

UPDATE from



Fair Trade Movement News

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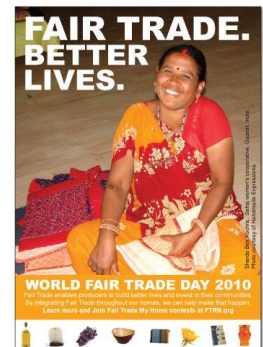


January 2012

The Only Monthly Digest of News About All Major Fair Trade Certifications and Recognitions

N. America Fair Trade Stakeholder Council Forms to Clarify Direction of Fair Trade

With Fair Trade experiencing monumental change in the past few months, committed stakeholders in N. America have started a dialogue initiative to clarify the direction for the Fair Trade movement in N. America with the goal of upholding its benefits for marginalized producers around the world. The initiative, called the N. America Fair Trade Stakeholder Council, will begin with around 40-50 nonprofits, advocacy organizations, committed companies, producer/farmer/worker groups, academics and others, who will hold conference calls and email discussions over several months before attending an in-person summit April 30 - May 2, 2012. Fair Trade Resource Network (FTRN), Fair World Project (FWP), and Domestic Fair Trade Association (DFTA) comprise the Organizing Committee leading the initiative. At present, the Council seeks to advance these 4 goals:



- Define fair trade and the movement, what they are and what they are not
- Organize the North American fair trade movement under a coordinated infrastructure with a common vision
- Reach agreement on a plan for cooperation and

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- accountability within the movement
- Develop a clear external message for the movement

As the Council gets more organized and more momentum, it intends to periodically share its major ideas & highlights with the public, and to occasionally invite public comment. In balancing efficiency with inclusiveness and transparency, the Council intends to maintain open, clear and transparent communication channels with stakeholders in other organizations, as well as other producer and consumer regions, to collaborate as much as possible.

Please follow updates at FTRN's [N. America Fair Trade Stakeholder Council page](#)

Some Insights from a FLO Leader Into What FTUSA Split from FLO Means for Producers & the Movement



On December 16, FTRN produced Webinar 119: A Community Discussion of What FTUSA Leaving FLO Means for Producers and the Movement-Part 3 with a FLO Leader. The panelist was John Kay, Chair of Fairtrade Canada and FLO Board Member, and moderator was Jeff Goldman, Executive Director of Fair Trade Resource Network. Part 4 with both FTUSA and FLO or other stakeholders, is expected in coming weeks. You can download the 50-min recording of webinar 119, or register for upcoming webinars, at [FTRN webinars](#).

A few of the speakers' main points from the webinar include comments below.

John:

In September 2011, FTUSA unilaterally decided to resign its membership of the Fairtrade International (FLO) system. The main point of contention was a difference of opinion about whether to include hired labor plantations in Fairtrade, particularly for coffee.

FLO wishes to bring FTUSA back into the FLO system, so FLO is keeping communication open with FTUSA. However, FLO needs to move forward to protect the interests of producers and licensees, and maintain the benefits we have achieved for farmers and workers selling into/through the Fairtrade market in the US.

Key findings from US stakeholder consultation since the split: "I would like to see more communication and interaction between Fairtrade and its stakeholders..."

'Producers first' mentality: "Knowledge that we are assisting the farmers not the middlemen"

"While what's happened is disruptive and disturbing, it could make FT in the US better..."

"FLO needs to raise the bar, and the US needs a new organization to safeguard the international mark and focus on building true grass roots support..."

FLO has been conducting a consultation process with international trade unions and other labor interests, likely to result in changes, about how hired labor participates, and has greater voice, in FLO's system. I can't say whether FLO would reduce hired labor participation in FLO. My guess, which is only a guess by me, is that FLO will preserve the status quo, and will neither expand nor contract hired labor participation in Fairtrade.

If FTUSA competes with FLO by offering laxer standards and cheaper fees to US business partners, those partners will simply have to choose what serves them best. FLO doesn't plan to disparage what FTUSA or other certifiers are doing. I expect FLO to keep fees the same as FTUSA's, and to make them transparent and public.

See [full notes from Webinar 119](#)

FTRN Happenings



2012 CALENDAR NOW 50% OFF

Get the only Fair Trade wall calendar produced in the US for just \$4.95. The beautiful, 3rd annual edition by FTRN and FTF features the 12 winning photos from the [Fair Trade Photo Contest](#). Order the 2012 Fair Trade Calendar. See the entire calendar in a PDF file.

BECOME A FOUNDING MEMBER OF FTRN'S FAIR TRADE SOCIETY

FTRN has launched an individual membership program for

advocates and stakeholders to get in-depth information, receive free advocacy materials, and qualify for discounted Fair Trade products. More at [Fair Trade Society](#)

SPONSORS WELCOME FOR WORLD FAIR TRADE DAY 2012

Promote your brand or business by sponsoring, at one of 3 levels, the largest Fair Trade event in N America. Over 50,000 people are expected at hundreds of events during May 6-20, with WFTD itself falling on May 12, 2012. [Email for sponsorship info](#)

ONLINE MAP LAUNCHED TO LOCATE RETAILERS SELLING FAIR TRADE IN US & CANADA

FTRN has launched [iSpotFairTrade](#), an online site where the public can post, or find, retail locations selling products from any of the major Fair Trade recognitions. The map is the only inclusive online resource for N. America.

Other Fair Trade News

NEW STUDY ASSESSES IMPACTS OF FAIR TRADE ON BANANA PRODUCERS

Independent research commissioned by the Fairtrade Foundation (the UK labeling initiative of FLO, Fairtrade International) and carried out by the Institute of Development Studies (at the University of Sussex) assessed the impact of Fairtrade on banana producers in the Windward Islands (Caribbean nations of the West Indies), Dominican Republic, Ecuador and Ghana. In short, the impacts for small farmers as well as hired labor on plantations are complicated. [more](#)

FLO CEO ROB CAMERON RESIGNS

Fairtrade International (FLO) CEO Rob Cameron has resigned. No reasons have been published yet explaining Cameron's departure, nor is there news of a new CEO.

ANOTHER MAJOR CHOCOLATE BRAND BEGINS SOURCING FAIR TRADE

Callebaut® Finest Belgian Chocolate™ will start sourcing some of its cocoa as Fair Trade, through participation in the Fairtrade International (FLO) certification system. With annual sales of about \$5 billion for fiscal year 2010/11, Zurich-based Barry Callebaut is one of the world's biggest manufacturers of cocoa and chocolate. [more](#)

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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