFair USA and brands Avon and Hain Celestial.

In September 2010, TFUSA announced the new name would take effect October 1, 2010. TFUSA explained in a press release that "the updated, simplified name and brand identity will support the organization's efforts to increase awareness of Fair Trade among a broader consumer audience, increase sales of Fair Trade Certified™ products, and generate more benefits for farmers and workers around the world. The company's ethical label-Fair Trade Certified™-will remain the same." OCA's campaign asserts that Fair Trade is not a brand but a movement, and that "such an umbrella phrase attempts to legally claim, as an exclusive brand, a term that encompasses this broad movement far beyond its specific work. As consumers and organizations dedicated to building equitable markets for disadvantaged farmers and artisans through Fair Trade, we believe that the term should be celebrated as a movement, not a brand claimed by any one organization... It is misguided for TransFair USA to attempt to claim jurisdiction over Fair Trade in the United States by changing their name to 'Fair Trade USA'."

FTUSA recently published a posting to the United Students for Fair Trade listserv. The posting in part stated that "Regarding our new name, we have, in fact, submitted a service mark application for our new corporate name and logo 'Fair Trade USA.' We believe that this is appropriate as the U.S. member of the umbrella organization, Fairtrade International. Since introducing this new name to the public in October, we have been overwhelmed with positive feedback from our partners and consumers alike. Finally, we have an organization name that represents our mission... There is a long way to go to increase Fair Trade awareness and engagement in the United States. Our former name, 'TransFair USA,' has little or no connection to what we do, nor does the public understand the word. It's imperative that we communicate our efforts more clearly to fulfill our mission."

See [TransFair USA September 2010 press release](#)

Visit [OCA campaign to oppose the name change and](#)

[trademark](#)

The other recent public action, a "Coming Clean Campaign", was launched by OCA and Dr. Bronner's to get the U.S. Federal Trade Commission (FTC) to, according to the campaign, "initiate a prompt and thorough investigation into TransFair's deception of consumers." The campaign filed an FTC Complaint, and asked supporters to send letters to the FTC and to TFUSA, asserting that "TransFair has permitted its certification to be used in ways that mislead consumers and has attempted to claim exclusive use of the term 'fair trade' in ways that unfairly hurt other certifiers and undermine the fair trade movement.

TransFair licenses its seal for a fee on products and brands that have as little as 2% fair trade content. This has allowed large brands to present themselves as 'Fair Trade' by selling a token product line extension that has been allowed by TransFair to prominently feature its 'Fair Trade Certified' logo yet contains only minimal amount of fair trade ingredients. TransFair itself promotes personal care brands with small FT line extensions with minimal FT content as if they are dedicated fair trade brands. TransFair should instead be focused on marketing brands and products that are dedicated to FT with meaningful FT content." In a recent posting to the listserv of the United Students for Fair Trade, FTUSA stated in part that "We are researching the FTC complaint now and really need more information before we can officially respond. We believe that the claims are without merit and that these groups simply disagree with our approach to composite labeling (the labeling of products that contain a mixture of ingredients, some of which can be Fair Trade Certified, and some which are ineligible for certification. We want to be clear that 100% of the items that can be Fair Trade Certified in beauty products are required to be Fair Trade Certified."

More at the [Coming Clean Campaign](#)

FTRN is producing a Webinar 105, titled "A Community Discussion of TransFair's Name Change to Fair Trade USA, and Pending Service Mark Application", on February 9th from 1pm-1:50pm EST. Panelists include FTUSA CEO Paul Rice, Equal Exchange's Rodney North, and United Church of Christ's Edith Rasell. [Register to attend Webinar 105.](#)

A webinar on minimum content requirements will be held during late February. FTRN encourages potential panelists to contact FTRN at info [at] ftrn.org. Details to come at [FTRN Webinars.](#)

FTRN Happening

PROMOTE YOUR SMALL BIZ FOR WORLD FAIR TRADE DAY

FTRN offers a lower level of engagement for small and local businesses not able to support WFTD at sponsorship levels. The Partner level costs \$110 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. Become a Partner by emailing wftday@ftrn.org. More on WFTD at [WFTD 2011](#).

JOIN FEBRUARY WEBINARS ON FAIR TRADE USA NAME CHANGE, AND MINIMUM CONTENT REQUIREMENTS

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Other Fair Trade News

JOIN THE CAMPAIGN TO PRESSURE HERSHEY TO GO FAIR TRADE

Raise the Bar, Hershey! campaign is aiming for 10,000 people to send a Valentine to the CEO of Hershey, and to join in the National Week of Action screening of "The Dark Side of Chocolate" and other actions. More at [Raise the Bar, Hershey!](#)

FAIR TRADE FEDERATION ACCEPTING AWARD NOMINATIONS

FTF is celebrating members' contributions in 3 categories: Best Public Education Program; Positive Change Created in a Producer Community in 2010; Excellence in Product Design. [Nominate your favorite](#) Fair Trade Organization before March 15.

FAIR TRADE FEDERATION CALLING FOR PROPOSALS ON CONFERENCE WORKSHOPS

FTF is holding its member conference on May 6-8 in Milwaukee, WI. Potential workshop presenters can submit proposals at [FTF Conference](#).

BRAZIL GOVERNMENT ISSUES DECREE ON FAIR TRADE

In November, Brazil's President signed a decree that promotes Fair Trade in government and society. Provisions deal with an accreditation system for Fair Trade certification; promotion of fair price, fair trading and labor practices; setting up norms for Fair and Solidarity Trade practices; and dialogue to promote social justice through trade. More at [WFTO article](#).

At [FTRN](#), our work is not done until Fair Trade is practiced as the norm, and conventional trade brings justice for producers.

Please make a tax-deductible 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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