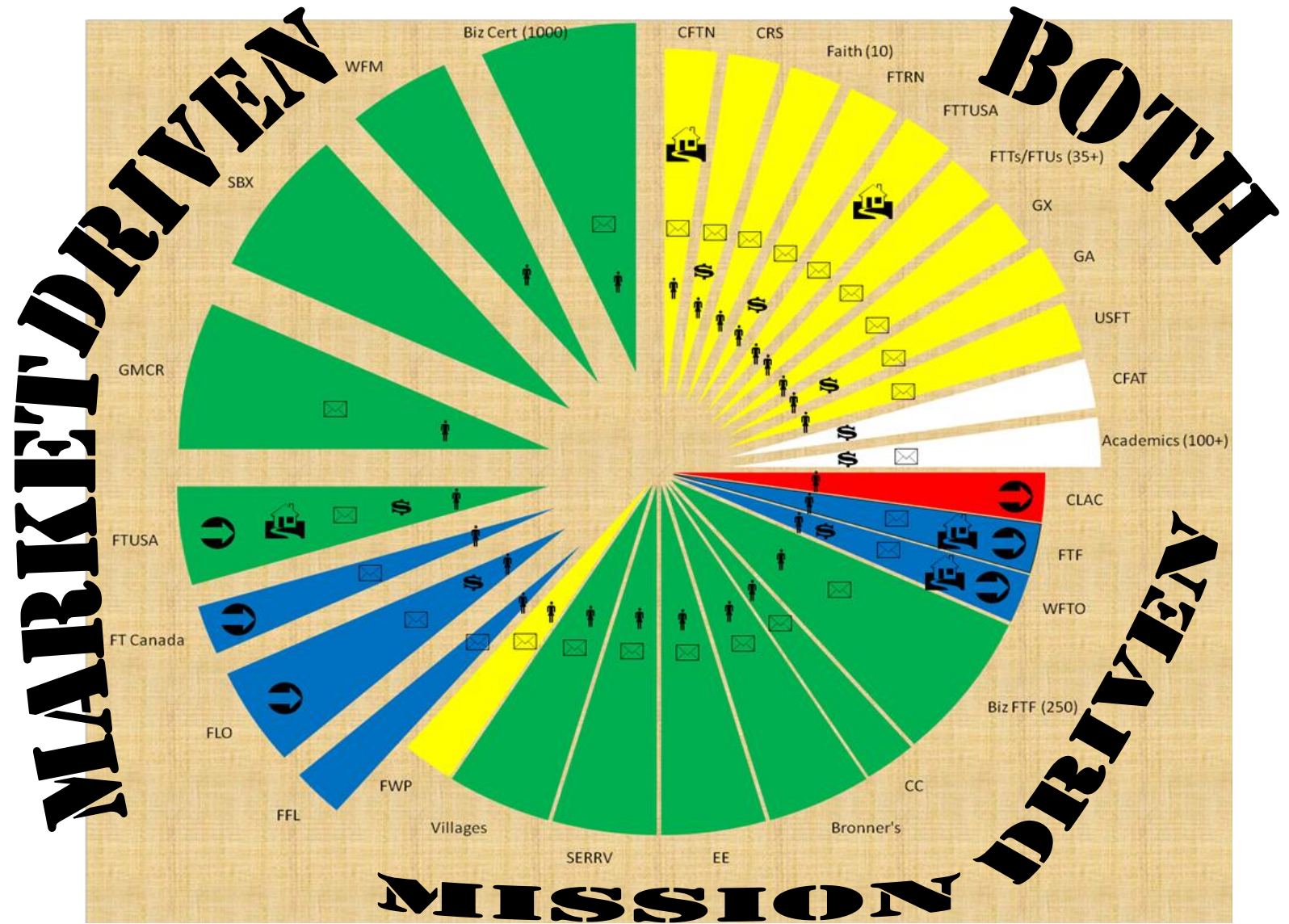


North America Fair Trade Movement Roles & Functions, August 2012



Key:

Organization Role	Color
Advocate	yellow
Trader	green
Standard Setter	blue
Membership	red
Academic	white

Movement Function	Symbol
leadership	⦿
build infrastructure	🏠
external communications	✉
mobilize resources	💰
recruit supporters	👤

- The movement currently has 2 major approaches: mission driven (focused on fully committed organizations), and market driven (focused on expanding sales in conventional channels). Some advocates promote both approaches, as shown above.
- The 3 sizes of pie chart wedges roughly indicate low, medium or high resources devoted to Fair Trade activities.

Key Organizations & Groups

Active in North America Fair Trade Movement As of August 2012

Organization or Group	Abbreviation	Notes
Academics Studying Fair Trade	Academics (100+)	Includes over 100 academics actively researching or publishing in Fair Trade.
Businesses Using Certified Products	Biz Cert (1000)	Includes around 1000 businesses licensed to use product certification.
Fair Trade Federation member businesses	Biz FTF (250)	Includes around 250 businesses.
Dr. Bronner's Magic Soaps	Bronner's	
Cooperative Coffees	CC	
Center for Fair & Alternative Trade (Colorado State Univ.)	CFAT	
Canadian FT Network	CFTN	
Latin America & Caribbean Coordinator of Fair Trade Small Producers	CLAC	
Catholic Relief Services	CRS	
Equal Exchange	EE	
Non-CRS faith advocates	Faith (10)	Includes around 10 faith-based advocacy groups besides CRS.
IMO Fair for Life	FFL	
Fairtrade International	FLO	
Fairtrade Canada	FT Canada	
Fair Trade Federation	FTF	
Fair Trade Resource Network	FTRN	
Fair TradeTowns & Fair Trade University campaigns	FTTs & FTUs (35+)	Includes around 35 town and university campaigns, declared and highly active.
Fair Trade Towns USA	FTTUSA	
Fair Trade USA	FTUSA	
Fair World Project	FWP	
Green America	GA	
Green Mountain Coffee Roasters	GMCR	
Global Exchange	GX	
Starbucks	SBX	
SERRV	SERRV	
United Students for Fair Trade	USFT	
Ten Thousand Villages	Villages	Includes both USA & Canada organizations.
Whole Foods Market	WFM	
World Fair Trade Organization	WFTO	

Certainly many businesses, and other organizations, have made important and lasting contributions to Fair Trade, and are now making significant contributions to the movement. Only the most pioneering or most influential are individually listed in the table above to get a beginning perspective.

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