



# Guide to Fair Trade

## LEARN

*about the power  
of Fair Trade*

## DISCOVER

*a wealth of  
Fair Trade goods*

## TAKE ACTION

*for a fair  
supply chain*





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### Green America's Mission

Our mission is to harness economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society.

### Green America's Vision

We work for a world where all people have enough, where all communities are healthy and safe, and where the wealth and beauty of the Earth are preserved for all the generations to come.

### Green America's Fair Trade Program:

- Gives you the educational resources and connections you need to get involved in the global movement for Fair Trade.
- Helps you learn more about Fair Trade products and the people who produce them.
- Links you to companies that provide Fair Trade products, including green businesses listed in Green America's *National Green Pages*™.

Green America's programs are supported almost entirely by contributions from our members. Individual memberships begin at \$20, business memberships at \$85. All members receive our publications and access to our services. Business membership, pending approval, also includes a listing in Green America's *National Green Pages*™.

As a national nonprofit 501(c)(3) membership organization, all contributions to Green America are tax-deductible. We welcome your membership and contributions.

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Sweet Earth Organics

Eugenie Koffi Amana, a member of the Kavokiva cocoa cooperative in the Ivory Coast, harvests a cocoa pod that is destined to become Fair Trade chocolate.

## RAISE THE BAR HERSHEY

Our newest corporate responsibility campaign calls on Hershey to ensure that its supply chain is free from forced child labor. Visit our campaign site at [www.raisethebarhershey.org](http://www.raisethebarhershey.org) for current campaign actions, and check out our own corporate responsibility report for the Hershey company at [www.greenamerica.org/go/Hershey](http://www.greenamerica.org/go/Hershey).





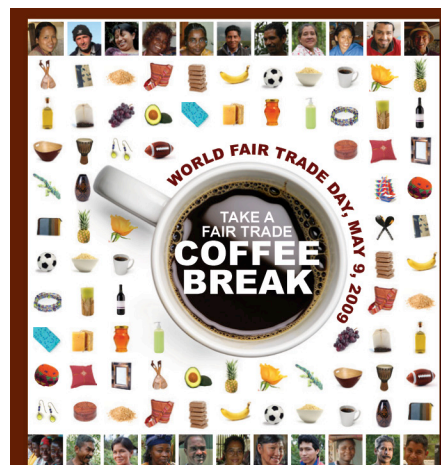
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Coffee Cherries in  
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Marcia  
Drying Coffee  
in Polo,  
Dominican  
Republic

Ivoire Roasting  
Coffee in  
Minneapolis,  
Minnesota



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EVERYTHING IS BETTER  
WHEN IT'S FAIR

From coffee to handicrafts to bananas to sports equipment, Fair Trade supports meaningful, secure livelihoods, transparency and environmental responsibility. Join us in taking a moment to think about the people who grow our food and produce our goods. Learn more at FTRN.org

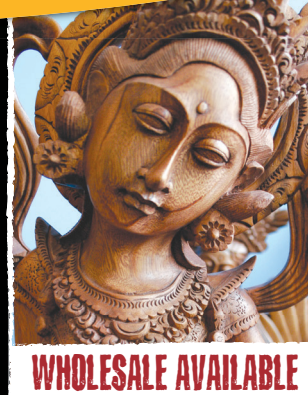
FAIR TRADE  
RESOURCE NETWORK

FTRN provides resources and forums for education and dialogue to grow the Fair Trade movement. Connect with World Fair Trade Day and other programs at [www.FTRN.org](http://www.FTRN.org)



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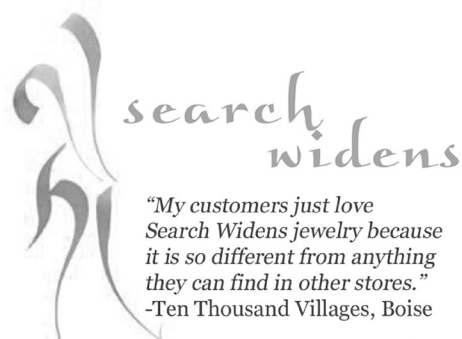
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# What is Fair Trade?



Kay Maeritz

## Fair Trade is a people-powered solution to global economic injustice.

Dear Readers,

The Fair Trade system ensures that people along every step of the supply chain receive fair wages, that workers and communities are treated with dignity, and that artisans and producers take steps to preserve the environment. Fair Trade builds real and lasting relationships between producers in developing countries and businesses and consumers in more developed areas all around the world. The Fair Trade economy is based on justice, dignity, empowerment, transparency, and respect for people and the planet.

Your participation is essential to maximizing the power of Fair Trade. This guide gives you the tools you need to play a part.

### How to Use this Guide

First, **learn more about Fair Trade** and its effects on communities around the world. The following section of this guide tells you more about the power of Fair Trade, and shows you how producer groups have benefited from the Fair Trade model (p. 4).

Second, **shift your spending to support Fair Trade**. The second section of this guide (p. 8) shows you the breadth of the Fair Trade market now, followed by a directory of Fair Trade businesses to help you with your shopping (p. 19).

Finally, **spread the word about Fair Trade** to others. The third section of this guide gives you tips for approaching your supermarket to ask for more Fair Trade products on the shelves, and tells the success stories of others who have convinced their communities to go Fair Trade (p. 14).

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

You can help Green America spread the word about Fair Trade by taking action with us in your local community. Copies of this guide are available as a free download from our Web site, [www.fairtradeaction.org](http://www.fairtradeaction.org), or you can order copies by calling 800/58-GREEN; please **pass this guide along to your neighbors, friends, and family**.

### Making Progress

Here at Green America, we proudly serve the Fair Trade community as public educators, encouraging people to support Fair Trade. Since we published our first guide to Fair Trade products in 2003, the marketplace of Fair Trade products available in the US has greatly expanded. We hope you enjoy discovering that the Fair Trade marketplace now goes far beyond coffee and crafts to include chocolate, sugar, rice, olive oil, fresh fruit, flowers, and much more.

Members of the Fair Trade Federation produce apparel, housewares, jewelry, and more, and the best-known Fair Trade commodity — coffee — has expanded into supermarkets, coffee shops, and even fast food restaurants all across the country.

The past three years have even seen the rise of entire towns committing to Fair Trade, beginning with Media, Pennsylvania in 2006. It's an exciting time for the growth of Fair Trade.

Here's to a fairer marketplace for all,

A stylized signature of Alisa Gravitz in black ink.

Alisa Gravitz, Executive Director





# The Power of Fair Trade

**F**air Trade leverages the power of people working together across the supply chain. From Fair Trade farmers and artisans in developing countries, to Fair Trade distributors around the world, to the Fair Trade consumers at the end of the supply chain, each individual involved in a Fair Trade transaction ensures the health and well-being of workers, communities, and the environment.

By directing your dollars towards businesses operating with the Fair Trade model, you are recognizing the human connections embedded in any trading relationship. You are offering a fair price to the farmer or artisan at the beginning of the supply chain, and you are buying into a system that respects the true costs of doing business, rather than seeking the lowest possible costs at the expense of workers and the environment. You are supporting a living wage, investing in stronger communities, and promoting a healthier planet.

How can you be sure your Fair Trade dollars are doing so much good work in the world?

Groups like Fair Trade USA and the Fair Trade Federation (FTF) certify Fair Trade products and screen Fair Trade businesses, respectively. They ensure that items sold under the Fair Trade system meet international standards and provide labeling systems so consumers can put their confidence in Fair Trade. Whenever you see a Fair Trade label (see p. 8), you can feel secure in the knowledge that your purchase helps—and doesn't harm—people and the planet.

Here's what you're supporting when you buy Fair Trade:

## ✓ A fair price for products

For commodities, like coffee and cocoa, Fair Trade certifying organizations establish a fair price that guarantees farmers will be able to meet their living needs, with enough left over for them to improve their communities. The Fair Trade price





starts from a minimum price, ensuring it is always higher than conventional market prices. For example, for coffee, the Fair Trade minimum is \$1.35 per pound. To compare, farmers in the conventional market can receive as little as 45 cents a pound.

For products like handicrafts, such as those sold by members of the Fair Trade Federation and the World Fair Trade Organization, producers are paid a living wage in the local context, with the fair price reached through dialogue and participation. This means that producers have a place at the table and help determine for themselves how they will be compensated for their work. Together with the companies that will sell their products, local artisans determine a price that will not only cover basic production cost, but will cover production strategies that are socially just and environmentally sound. The Fair Trade system values the work of men and women equally and commits to equal pay for equal work by women and men.

“Thanks to Fair Trade, we are able to sell our cocoa at a better, more stable price. This benefits the 800 member families of my cooperative,” says Felipe Cancari Capcha, a Bolivian cocoa farmer. “By buying our cocoa, you are joining us in solidarity, and you are sustaining us and driving a fair price for cocoa farmers.”

## ✓ Empowerment and self-sufficiency

Fair Trade offers an alternative to small farmers who are at a disadvantage in the “free market” system. Transparency and accountability are basic principles of the Fair Trade model, and farmers have a voice in how their profits are used to benefit their communities. For example, many Fair Trade farmers belong to cooperatives or associations that are transparent and democratically controlled by their members. For other Fair Trade producers who work on larger plantations, Fair Trade provides revenue that is invested in a

community fund that is managed and controlled by the farmers themselves.

Arturo Jiménez Gómez works for Cooptrabatur, a Costa Rican banana cooperative formed by former Chiquita banana workers. “Before Fair Trade I was someone that took a box and loaded it onto a train,” he told the Fairtrade Foundation. “That was my only responsibility. I was just a farmer, an intermediary.

**“A bite of Fair Trade chocolate means a lot to peasant farmers in the global South. It opens doors to development and gives children access to health care, education, and a decent standard of living.”**

– Kwabena  
Ohemeng-  
Tinyase

In this new system, I have become an international businessman. ... [I am] looked upon as a human being, not an object.”

## ✓ Investment in communities and cultural heritage

Fair Trade producer groups are paid an additional “social premium” to invest in strengthening their businesses and communities. Producers democratically choose projects to fund, such as building health clinics and schools, starting scholarship funds, building housing, providing leadership training, and establishing programs for women.

“A bite of Fair Trade chocolate means a lot to peasant farmers in the global South,” says Kwabena Ohemeng-Tinyase, the managing director of Kuapa Kokoo, a cocoa cooperative in Ghana. “It opens doors to development and gives children access to health care, education, and a decent standard of living.”

What’s more, importers of Fair Trade products establish direct, long-term, stable relationships with producer groups (see supply chain graphic, on p. 6), guaranteeing that producers will continue to benefit from Fair Trade for years. These relationships cut multiple layers of middle men out of the supply chain,

*continued on page 6*

**Photos, clockwise:** 1) Textiles from Swaziland [Tex Dworkin], 2) Sugar cane from Paraguay [Fair Trade USA], 3) Tea from Sri Lanka [The Fairtrade Foundation], 4) Pineapples from Costa Rica [David Boucherie], 5) Vanilla from Uganda [Hartmut Fiebig], 6) Rice from Thailand [Brighid O’Keane].



allowing importers to pay more than they would receive with a conventional product, while offering consumers a competitive price.

Fair Trade companies respect and preserve the cultural heritage of their producer communities, and Fair Trade craft businesses help artisan producers find markets for their traditional handicrafts and apparel.

**“Producing organically is safe for both the producer and the consumer, and it conserves the environment in every way. We can find that natural balance for our fields again. If we grow organically, we become sustainable.”**

– Thong Ma

In addition, Fair Trade premiums that raise the quality of life for a community have an exponential effect, as more stable and prosperous communities can afford to send their sons and daughters to school.

“For example, in these communities, a water well means even more than just clean drinking water,” says Erin Gorman, CEO of Divine Chocolate USA, a Fair Trade company. “In Ghanaian culture, it is usually the work of the women and girls to retrieve water, which can be a half-day’s walk away, ruling out the possibility of school. But when they’re able to build a well closer to their village, all of a sudden there’s more time in the day, and the families are able to send their daughters to school.”

### ✓ Women’s participation

Fair Trade ensures that women are paid equally for their work. Additionally, premiums from Fair Trade production are invested back into the community and can mean improvements in women’s lives. Often these premiums are used for education and job train-

ing, giving women an opportunity to work outside their homes, an option that many didn’t have before.

Fair Trade encourages women’s participation in and leadership of cooperatives. In fact, many of the Fair Trade craft producer groups that are members of the Fair Trade Federation are run entirely by women. For example, Global Mamas, an FTF member, has the specific mission to improve the lives of women in Ghana, because “helping women gain economic independence is the most effective way to reduce dependence on foreign aid and steadily create a prosperous society.”

Creative Women, another Fair Trade Federation member, works with women-owned businesses in Ethiopia and Swaziland to create traditionally inspired contemporary women’s accessories and home textiles. Ellen Dorsch, Creative Women’s Vermont-based founder, tells the story of working with an Ethiopian women’s cooperative that offers maternity leave with the right to return to work after recuperating from giving birth.

“I found out that this is unheard of in Ethiopia. Pregnancy often results in loss of jobs,” says Dorsch. “When I asked the woman who owns the business about breaking with cultural tradition, she said ‘It’s good business sense; I didn’t lose one of my best seamstresses and I don’t have to train someone new. But in the end, I think about what I would want for myself and that’s what I try to do for my workers.’ That’s the spirit of Fair Trade.”

### ✓ Environmental sustainability

Fair Trade’s focus on what’s good for communities means that Fair Trade producers are encouraged to use environmentally friendly practices that preserve the

## Fair Trade Supply Chain

The more direct Fair Trade supply chain allows producers to develop long-term relationships with their trading partners and earn higher prices for their products.

producer/  
cooperative



Fair Trade  
distributor



store  
or café



YOU!



Photos: L-R: COOPAC, T. Konecny, Erin Gorman, istock

## Conventional Supply Chain

producer



middle man buyer

processor



exporter

US broker



multi-national  
corporation

distributor



store  
or café

YOU!



health of the soil, air, water, and workers in the field.

Fair Trade certification ensures that farmers obey all internationally monitored environmental standards, while empowering farmers and farm workers with financial incentives and resources for organic conversion, reforestation, water conservation, and environmental education. Fair Trade premiums are often reinvested in the tools and education local communities need to transition toward the most sustainable production methods, preserving their land for generations to come. For example, producer groups have used Fair Trade premiums to develop irrigation systems that minimize water consumption, practice crop rotation to improve soil fertility, provide educational programs on how to handle waste properly, and eliminate genetically modified organisms (GMOs) from their farming practices.

As a result, Fair Trade premiums have helped produce a Fair Trade coffee supply that is nearly two-thirds organic, rice supply that is three-quarters organic, and a tea supply close to 80 percent organic. Most Fair Trade coffee is also shade-grown, which protects the natural forest canopy and the habitat of animals and migratory birds. On Fair Trade fruit plantations, Fair Trade standards require that the most dangerous pesticides are not used at all.

“Producing organically is safe for both the producer and the consumer, and it conserves the environment in every way,” says Thong Ma, a Fair Trade rice farmer in Thailand. “We can find that natural balance for our fields again. If we grow organically, we become sustainable.”

—Sarah A. Mertz and Andrew Korfhage

## FAIR TRADE VS. “FREE” TRADE: The two terms are often confused but they mean very different things...

**The “free” market system favors big businesses over workers and small-scale, family farmers.** These farmers cannot compete with the heavily subsidized agriculture of the United States and other countries. Agreements such as the North American Free Trade Agreement (NAFTA) and the Central American Free Trade Agreement (CAFTA) have had devastating effects for small producers and families in the affected countries. Under free trade agreements, when rich countries with subsidized agriculture industries are allowed to dump their surplus products into poorer countries at a price lower than production costs, local producers are unable to earn a living wage from their goods. This is the exact opposite of Fair Trade, with its emphasis on ensuring producers can earn enough to care for their families and communities.

**In the “free” market, small producers are especially vulnerable to commodity price fluctuations.** In the Fair Trade model, producers are guaranteed a floor price for their product that is considered to be a living wage in the local context. If the price drops in the global market, they will not have to worry about their income. In addition to price stability, Fair Trade also builds long-term trade relationships. Unlike Fair Trade, free trade promotes a “race to the bottom” where businesses search for the cheapest labor and the highest profits. This means that many workers endure sweatshop conditions and low wages only to lose their jobs when a company relocates to save a little money.

**The “free” trade model can also have devastating impacts on the environment.** Free trade agreements like CAFTA do not require member countries to adopt internationally recognized standards for environmental protection. Furthermore, they allow member countries to compete to attract investment, which could lead to the waiving or weakening of existing environmental laws as big corporations shop for the cheapest and easiest place to do business—regardless of the effect on the environment. In contrast, Fair Trade encourages environmental sustainability, directing Fair Trade premiums to environmental education programs for farmers, and insisting on adherence to international environmental standards.

### EL GUABO COOPERATIVE

#### EL GUABO, ECUADOR

Profile adapted from Oké USA

Formed in 1997, the El Guabo Association of Small Banana Producers has changed thousands of lives. It is one of the world’s leading producers of Fair Trade bananas, exporting around 30,000 boxes a week to Europe and the US. Before the Fair Trade system, growers sold their bananas through intermediaries, which often meant payment too low to cover basic costs, making fair wages impossible. Fair Trade has meant a guaranteed fair wage and long-term supply contract.

El Guabo cooperative members also democratically decide on community development projects to be funded with their Fair Trade premiums.

For example, the cooperative offers health care benefits to families of cooperative workers and members, and provides free medical care to anyone who wants to use the El Guabo clinic.

Workers are affiliated with the social security system, ensuring that each receives retirement benefits. A stipend for school supplies is provided to all children in the community and some families are sending their children to college for the first time. A school for special-needs children has been built and staffed by El Guabo’s Fair Trade funds.

After devastating floods in early 2008, El Guabo’s farms were in need of repair that could only be provided by a bobcat excavator. Donations from the Fair Trade community in the US, including Green America members, contributed \$38,000 toward the purchase of an excavator for El Guabo.

Says Silvia Ramírez, a banana farmer and vice-president of El Guabo: “If you want a fairer world you can make it happen by helping disadvantaged producers, buying their products, and spreading the Fair Trade message. With the Fair Trade premium we are able to invest in education, and an educated people are free people.”



R. Van Den Bergh/AgroFair

A worker clips bananas from a tree at the El Guabo cooperative in southwest Ecuador.



# Fair Trade Products



**L**ook for the labels! In the US, Fair Trade Certified™ products bear the label of the US Fair Trade certifying body, Fair Trade USA, (at left). Increasingly, Fair Trade products in the US may bear the international “Fair for Life” label (facing page) as well. Additional Fair Trade businesses operate under the label of the Fair Trade Federation (page 11).

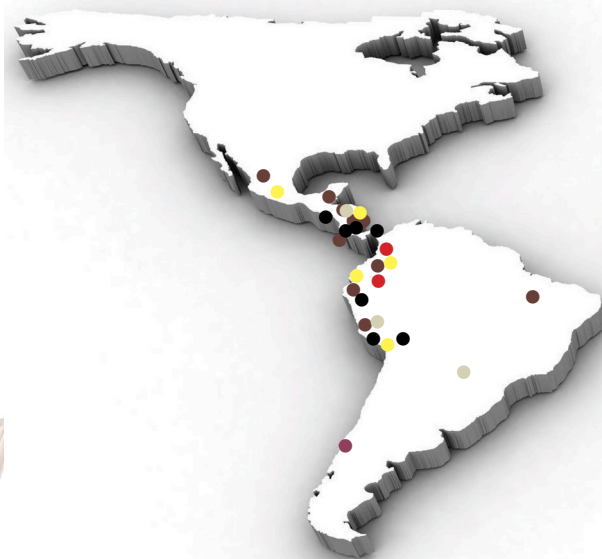
The following products (through vanilla on page 10) have received Fair Trade certification. If you don't see them in your local supermarket, ask your grocer to start carrying them.

## FAIR TRADE CERTIFIED™ PRODUCTS:

**Coffee** – Available since the late 1990s, Fair Trade Certified™ coffee is the most widespread Fair Trade commodity, and is currently the fastest growing segment of the \$11 billion US specialty coffee industry. Nearly two-thirds of all Fair Trade coffee farms are also organic, and large groups like workplaces and faith groups can easily find bulk discounts. Look for literally hundreds of Fair Trade blends and flavors offered by dozens of companies. ●



**Chocolate** – The average American eats almost 12 pounds of chocolate a year, supporting an industry that saw retail sales of more than \$16 billion in 2006. If you're among the 46 percent of Americans who say they can't live without chocolate, you can avoid the well-documented problem of child slave labor in the cocoa industry, and direct your share of that \$16 billion toward chocolate that helps communities and the environment. Look for candy bars, baking cocoa, hot chocolate mix, chocolate chips, chocolate coins, and miniatures. ●



**Tea** – First certified by Fair Trade USA in 2001, Fair Trade Certified™ tea is one of the fastest-growing segments of the Fair Trade market, with standards developed for herbal tea products like rooibos in 2005, followed by chamomile, hibiscus and mint in 2006. Tea lovers can find teas bagged, loose, and bottled, as well as other food products prepared with tea extracts such as nutritional bars, energy drinks, and ice cream. Look for green, black, white, oolong, chai, rooibos, chamomile, hibiscus, and mint teas. ●



# from Around the World



**Rice** — While most of the white and brown rice consumed in the US is grown on US farms, most of the sweet-smelling aromatic varieties of long-grain rice come to our tables from small-scale farms in Asia where it is harvested by hand. Workers on these farms often find themselves squeezed by middle merchants and sickened by pesticides; Fair Trade rice — three-quarters of which is also organic — protects both workers and the environment. Look for coral, violet, Jasmine, white Basmati, and brown Basmati rice. ●

**Sugar** — The US produces around 85 percent of its sugar domestically, often under conditions that degrade the environment. Phosphorus run-off from the sugar industry in Florida has devastated the ecosystem of the Everglades, and the sugar lobby has worked aggressively to avoid responsibility for cleaning it up. Sustainable alternatives to sugar like locally grown, organic maple syrup or honey can help you avoid the problems in the sugar industry, as can Fair Trade Certified™ sugar, from Paraguay, Malawi, and elsewhere, introduced to the US in 2005. Look for Turbinado sugar, ground cane sugar, molasses, and individual-sized sugar packets. ●



**Fresh fruit** — In Europe, where Fair Trade fruit has been available since the mid-1990s, Fair Trade bananas have reached market share as high as 24 percent, with sales growing at a rate of about 50 percent a year. In the US, Fair Trade Certified™ tropical fruits have been available since 2004. Unlike many conventional fruit plantations, where international pesticide-use standards are disregarded by owners and unknown to workers, Fair Trade farms adhere to all international legislation, with the most dangerous pesticides not used at all. Many Fair Trade fruit farms are moving toward becoming organic. Look for bananas, mangoes, pineapples, and grapes. ●





**Flowers** – Fair Trade USA began certifying Fair Trade roses and other flowers for sale in the US in 2008. Conventional flower farms are often soaked in pesticides, but the Fair Trade label guarantees healthy working conditions and protection from pesticides for the farmers. You can look for the Fair Trade label on flowers sold in supermarkets like Whole Foods, Giant, Heinen's, King's, Metropolitan, New Seasons, and Roche Brothers, as well as online from Organic Bouquet and One World Flowers. ●

**Vanilla** – Working with a labor-intensive crop that yields a relatively low harvest, vanilla farmers are hard-hit when their market fluctuates, as it has since environmental disasters at key production centers destabilized the vanilla supply in 2000. Fair Trade USA began certifying vanilla in 2006 (available directly from Frontier Natural Foods Co-op or at your supermarket), and Fair Trade Certified™ vanilla frozen desserts can be found from companies like Ben & Jerry's and Temptation Vegan Ice Cream. Look for whole beans, extracts, and ice cream. ●



**Sports balls** – When the Fairtrade Labelling Organizations International (FLO) created standards for soccer ball production in 2002, it was the first time a non-agricultural commodity had received Fair Trade certification. Since then, four producers in Pakistan and one in Thailand have achieved certification, ensuring that no child labor is involved in their production processes. In addition, Fair Trade Sports, Inc., the first and largest supplier of Fair Trade sports balls to the US market, donates all of its after-tax profits to various children's charities such as the Boys & Girls Club and Room to Read. Look for soccer balls, volleyballs, footballs, basketballs, and more. ●

**Wine** – Introduced to the US market in 2007 (and also certified by FLO), Fair Trade wine has been produced in South Africa since 2003, and in Chile and Argentina since 2004. The South African certification process additionally requires vineyard workers to maintain a legally protected minimum 25 percent interest in the winery, in support of the South African government's policies promoting fair and equal land ownership in the years following Apartheid. Look for Grenache, Merlot, Cabernet Sauvignon, Pinotage, Carmenere, Chenin Blanc, Semillon, and Classique Blanc. ●







## Fair Trade Apparel, Home Décor, Jewelry, Handicrafts, and More

To find unique, handmade, Fair Trade products, look for businesses that belong to trade associations that screen for internationally recognized Fair Trade standards. The label for the US-based Fair Trade organization, the Fair Trade Federation (FTF), appears at left. (Find businesses designated as FTF member business in Green America's *National Green Pages*™.)



**The Fair Trade Federation** is the trade association that strengthens and promotes North American organizations fully committed to Fair Trade.

FTF-member businesses offer products like jewelry, baskets, clothing, textiles, musical instruments, toys, home furnishings, and other handicrafts. Others offer accessories like handbags and scarves, paper products like stationery and notecards, or food products like coffee, chocolate, olive oil.

FTF wholesalers and retailers demonstrate their full commitment to Fair Trade by:

- Creating opportunities for economically and socially marginalized producers
- Developing transparent and accountable relationships
- Building capacity of producer groups
- Promoting Fair Trade
- Paying promptly and fairly
- Supporting safe and empowering working conditions
- Ensuring the rights of children
- Cultivating environmental stewardship
- Respecting cultural identity



Images on this page courtesy of: Ten Thousand Villages (bowl), Canaan Fair Trade (olive oil), Global Mamas (dress), SERRV International (bracelets)

## Fair Trade Ingredients

In addition to products certified Fair Trade by Fair Trade USA, or offered by the member businesses of the Fair Trade Federation, you can find products on store shelves that incorporate Fair Trade ingredients.

Members of our Green Business Network™ using Fair Trade ingredients include:

- **Adina:** This beverage company produces juice coolers and other drinks made with a number of fairly sourced ingredients, including Fair Trade Certified™ coffee beans, vanilla, and evaporated cane juice. ([www.adinaworld.com](http://www.adinaworld.com))
- **Dr. Bronner's Magic Soaps:** Dr. Bronner's uses Fair Trade olive oil from both

Palestine and Israel as ingredients in their famous soaps. ([www.drbronner.com](http://www.drbronner.com))

- **Kombucha Botanica:** This San Francisco-based kombucha micro-brewery uses Fair Trade Certified™ tea in its beverages. ([www.kombuchabotanica.com](http://www.kombuchabotanica.com))

- **Temptation Vegan Ice Cream:** This non-dairy frozen dessert company uses a wealth of Fair Trade Certified™ ingredients in its various flavors, including chocolate, coffee, green tea, and vanilla. ([www.gottemptation.com](http://www.gottemptation.com))

When you shop, look for Fair Trade labeling on products you know to contain ingredients that can be certified.





# Conversations with Three Fair Trade Leaders

**T**he green business leaders of our *National Green Pages*™ include dozens of innovative Fair Trade entrepreneurs. Here we present to you Scott James of Fair Trade Sports, Erin Gorman of Divine Chocolate, and Tripp Pomeroy of Café Campesino, each of whom runs a business dedicated to social justice from the beginning to the end of their supply chains.

We asked these three green business leaders to tell us more about what it's like to run companies that bring you sports balls, chocolate, and coffee you can feel good about purchasing. (For expanded conversations with Scott, Erin, and Tripp, visit our online green business interview column at [www.greenamerica.org/greenbusiness/interviews](http://www.greenamerica.org/greenbusiness/interviews).)

**What does your business do, and what are some of your popular products?**

**What is unique about your Fair Trade business?**

**What is your proudest green business success and what is your next green step?**

**What final thoughts do you have for our readers about Fair Trade?**



Scott James explains how Fair Trade benefits the workers who make Fair Trade Sports balls at Green America's Seattle Green Festival in 2008.

**Scott:** Fair Trade Sports generates dollars for children's charities through the sale of the world's first line of eco-certified Fair Trade sports balls for soccer, football, basketball, rugby, volleyball, and more. Seventy percent of any sports ball is the bouncy interior bladder made of latex, a rubber product. Ours use eco-certified rubber from our forests in Sri Lanka and India that have been certified by the Forest Stewardship Council (FSC). They are also certified Fair Trade by the Fairtrade Labelling Organizations International (FLO).

No one else has begun greening sports balls, and no one else has produced certified Fair Trade sports balls yet because of the added expense and transparency required. The enormous multinational companies in this industry would rather pay their celebrity athlete spokespersons millions of dollars, rather than pay their workers a fair living wage. I hope to use Fair Trade Sports to model and encourage those multinational companies to convert their product lines to eco-certified and certified Fair Trade.

Hearing my five-year-old explain to other children in his own words why a Fair Trade soccer ball is important was a very proud moment. As far as my next step, I'm working on pulling ideas from my friends in the bio-fuel world to create a better synthetic outer shell (the other 30-percent component that makes up a ball) for our sports balls, as well as organic cotton for the stitching and internal batting, and vegetable dyes for the exterior graphics.

"Respect" is the primary brand-name of the sports balls from Fair Trade Sports. This brand-name adds a third concept onto the coaching points with which many athletes are familiar: 1) Respect for yourself as an athlete. 2) Respect for your competition (whether you just won or lost). And 3) Respect for the hands that stitched your ball (with which you play, train, and compete). Also, I encourage your readers to read some of the Fair Trade producer stories we have on our blog at [www.fairtradesports.com](http://www.fairtradesports.com). They are awesome people.





courtesy of Erin Gorman

Divine Chocolate USA's Erin Gorman with Ghanaian cocoa farmer and cooperative leader Cecilia Appianim at the DC Green Festival, 2007.

**Erin:** Ten years ago, Divine was launched in the UK as a social enterprise significantly owned by the farmers of the Kuapa Kokoo cooperative in Ghana. We launched the US arm of Divine in 2006 with the same mission: in addition to supplying delicious chocolate, Divine improves the livelihoods of West African farmers through their own dynamic brand, while being highly visible and vocal advocates for Fair Trade, and serving as a catalyst for change.

Divine is not really “mine,” since Divine belongs to the farmers. Plus, the branch of Divine that we started in the US is merely an outgrowth of an existing company. Divine has been recognized in the US and in Europe for its commitment to Fair Trade and its pioneering ownership model. The farmers of Kuapa Kokoo have a significant ownership in the company, seats on the board, and a share in the profits. We’ve created a brand that allows farmers to tell their own story.

When we launched the US company, we brought farmer representatives to Capitol Hill in Washington, DC to conduct a briefing about how Fair Trade improves the lives of cocoa farmers in Ghana. On a snowy morning, Comfort Kumeah, a mother of five and a cocoa farmer, delivered a moving speech to a packed congressional chamber about how the democratic empowerment of the Fair Trade system has enabled her to rise through the elected levels of the cooperative to become the first woman to be named National Secretary of Kuapa Kokoo. She explained that this was an example of what is possible for poor, rural women. Creating trading relationships that are based on dignity and respect means everyone benefits, and I feel so proud to be a part of that.

Green is a process and not a destination. I look forward to bringing more businesses and their customers into efforts to address poverty and development through Fair Trade. This is an essential part of any green economy — finding ways to improve the livelihoods of the world’s poor. Green America has been a leader in ensuring that the definition of “green” includes social and economic justice.



courtesy of Tripp Pomeroy

Tripp Pomeroy (far left, in hat) and Bill Harris, president of Cooperative Coffees (also in hat), visit with cooperative coffee farmers in Peru.

**Tripp:** Café Campesino is a 100-percent Fair Trade, organic coffee company based in Americus, Georgia. Through our membership in Cooperative Coffees (of which we are a founding member), we work directly with small producer cooperatives around the world, guided by the tenets of Fair Trade, to import organic green coffee beans, which we roast to order and ship out to coffeehouses, markets, restaurants, fundraising groups, and individuals all over the country.

We have a strong commitment to working with only organic coffee farmers. A lot of folks don’t know this, but chemical fertilizers and pesticides do not better coffee make! When small-scale farmers use pesticides and fertilizers, the only place for them to store them is at home in rooms where they eat, drink, sleep, live, and laugh. Given that our farmer-partners all cultivate at high altitudes on steep mountain slopes, organic farming means that chemicals aren’t there to wash down into their friends’ communities and their water supply.

Our proudest moments are when our trading partners visit us here in the roastery in Georgia. There is nothing like walking into the roastery with small-scale farmers who spot burlap bags of their coffee, bearing their cooperative’s logo and name, stacked neatly, waiting to be roasted. Add to that the thrill of introducing them to our staff, all of whom are scurrying around, busy at work roasting their coffee, and to customers who have walked in to pick up a pound of coffee, and there it is, the whole Fair Trade equation ... all in one room!

Earlier this year, during a visit from our El Salvadoran trading partners, we handed them a box containing 100 pairs of new reading glasses ordered from our friends at Volunteer Optometric Service to Humanity. We recently received a lovely report and letter of thanks from them, learning that they not only had taken care of the needs of their immediate coffee coop, but had also delivered 60 or so pairs to members from their surrounding community. The Fair Trade network is so much more than trade. It’s about the relationships that are built between people around the world.





# Get Active in Your Community

## *Ways to Take Action for a Fair Supply Chain*

In 2003, as the Fair Trade chocolate market was beginning to emerge in the United States, Green America's newsletter told the story of a group of schoolchildren in Friday Harbor, Washington, who took action at their local drug store on San Juan Island. Prepared with information about the problems of child slavery in the cocoa industry, they walked into the Friday Harbor Drug Store, and informed the clerk on duty, Christine Beckert, that they wanted to be able to buy chocolate that they knew other children hadn't suffered to make.

"They were learning something about Fair Trade in school," Christine told Green America at the time. "They came in together and told me they weren't going to buy conventional chocolate anymore. I didn't realize how low-paid most cocoa producers are, but once I did, I thought it was important to offer Fair Trade in the store."

Years later, Christine tells Green America that the Fair Trade chocolate in her store is more popular

than ever. Christine suggested that we ask her supplier to confirm her impression with sales figures. When Green America contacted Erika Fowler-Decatur at Ithaca Fine Chocolates (a member of our Green Business Network™) she told us that Christine's drug store has moved more than 170 pounds of Fair Trade chocolate since 2003 — in an island community that recorded a population of only 1,989 in the last census.

"Successes like these show the importance of consumers letting businesses know what kind of products they want to see stocked on store shelves," says Todd Larsen, Green America's corporate responsibility program director. "When Green America members told Proctor & Gamble they wanted to see them offer Fair Trade in their coffee line, that company responded by promising to devote five percent of their speciality line to Fair Trade. Large and small businesses alike listen when consumers make demands."



**FACING PAGE:** Peruvian cocoa farmer Hiderico Bocangel (second from left, standing, with Fair Trade coffee cup) meets with members of the Amherst Fair Trade Town committee on World Fair Trade Day in May of 2008. (Organizer Yuri Friman, quoted below, stands at the far right.)

These successes are happening all over the country. Yuri Friman and the Amherst Fair Trade Partnership (pictured at left) convinced a number of local businesses to start using Fair Trade products, while working toward a commitment from the entire town to go Fair Trade.

Sharing the story of Fair Trade with others is a great way to help build support for the Fair Trade movement. Nobody wants their dollars to support unfair trading practices or exploitation at the beginning of the supply chain, but too often consumers simply aren't paying attention to the origins of their products.

Fair Trade supporters like Yuri Friman, Sharon Gerson, and Colleen Shannon (whose stories are told below) are helping to change that, and we hope their stories will encourage you to reach out to your town, your workplace, your congregation, or anywhere, to help more farmers, artisans, and workers get a fair deal in the marketplace.

## Your Fair Trade Town

A few years ago, in 2006, the city of Amherst, Massachusetts was facing some difficult fiscal struggles, and local businesses were feeling the effects of the economic downturn.

Local organizer Yuri Friman had recently learned that Media, Pennsylvania had earned distinction as the United States' first recognized "Fair Trade Town," and that gave him a bright idea for how to help give a boost to the local economy and increase tax revenue.

Already an advocate for Fair Trade and greater equality across the supply chain, Friman recognized the potential to deepen local businesses' commitment to "doing well by doing good," while marketing Amherst as a Fair Trade Town (a town formally committed to the local availability of Fair Trade products, and to the support of Fair Trade in civic life). In pursuit of this designation, as set forth by the organization Fair Trade Towns USA, Friman launched the Amherst Fair Trade Partnership and began recruiting supporters.

"I want to bring awareness to the plight of the producers of these products, and also to say that it could be good business for Amherst [to become a Fair Trade town]," Friman told the *Amherst Bulletin* at the start of his Fair Trade Town campaign. "By declaring yourself a Fair Trade town, it brings attention to the town. I'm hoping it brings people to town to sample the Fair Trade businesses."

Working with Green America Business Network™ members, local civic leaders, and students from local universities, the Amherst Fair Trade Partnership began to educate the town about Fair Trade, and to gather petition signatures calling for a vote on having Amherst designated as a Fair Trade Town.

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

To host their first event, the group partnered with the town's Art Walk, modifying the annual art fair and block party to highlight businesses that carry Fair Trade products along the route of the regular entertainment schedule.

As word spread throughout the town, many local businesses learned about the opportunity to go Fair Trade, and the Partnership succeeded in persuading a number of businesses to change the products on offer, or to include new options.

For example, the Partnership approached a local dairy, Cook Farm, about using Fair Trade ingredients in their ice cream. After a few conversations, the dairy agreed to try Fair Trade flavorings, and the experiment was a success. Cook Farm now boasts Fair Trade Certified™ coffee and vanilla ice cream, and has become an ardent supporter of the Fair Trade Partnership, donating ice cream to a film screening at the Amherst Cinema in celebration of World Fair Trade Day. What's more, due to the efforts of the Partnership, the Amherst Cinema itself now serves Fair Trade coffee.

*continued on page 16*



## Fair Trade Your Supermarket

Supporting local stores or stores that stock nothing but Fair Trade products is always your greenest choice. Please see the directory, starting on p.19, for an honor roll of companies deeply committed to Fair Trade. Also, you can often find Fair Trade coffee (and occasionally other products) in more conventional supermarkets and coffee shops, and from conventional coffee roasters.

For example, Peet's, Seattle's Best, and Millstone all now offer Fair Trade lines of coffee. (Green America members were instrumental in convincing Proctor & Gamble to switch a portion of the Millstone line.) Espressos and cappuccinos at Dunkin' Donuts are made with Fair Trade coffee, and even huge chains like McDonald's (in New England) and Starbucks are offering Fair Trade (be sure to ask for it).

If you don't see the Fair Trade label in local stores, **approach the manager or write the company requesting that they carry Fair Trade.** Just as important, if you notice a store that is supporting Fair Trade, thank them for making Fair Trade available to you. Business owners need to know that you care about the origins of the products you buy. To find resources to help you get more Fair Trade products into your local grocery story, check out our Fair Trade Your Supermarket site at [www.fairtradeyoursupermarket.org](http://www.fairtradeyoursupermarket.org).



The farm and the cinema aren't alone: a local bakery and a café now sell lines of Fair Trade coffee and tea, a local craft store now carries Fair Trade chocolate in its check-out line, and three local restaurants now serve Fair Trade wine, one of which started using Fair Trade chocolate in dessert recipes.

In a few short months, the Amherst Fair Trade Partnership spoke with reporters, hosted educational

**“What drew me to work on Fair Trade Towns is the simplicity of it. All you have to do is make conscious choices in your purchasing, not organize a march on Washington.”**

— Yuri Friman,  
Amherst, MA

events, and garnered the support of 24 local businesses, quite a few of which are now outspoken supporters of Fair Trade principles and practices. Friman says he is often approached by people on the street who say they began purchasing Fair Trade products due to the media attention his efforts had gained.

“What drew me to work on Fair Trade Towns is the simplicity of it,” says Friman. “All you have to do is make conscious choices in your purchasing, not organize a march on Washington. I don't encourage people to buy more, just to buy consciously.”

All of the efforts by Friman and the Amherst Fair Trade Partnership paid off. In November 2007, Amherst became America's fourth Fair Trade Town, joining Media; Brattleboro, Vermont; and Milwaukee, Wisconsin. The 250 residents attending the town meeting unanimously approved the resolution,

signaling that Amherst meets all the requirements to become a “Fair Trade Town.”

Amherst celebrated the accomplishment with an event at a local café featuring a special discussion with Hiderico Bocangel (pictured on page 14) from the Oro Verde Cooperative in Lamas, Peru. Coffee from Bocangel's cooperative is available in Amherst through Massachusetts-based Dean's Beans.

Since Amherst's celebration, five other towns (Taos, NM; Northampton, MA; San Francisco, CA; Montclair, NJ; and Ballston Spa, NY) have become Fair Trade Towns. If you would like to follow these cities, and turn your community into a Fair Trade Town, you'll join more than twenty groups across the country currently working to help their communities join the movement.

Check the Fair Trade Towns Web site ([www.fairtradetownsusa.org](http://www.fairtradetownsusa.org)) to learn more about the qualifications to become a Fair Trade Town. For help with organizing, contact Green America at [fairtrade@greenamericatoday.org](mailto:fairtrade@greenamericatoday.org) to receive expert advice and organizing materials.

## Your Fair Trade Workplace

In the fall of 2005, Sharon Gerson, an English teacher at Cox-Athens High School in Cossackie, New York, traveled to a social justice conference in nearby Troy. There, she heard a presentation by Dame Anita Roddick, founder of the Body Shop, who explained why she supports cooperative workplaces in developing countries.

“Her stories really interested me,” says Gerson, “So, I bought a couple of her books, and I also picked up a book called *A Campecito Story*, about the development of a coffee cooperative in the Dominican Republic.”

The books piqued Gerson's interest in fair trading systems, so the following spring when she noticed a Fair Trade table at the New York State United Teachers (NYSTU) conference, she strolled over to say hello and see what new information she might find. It was there that she learned about the “Border Witness” travel program of the New York Labor/Religion Coalition, which facilitates travel to the manufacturing centers of northern Mexico, for Americans to witness the working conditions there. Gerson discovered that NYSUT, the teachers' union, would sponsor teachers to go on the trip through fellowships, so she signed up for a February 2007 trip.

“I had done some reading about the poor labor conditions there,” says Gerson, “But nothing could prepare me for what I would see on the border, witnessing the struggle of the Mexican people, what they have to deal with at work, and what their living conditions are like.”

Gerson met with workers in Matamoros who shared their stories about lack of safety conditions at the factories, sham inspections, the dumping of waste into waterways, and worse. She came back from the trip determined to make a difference for workers at the beginning of the supply chain.

Her first step was to put together a Power Point presentation about her trip, which she shared with



## Host a Fair Trade House Party

It's just like a Tupperware party, except it benefits people and the planet.

A Fair Trade house party is one exciting way to share Fair Trade with others in your community. One Green America member who recently held a Fair Trade house party told us that she had a blast planning a snack menu that incorporated as many Fair Trade ingredients as possible — coffee, tea, and hot cocoa to drink, plus snackbars made with Fair Trade sugar and chocolate.

What's more, two of our Green Business Network™ members make it easy for you. Fair Trade retailers A Greater Gift and Pachamama World each offer ways to sell their Fair Trade products at a party in your home. Check out their Web sites (find contact information in the directory on page 19) to learn more about their products, the artisans who make them, and how to go about setting up a party.

If you decide to host a party, please let us know how it goes (e-mail [andrew@greenamerica.org](mailto:andrew@greenamerica.org)). We might be interested in telling your story in a future issue of our *Fair Trade Guide*, and if we do, we'll give you a free gift membership in Green America.



her students, first with the Foreign Language Club, and then with the World of Difference Club, a social justice club that focuses on issues of labor abuse.

Involving the students led directly to some changes in the way the school does some things. The next time the sophomore class held a fundraiser, Gerson and another teacher helped them work with Fair Trade retailer Equal Exchange to host a Fair Trade fundraiser (see p.18 for more information), a model which the World of Difference club replicated.

“They sold a ton of merchandise, bringing business to Fair Trade producers,” says Gerson. “The profit is great for them, and at the same time, they’re informing people about Fair Trade and justice issues.”

Gerson says her next step will be to work with the school on purchasing Fair Trade sports balls and fairly traded uniforms for the sports teams, and she said that the co-president of her teachers’ association has begun organizing bulk orders of Fair Trade items for staff members.

What’s more, she’s planning to go on another “Border Witness” trip in 2009 to Juarez, Mexico, and this time a student may accompany her. The next goal after that is to take an opposite sort of trip, and visit Fair Trade producers at the beginning of the supply chain, to compare the experience to her travels along the conventional supply chain.

“I’ll bring that information back too, and share it with my students,” says Gerson. “One of my goals in being an educator is to be a resource in my building for students needing information about fair labor and how to build fair trading systems. I’m like a sponge, and I’ll soak up as much as I can, and pass it along.”

## Your Fair Trade Congregation

When it came time to plan a series of Wednesday evening Bible studies during Lent in February and March of 2008, Colleen Shannon knew what she wanted the topic to be.

As a board member at Partners for Just Trade (PJT), Shannon knew that PJT was looking for congregations to test the draft version of their new curriculum for a Fair Trade Bible study, so she volunteered to lead a group at her home church of First Presbyterian in Knoxville, Tennessee.

“I worked for the national offices of the Presbyterian Church for twenty years, much of that time as coordinator of the Presbyterian Hunger Program,” says Shannon. “In that role, I had the opportunity to travel throughout the country and the world, visiting development projects, as well as areas of desperate need. I always brought home items made by artisans in cooperatives. These items always remind me that through the products we purchase we have a connection with our neighbors around the world. Their need is our need, and their success, when we join with them, is our success also.”

The Global Mission Committee at Shannon’s church had already been active in Fair Trade, by selling Fair Trade items at mission festivals and around the holidays, so while the concept of Fair Trade wasn’t entirely new to the study’s participants,

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



Church members browse a holiday Fair Trade Global Market at First Presbyterian Church in Knoxville, Tennessee.



Sweet Earth Organic Chocolates

## Make Holidays and Celebrations Fair Trade

All year long, holidays and celebrations offer a special chance to celebrate Fair Trade and spread the word about Fair Trade to your loved ones.

For example:

### • Fair Trade weddings and commitment ceremonies:

If you’re the one getting hitched, you can sign onto an online Fair Trade gift registry with Fair Trade retailers like Ten Thousand Villages ([www.tenthousandvillages.com](http://www.tenthousandvillages.com)) and Global Exchange ([store.gxonlinestore.org](http://store.gxonlinestore.org)).

### • Valentine’s Day, birthdays, bar/bat mitzvahs, Christmas:

Anytime you need to give a gift, consider giving Fair Trade. For example, Fair Trade flowers or chocolate make excellent Valentine’s Day gifts, (and your beloved will be impressed by your commitment to justice). Olive oil and wine make great host gifts for dinner parties or a great birthday present for an adult. As a gift for a child, consider Fair Trade sports balls, or some of the toys on offer from various Fair Trade Federation businesses, like finger puppets, stuffed animals, musical instruments, and kites.

### • Halloween:

Every year at Halloween, Green America and our allies at Global Exchange conduct the Reverse Trick-or-Treating project, which provides Fair Trade chocolate to children for “reverse” distribution on their trick-or-treat route (along with an information card explaining the benefits of Fair Trade). In 2008, participants distributed educational materials and Fair Trade chocolate to more than 250,000 families. Sign up for our e-newsletter at [www.greenamerica.org/signup](http://www.greenamerica.org/signup) to receive seasonal updates about how you can join us in taking action for Fair Trade.

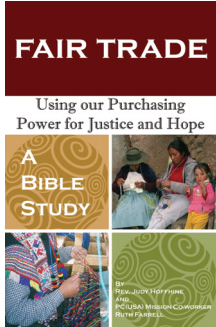


Shannon says the diversity of viewpoints at the study made for rich discussion.

Both Shannon and an associate pastor took turns leading the group, which included a group of students from the University of Tennessee and adults

**“Through the products we purchase, we have a connection with our neighbors around the world. Their need is our need, and their success, when we join with them, is our success also.”**

— Colleen Shannon,  
Knoxville, TN



of all ages. Some nights focused more on Bible passages about justice, and other nights more on the Fair Trade system itself. Shannon made available Fair Trade products, catalogs, and publications for participants to view and discuss.

“I think having the Fair Trade items on hand was very helpful,” says Shannon. “Everyone was amazed at how much is available, if you just look for it. One woman who had recently moved to town said the study made her think twice about buying items for her new condo. When she needed trash baskets, she decided to forgo Target and go to Ten Thousand Villages instead.”

Shannon says others in the group had a hard time seeing the darker side of conventional supply chains, but that the experiences of the study helped many to better understand the human connections that are embedded in every purchase we make.

“The college students were a real asset to the group,” says Shannon. “A number of the older participants remarked on how much they had learned from the students, who were more attuned to justice issues, and willing to share their perspectives on their buying choices. Several people remarked that they had a much better understanding of the

struggle of women in other countries where they shoulder so much of the responsibility for raising families as well as producing income, while having little voice in their communities.”

Shannon encourages everyone, of any background, to get more active on Fair Trade issues and help educate others within their community about what Fair Trade means for workers around the world. Partners for Just Trade now offers the curriculum that Shannon tested as a finished product for others to implement in their own Bible studies. Just visit their Web site ([www.partnersforjusttrade.org](http://www.partnersforjusttrade.org)) to learn more.

And though the Bible study is over, Shannon isn't finished bringing Fair Trade to First Presbyterian. The church continues to host its twice-a-year Fair Trade Global Market gift fair, and Shannon is working to switch the church's coffee supply to Fair Trade. She's encountered some practical hurdles with that particular step, since the church's current contract provides for conventional coffee supplier Maxwell House to provide and repair the large-sized coffee makers.

“We are still working on the shift, but a certified public accountant who sits on our committee researched the costs involved and determined that it makes sense economically,” says Shannon. “We still have to purchase our own coffee makers, but many of our members who have purchased Fair Trade coffee from our gift fair are eager for the switch because the Fair Trade coffee just tastes better. Others, especially those who participated in the Bible Study, are behind the switch because it's simply the right thing to do.”

—Yochanan Zakai and Andrew Korfhage

## Hold a Fair Trade Fundraiser

If your school, congregation, or non-profit organization is looking for a way to raise money while supporting a fair supply chain, a number of our Green Business Network™ members make it easy for you, with a variety of different fundraising methods.

For example, **Equal Exchange** offers a fundraising program through which you can sell Fair Trade chocolate, coffee, tea, and cocoa, as well as domestic Fair Trade (US-grown) cranberries, almonds, and pecans. Equal Exchange will send order forms and recycled paper catalogs; once your organization has completed its sales, you order the products at a discount and keep the profits.

**Divine Chocolate USA** uses a fundraising model that allows your organization to purchase chocolate bars (dark, milk, or crispy rice) at wholesale prices, so that you can then resell them retail at a profit.

Still other Fair Trade businesses use online fundraising methods. **Global Goods** gives your group a code for supporters to use when shopping from its online accessories store, and you'll earn a percentage of the profits from those sales. Similarly, **A Better Footprint**, a seller of jewelry, apparel, crafts, and more, will give you a special Web link to their online store, so you earn profits when supporters shop. Visit these businesses' Web sites to learn more about their fundraising programs, and select a method that is right for you and your organization:

**A Better Footprint:** [www.abetterfootprint.com](http://www.abetterfootprint.com)  
**CaféCampesino:** [www.cafecampesino.com](http://www.cafecampesino.com)  
**Colores del Pueblo:** [www.coloresdelpueblo.org](http://www.coloresdelpueblo.org)  
**Earth Friendly Coffee:** [www.earthfriendlycoffee.com](http://www.earthfriendlycoffee.com)  
**Equal Exchange:** [www.equalexchange.com](http://www.equalexchange.com)  
**Fair World Designs:** [www.fairworlddesigns.com](http://www.fairworlddesigns.com)  
**Global Exchange:** [www.gxonlinestore.org](http://www.gxonlinestore.org)  
**Global Goods:** [www.globalgoodspartners.org](http://www.globalgoodspartners.org)  
**Global Sistergoods:** [www.globalsistergoods.com](http://www.globalsistergoods.com)

**Grounds for Change:** [www.groundsforchange.com](http://www.groundsforchange.com)  
**Higher Grounds Trading:** [www.highergroundstrading.com](http://www.highergroundstrading.com)  
**Hope for Women:** [www.hopeforwomen.com](http://www.hopeforwomen.com)  
**Just Coffee:** [www.justcoffee.coop/fundraising](http://www.justcoffee.coop/fundraising)  
**Partners for Just Trade:** [www.partnersforjusttrade.org/pb](http://www.partnersforjusttrade.org/pb)  
**PUNKU:** [www.punkuperu.com](http://www.punkuperu.com)  
**SERRV:** [www.serrv.org](http://www.serrv.org)  
**Trails to Bridges:** [www.trailstobridges.com](http://www.trailstobridges.com)  
**Yachana Gourmet:** [www.yachanagourmet.com/fundraiser.htm](http://www.yachanagourmet.com/fundraiser.htm)





# Fair Trade Directory

Finding Fair Trade products has never been easier. Not only has the steady growth of the Fair Trade market brought more and more products into supermarkets and local retail stores, but the Internet has brought almost every possible Fair Trade product within the reach of a mouse click.

Below, we provide a source list for all of the Fair Trade products we've mentioned in this guide. The companies on the list are either part of our Green Business Network™ (and listed in our *National Green Pages*™), or a member of the Fair Trade Federation, or both. An annual copy of the *National Green Pages*™ comes free with Green America membership; you can use the form on the inside back cover of this guide to join, or you can join online at [www.greenamerica.org](http://www.greenamerica.org) or by phone at 800/58-GREEN. (We thank the businesses marked with a ★ for their support in the production of this guide.)

## COFFEE

The following list includes roasters and local coffee-shops that offer online ordering; many of them offer Fair Trade tea ● and chocolate ● as well.



**A World Away**, Neptune Beach, FL  
904/247-4411, [www.aworldaway.net](http://www.aworldaway.net) ● ●

★ **Alter Eco**, San Francisco, CA  
415/701-1212, [www.altereco-usa.com](http://www.altereco-usa.com) ● ●  
(also sells Fair Trade sugar, olive oil, and rice)

**A & E Custom Coffee Roastery**,  
Amherst, NH, 603/578-3338,  
[www.aerostery.com](http://www.aerostery.com)

**Bean North Coffee Roasting Company**,  
Whitehorse, Yukon Territory, Canada  
867/667-4145, [www.beannorth.com](http://www.beannorth.com) ● ●

**BuyWell International**, Colorado Springs, CO  
877/294-6246, [www.buywellcoffee.com](http://www.buywellcoffee.com)

**Café Campesino**, Americus, GA  
888/532-4728, [www.cafecampesino.com](http://www.cafecampesino.com) ●

**Café Fair**, Madison, WI  
800/876-1986, [www.cafefair.com](http://www.cafefair.com)

**Café Humana**, Seattle, WA  
425/985-6261, [www.cafehumana.com](http://www.cafehumana.com) ●

★ **Café Mam/Royal Blue Organics**,  
Eugene, OR, 888/223-3626, [www.cafemam.com](http://www.cafemam.com)

**Café Rico**, Montreal, Quebec, Canada  
514/529-1321, [www.cafefico.qc.ca](http://www.cafefico.qc.ca)

★ **Caffe Ibis Coffee Roasting Company**,  
Logan, UT, 888/740-4777, [www.caffeibis.com](http://www.caffeibis.com)

**Cloudforest Initiatives**, St. Paul, MN  
651/592-4143, [www.cloudforestmexico.org](http://www.cloudforestmexico.org)

**Coffee and Tea, Ltd.**, Minneapolis, MN  
612/920-6344, [www.coffeeandtealtd.com](http://www.coffeeandtealtd.com) ●

**Coffee Exchange, Inc.**, Providence, RI  
401/273-1198, [www.coffeexchange.com](http://www.coffeexchange.com) ●

**Conscious Coffees**, Boulder, CO  
800/365-8616, [www.consciouscoffees.com](http://www.consciouscoffees.com)  
[www.greenamerica.org](http://www.greenamerica.org)

**Conscious Cup Coffee Roastery and Café**,  
Crystal Lake, IL, 815/356-0115,  
[www.consciouscoffees.com](http://www.consciouscoffees.com)

**Cooperative Coffees**, Americus, GA  
229/924-3035, [www.coopcoffees.com](http://www.coopcoffees.com)

**Crossing Borders Fair Trade**,  
San Francisco, CA, 831/588-8050  
[www.crossing-borders-fair-trade.com](http://www.crossing-borders-fair-trade.com)

**Dean's Beans**, Orange, MA, 800/325-3008,  
[www.deansbeans.com](http://www.deansbeans.com) ●  
(also sells Fair Trade sugar)

**Earth-Friendly Coffee**, Denver, CO  
866/807-6089, [www.earthfriendlycoffee.com](http://www.earthfriendlycoffee.com)

**Elan Organic Coffees**, San Diego, CA  
619/235-0392, [www.elanorganic.com](http://www.elanorganic.com)

**Equal Exchange**, West Bridgewater, MA  
774/776-7400, [www.equalexchange.com](http://www.equalexchange.com) ● ●  
(also sells Fair Trade sugar)

**Equator Estate Coffees and Teas, Inc.**,  
San Rafael, CA, 800/809-7687,  
[www.equatorcoffees.com](http://www.equatorcoffees.com) ●

**Equita**, Pittsburgh, PA  
412/353-0109, [www.shopequita.com](http://www.shopequita.com) ● ●

**FairCoffee.com**, 888/594-6324,  
[www.faircoffee.com](http://www.faircoffee.com)

**Fair Trade Coffee Company**, Westfield, NJ  
800/909-8575, [www.fairtradecoffee.org](http://www.fairtradecoffee.org)

**Fair World Marketplace**, DeWitt, NY  
315/446-0326, [www.fairworldmarketplace.com](http://www.fairworldmarketplace.com)  
(also sells Fair Trade olive oil) ● ●

**Frontier Natural Products Co-op**,  
Norway, IA, 800/669-3275,  
[www.frontiercoop.com](http://www.frontiercoop.com)  
(also sells Fair Trade sugar and vanilla)

**Global Exchange Fair Trade Store**,  
San Francisco, CA 800/505-4410,  
[www.globalexchangestore.org](http://www.globalexchangestore.org) ● ●  
(also sells Fair Trade apparel, sports balls, and more)

**Green Mountain Coffee Roasters**,  
Waterbury, VT, 888/879-4627,  
[www.greenmountaincoffee.com](http://www.greenmountaincoffee.com)

**Grounds for Change**, Poulsbo, WA  
800/796-6820, [www.groundsforchange.com](http://www.groundsforchange.com) ● ●

**Heine Brothers' Coffee**  
Louisville, KY, 505/899-5551, ext. 38  
[www.heinebroscoffee.com](http://www.heinebroscoffee.com)

**Higher Ground Roasters**, Leeds, AL  
800/794-8575, [www.highergroundroasters.com](http://www.highergroundroasters.com)

**Higher Grounds Trading Company**,  
Traverse City, MI, 877/825-2262,  
[www.highergroundstrading.com](http://www.highergroundstrading.com) ●

**Just Coffee**, Sonora, Mexico  
011-52-633-121-60-42, [www.justcoffee.org](http://www.justcoffee.org)

**Just Coffee Madison**, Madison, WI  
608/204-9011, [www.justcoffee.coop](http://www.justcoffee.coop)

**Larry's Beans**, Raleigh, NC  
919/828-1234, [www.larrysbeans.com](http://www.larrysbeans.com)

**Moka Joe Certified Organic Coffee**,  
Bellingham, WA, 360/714-1953, [www.mokajoe.com](http://www.mokajoe.com)

**Montana Coffee Traders**, Whitefish, MT  
800/345-5282, [www.coffeetraders.com](http://www.coffeetraders.com)

**Mother Earth Coffee Company**,  
Kansas City, MO, 913/722-5711,  
[www.motherearthcoffee.com](http://www.motherearthcoffee.com)

**New Harvest Coffee Roasters**,  
Pawtucket, RI, 866/438-1999,  
[www.newharvestcoffee.com](http://www.newharvestcoffee.com)

**Pangaea Organica**, Seattle, WA  
206/632-2432, [www.pangaea.coop](http://www.pangaea.coop)

★ **Peace Coffee**, Minneapolis, MN  
888/324-7872, [www.peacecoffee.com](http://www.peacecoffee.com)

**Philly Fair Trade Roasters**, Philadelphia, PA  
267/270-2563, [www.phillyfairtrade.com](http://www.phillyfairtrade.com)

**Providence Coffee**, Faribault, MN  
507/412-1733, [www.providencecoffee.com](http://www.providencecoffee.com) ● ●

**PrimaCafé**, Oklahoma City, OK  
405/525-0006, [www.primacafe.com](http://www.primacafe.com)

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**Santa Cruz Coffee Roasting**,  
Watsonville, CA, 888/725-2827,  
[www.santacruzcoffee.com](http://www.santacruzcoffee.com)

**Thanksgiving Coffee Company**,  
Fort Bragg, CA, 800/648-6491,  
[www.thanksgivingcoffee.com](http://www.thanksgivingcoffee.com)

**Traditions Cafe & World Folk Art**,  
Olympia, WA, 360/705-2819,  
[www.traditionsfairtrade.com](http://www.traditionsfairtrade.com)

## CHOCOLATE

**A World Away**, Neptune Beach, FL  
904/247-4411, [www.aworldaway.net](http://www.aworldaway.net)

★ **Alter Eco**, San Francisco, CA  
415/701-1212, [www.altereco-usa.com](http://www.altereco-usa.com)  
(also sells Fair Trade coffee, sugar, and rice)

**Ananse Village**, Fort Bragg, CA  
877/242-4467, [www.anansevillage.com](http://www.anansevillage.com)

**Bean North Coffee Roasting Company**,  
Whitehorse, Yukon Territory, Canada  
867/667-4145, [www.beannorth.com](http://www.beannorth.com)

**Café Humana**, Seattle, WA  
425/985-6261, [www.cafehumana.com](http://www.cafehumana.com)

**Camino**, Ottawa, Ontario, Canada,  
613/235-6122, [www.lasiembra.com](http://www.lasiembra.com)

**Coco-Zen**, Pacifica, VA, 877/520-4791,  
[www.coco-zen.com](http://www.coco-zen.com)

**Dean's Beans**, Orange, MA, 800/325-3008,  
[www.deansbeans.com](http://www.deansbeans.com)

**Divine Chocolate USA**, Washington, DC  
202/332-8913, [www.divinechocolateusa.com](http://www.divinechocolateusa.com)

**Equal Exchange**, West Bridgewater, MA  
774/776-7400, [www.equalexchange.coop](http://www.equalexchange.coop)

**Equita**, Pittsburgh, PA  
412/353-0109, [www.shopequita.com](http://www.shopequita.com)

**Fair World Gallery**, West Des Moines, IA  
515/277-7550, [www.fairworldgallery.com](http://www.fairworldgallery.com)

**Fair World Marketplace**, DeWitt, NY  
315/446-0326, [www.fairworldmarketplace.com](http://www.fairworldmarketplace.com)

**Global Exchange Fair Trade Store**,  
San Francisco, CA 800/505-4410,  
[www.globalexchangestore.org](http://www.globalexchangestore.org)

**Grounds for Change**, Poulsbo, WA  
800/796-6820, [www.groundsforchange.com](http://www.groundsforchange.com)

**La Chiwinha**, San Juan, Puerto Rico  
787/925-0707, [www.lachiwinha.com](http://www.lachiwinha.com)

**People of Hope Crafts**, Denver, CO  
303/964-3488, [www.peopleofhopecrafts.org](http://www.peopleofhopecrafts.org)

**Providence Coffee**, Faribault, MN  
507/412-1733, [www.providencecoffee.com](http://www.providencecoffee.com)

**SERRV International**, Madison, WI  
800/422-5915, [www.serrv.org/divine](http://www.serrv.org/divine)

**Shaman Chocolates**, Soquel, CA  
877/990-3337, [www.shamanchocolates.com](http://www.shamanchocolates.com)

**Sjaak's Organic Chocolates**, Petaluma, CA  
707/775-2434, [www.sjaaks.com](http://www.sjaaks.com)

**Sweet Earth Organic Chocolates**,  
San Luis Obispo, CA. 805/544-7759,  
[www.sweetearthchocolates.com](http://www.sweetearthchocolates.com)

**Taraluna**, Eureka, CA  
877/325-9129, [www.taraluna.com](http://www.taraluna.com)

**Travel Chocolate**, New York, NY  
718/841-7030, [www.travelchocolate.com](http://www.travelchocolate.com)

**Theo Chocolate**, Seattle, WA  
206/632-5100, [www.theochocolate.com](http://www.theochocolate.com)

## FLOWERS

**One World Flowers, Inc.**, Albuquerque, NM  
505/489-1117, [www.oneworldflowers.org](http://www.oneworldflowers.org)

**Organic Bouquet**, San Rafael, CA  
877/899-2468, [www.organicbouquet.com](http://www.organicbouquet.com)

## FRUIT

**Equal Exchange Bananas**,  
West Bridgewater, MA, 774/776-7400  
[www.beyondthepeel.com](http://www.beyondthepeel.com)

**Interrupcion\* Fair Trade**, Brooklyn, NY  
718/417-4076, [www.interrupcionfairtrade.com](http://www.interrupcionfairtrade.com)

Visit [www.fairtradeusa.com](http://www.fairtradeusa.com) to find a local food co-op near you offering Fair Trade fruit.

## OLIVE OIL

★ **Alter Eco**, San Francisco, CA  
415/701-1212, [www.altereco-usa.com](http://www.altereco-usa.com)

★ **Canaan Fair Trade**, Camas, WA  
360/980-2580, [www.canaanfairtrade.com](http://www.canaanfairtrade.com)

**Fair World Marketplace**, DeWitt, NY  
315/446-0326, [www.fairworldmarketplace.org](http://www.fairworldmarketplace.org)

**Holy Land Olive Oil**, Berkeley, CA  
510/830-8804, [www.palestineoliveoil.org](http://www.palestineoliveoil.org)  
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718/417-4076, [www.interrupcionfairtrade.com](http://www.interrupcionfairtrade.com)

**Olde City**, Stoughton, MA  
877/324-7654, [www.oldecityimports.com](http://www.oldecityimports.com)

### FAIR TRADE STRENGTHENS FAMILIES IN THE MIDDLE EAST

Profile adapted from Canaan Fair Trade

Since 2005, the Palestine Fair Trade Association (PFTA) and Canaan Fair Trade, the marketing arm of the PFTA, have organized more than 1,700 olive oil farmers in Palestine into Fair Trade cooperatives. The Issa family is one of them.

In 2004, Mahmoud (at right) worked as a day laborer. With the price of olive oil at bottom and the economy crippled under occupation he wanted to give up farming his family's land. Fair Trade changed his life. Now he and his extended family are farming olives full time in the traditional manner. Their organic olive oil is produced and marketed by Canaan under Fair Trade principles to buyers in the US and Europe.

Fair Trade cooperatives in Palestine bring back traditions lost in the midst of conflict. They reintroduce a new spirit into the work ethic of the villages and renew the social values and ties weakened by the conflict. Farmers receive a 10-percent organic and 10-percent Fair Trade premium over market prices. Canaan and the PFTA have invested in modern processing and storage facilities and started several community development programs.

The Canaan scholarship committee this year awarded 10 full four-year scholarships to farmers' children, including one to Mahmoud's

niece, Haya, who now attends Al Quds Open University. Thanks to Fair Trade premiums, Mahmoud's brother Arafat will be adding two stories to the family home.

Mahmoud says, "Before Fair Trade, life was bad. Now, things have improved much and working the land pays off."



Cooperative olive farmer Mahmoud Issa with his wife Filistina, and daughter, Eman, in 'Anin, Palestine.



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**Eighth Wonder**, Ulm, MT  
406/866-3340, [www.heirloomrice.com](http://www.heirloomrice.com)

## SPORTS BALLS

**Fair Trade Sports**, Bainbridge Island, WA  
206/855-8222, [www.fairtradesports.com](http://www.fairtradesports.com)

(Fair Trade Sports specializes in importing and retailing sports balls. Throughout the "Home Décor, Etc." section (p. 25) businesses marked with a ● offer sports balls as part of a broader product line.)

## SUGAR

★ **Alter Eco**, San Francisco, CA  
415/701-1212, [www.altereco-usa.com](http://www.altereco-usa.com)

**Camino**, Ottawa, Ontario, Canada,  
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**Dean's Beans**, Orange, MA  
800/325-3008, [www.deansbeans.com](http://www.deansbeans.com)

**Equal Exchange**, West Bridgewater, MA  
774/776-7400, [www.equalexchange.coop](http://www.equalexchange.coop)

**Food for Thought**, Honor, MI  
888/935-2748, [www.foodforthought.net](http://www.foodforthought.net)  
(sells organic jams made with Fair Trade sugar)

**Frontier Natural Products Co-op**,  
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## TEA

**Aha-Yes!**, Mountain View, CA  
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**Alter Eco**, San Francisco, CA  
415/701-1212, [www.altereco-usa.com](http://www.altereco-usa.com)

**Choice Organic Teas/Granum, Inc.**,  
Seattle, WA, 206/525-0051,  
[www.choiceorganteas.com](http://www.choiceorganteas.com)

**Coffee and Tea, Ltd.**, Minneapolis, MN  
612/920-6344, [www.coffeeandtealtd.com](http://www.coffeeandtealtd.com)

**Coffee Exchange, Inc.**, Providence, RI  
877/263-3334, [www.coffeexchange.com](http://www.coffeexchange.com)

**Crossing Borders Fair Trade**,  
San Francisco, CA, 831/588-8050  
[www.crossing-borders-fair-trade.com](http://www.crossing-borders-fair-trade.com)

**Davidson's Organic Tea**, Sparks, NV  
800/882-5888, [www.davidsonstea.com](http://www.davidsonstea.com)

**Eco Teas**, Ashland, OR  
866/972-6879, [www.ecoteas.com](http://www.ecoteas.com)

**Equal Exchange**, West Bridgewater, MA  
774/776-7400, [www.equalexchange.coop](http://www.equalexchange.coop)

**Equita**, Pittsburgh, PA  
412/353-0109, [www.shopequita.com](http://www.shopequita.com)

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San Rafael, CA, 800/809-7687,  
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**Fair World Marketplace**, DeWitt, NY  
315/446-0326, [www.fairworldmarketplace.com](http://www.fairworldmarketplace.com)

**Frontier Natural Products Co-op**,  
Norway, IA, 800/669-3275,  
[www.frontiercoop.com](http://www.frontiercoop.com)

**Garuda International**, Salem, OR  
[www.garudainternational.com](http://www.garudainternational.com)

**Grounds for Change**, Poulsbo, WA  
800/796-6820, [www.groundsforchange.com](http://www.groundsforchange.com)

**Higher Grounds Trading Company**,  
Lake Leelanau, MI, 877/825-2262,  
[www.highergroundstrading.com](http://www.highergroundstrading.com)

**Honest Tea**, Bethesda, MD  
800/865-4736, [www.honesttea.com](http://www.honesttea.com)

**La Chiwinha**, San Juan, Puerto Rico  
787/925-0707, [www.lachiwinha.com](http://www.lachiwinha.com)

**Light of Day Organics**, Traverse City, MI  
231/228-7234, [www.lightofdayorganics.com](http://www.lightofdayorganics.com)

**Numi Organic Tea**, Oakland, CA  
888/404-6864, [www.numitea.com](http://www.numitea.com)

**Providence Coffee**, Faribault, MN  
507/412-1733, [www.providencecoffee.com](http://www.providencecoffee.com)

**Rishi Tea**, Milwaukee, WI,  
414/747-4001, [www.rishi-tea.com](http://www.rishi-tea.com)

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888/TEA-LIFE, [www.serendipitea.com](http://www.serendipitea.com)

**Taraluna**, Eureka, CA  
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★ **Zhena's Gypsy Tea**, Ojai, CA  
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### FAIR TRADE IMPROVES THE ENVIRONMENT IN THAILAND

Profile adapted from AlterEco

For the more than 7,000 farmers belonging to Fair Trade rice cooperatives in northeast Thailand, it would be hard to overstate the benefits of Fair Trade. Not only can the price per kilogram for Fair Trade rice run nearly double that of conventional rice (10 - 12 Baht vs. 5 - 9 Baht), but also the Fair Trade premiums make it easier for farmers to go organic, preserving their health and the health of the environment.

"I was in debt tens of thousands of Baht the year I made the transition from chemical farming to organic farming," says Dhamma Sungsalai. "I have done organic farming for six years, but my debt was gone in two years. The debt was from the fertilizer and the pesticides. Now we don't use fertilizers and pesticides. We raise animals and use that manure in the fields."

Many farmers like Dhamma find that Fair Trade provides a significant hand up to help get out of debt. With decreasing debts, farmers feel less pressure to flee their farms and seek employment under sweatshop conditions in urban factories. They also have more money left over for education and health care for their families.

"Since we've changed to organic production through Fair Trade, we've started to be happier as a family," says Wattanasak Situngneng. "Debt caused a lot of stress. If the kids wanted to go to school further, we would have to borrow money. But by selling Fair Trade, we have more money left for school."



All farmers in the Fair Trade network in Thailand are either certified organic, or involved in the three-year process of becoming certified.

**Editor's note:** In August of 2009, after the original publication of this Fair Trade Guide, Green America online editor Andrew Korfhage visited the Surin rice cooperative in northeastern Thailand and learned about the benefits of Fair Trade at first hand. Find his first-person account online at [greenamerica.org/golrice](http://greenamerica.org/golrice).



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Green America extends a special thank-you to the following Fair Trade supporters who made publication of this *Guide to Fair Trade* possible:

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715/779-5479, [www.3greenowls.com](http://www.3greenowls.com)

**A Fair World**, Richmond, VA  
804/338-4524, [www.afairworld.org](http://www.afairworld.org)

★ **Autonomie Project**, Boston, MA  
877/218-9131, [www.autonomieproject.com](http://www.autonomieproject.com)

**Avatar**, Santa Cruz, CA, 800/443-7668  
[www.avatarimports.net](http://www.avatarimports.net)

**Beloveds Mercantile**, Fort Worth, TX  
817/366-2827, [www.beloveds.net](http://www.beloveds.net)

**Casa Bonampak**, San Francisco, CA  
415/642-4079, [www.casabonampak.com](http://www.casabonampak.com)

**Cheppu Himal**, Carmel Valley, CA  
831/659-0390, [www.cheppu.com](http://www.cheppu.com)

**Colores del Pueblo**, Houston, TX  
432/247-1407, [www.coloresdelpueblo.org](http://www.coloresdelpueblo.org)

**eShopAfrica.com**, Accra, Ghana,  
[www.eShopAfrica.com](http://www.eShopAfrica.com)

**Fair Trade Uniforms**, Astoria, NY  
718/204-0909, [www.fairtradeuniforms.org](http://www.fairtradeuniforms.org)

**Ganesh Himal Trading**, Spokane, WA  
509/448-6561, [www.ganeshhimaltrading.com](http://www.ganeshhimaltrading.com)

**Gianna**, San Francisco, CA  
877/57-GIANNA, [www.giannafairtrade.com](http://www.giannafairtrade.com)

**Global Mamas**, Minneapolis, MN  
800/338-3032, [www.globalmamas.org](http://www.globalmamas.org)

**HOPE**, Lakeport, CA  
707/634-2583, [www.gottalottahope.com](http://www.gottalottahope.com)

**Just Apparel**, Boston, MA  
203/903-2879, [www.justapparel.org](http://www.justapparel.org)

**Just Shirts**, Toronto, Ontario, Canada  
416/530-4848, [www.justshirts.ca](http://www.justshirts.ca)

**Kusikuy**, Brattleboro, VT  
866/587-4589, [www.kusikuy.org](http://www.kusikuy.org)

**Lanart International**, Huntersville, NC  
877/257-2228, [www.lanart.net](http://www.lanart.net)

**Marigold Fair Trade**, Olympia, WA  
888/205-1697, [www.marigoldfairtradeclimbing.com](http://www.marigoldfairtradeclimbing.com)

**Mata Traders**, Chicago, IL  
773/944.5418, [www.matatraders.com](http://www.matatraders.com)

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

**Maule Wear**, Santa Margarita, CA  
805/748-8170, [www.maulewear.com](http://www.maulewear.com)

**Moondrop Clothiers LLC**, Eastford, CT  
[www.moondropclothiers.com](http://www.moondropclothiers.com)

**North Country Fair Trade**, St. Paul, MN  
651/336-1698, [www.ethicalgoods.org](http://www.ethicalgoods.org)

**Rupalee Exclusifs**, Wyncote, PA  
215/576-7188, [www.rupalee.com](http://www.rupalee.com)

**Satch & Sol**, Seattle, WA  
206/232-0999, [www.satchsol.com](http://www.satchsol.com)

**Sakaad**, Alexandria, VA  
866/499-4995, [www.sakaad.com](http://www.sakaad.com)

**Sevya**, Lafayette, CO  
303/440-4900, [www.sevya.com](http://www.sevya.com)

**Solidarity Clothing**, Evanston, IL  
847/328-6860, [www.solidarityclothing.com](http://www.solidarityclothing.com)

**Taraluna**, Eureka, CA  
877/325-9129, [www.taraluna.com](http://www.taraluna.com)

**Traditions Cafe & World Folk Art**,  
Olympia, WA, 360/705-2819,  
[www.traditionsfairtrade.com](http://www.traditionsfairtrade.com)

**Unique Batik**, Raleigh, NC,  
919/856-0448, [www.uniquebatik.us](http://www.uniquebatik.us)

**Yellow Label Kids**, San Rafael, CA  
415/847-6901, [www.yellowlabelkids.com](http://www.yellowlabelkids.com)

## HOME DÉCOR, JEWELRY, HANDICRAFTS, & MORE

The following businesses offer a wide range of products, including jewelry, accessories, textiles, toys, home furnishings, baskets, artwork, stationery, and much more. Businesses offering apparel (●), greeting cards, (●), sports balls (●), and musical instruments (●) are marked as such.

**3 Green Owls**, Bayfield, WI  
715/779-5479, [www.3greenowls.com](http://www.3greenowls.com)

**7 Loaves**, Grand Blanc, MI  
734/786-8223, [www.7loaves.com](http://www.7loaves.com) ●

**A Thread of Hope**, Brookline, MA  
617/308-7026, [www.athreadofhope.org](http://www.athreadofhope.org)

**A World Away**, Neptune Beach, FL  
904/247-4411, [www.aworldaway.net](http://www.aworldaway.net) ● ●

**African Market Baskets**, Boulder, CO  
800/766-6049, [www.basketafrica.com](http://www.basketafrica.com)

**Ananse Village**, Fort Bragg, CA  
877/242-4467, [www.anansevillage.com](http://www.anansevillage.com) ● ●

**Another Land**, Minneapolis, MN  
888/334-7559, [www.amias.org](http://www.amias.org)

**Aoniken Designs**, Columbus, OH,  
614/619-3240, [www.aonikendesigns.com](http://www.aonikendesigns.com)

**Asia2You**, Cottage Grove, WI  
800/928-9755, [www.vietnamesearwork.com](http://www.vietnamesearwork.com) ●

**Asian World Imports**, Canton, NY  
315/714-2119, [www.asianworldimports.com](http://www.asianworldimports.com)

**Au Lac Designs Ltd.**, Hanoi, Vietnam  
(84) 4625 81474, [aulacdesigns.com](http://aulacdesigns.com)

**Bambootique**, Portland, OR  
503/781-3244, [www.shopbambootique.com](http://www.shopbambootique.com) ●

**Baskets of Africa**, Albuquerque, NM  
800/504-4656, [www.basketsof africa.com](http://www.basketsof africa.com)

**Baskets of Cambodia**, Lynnwood, WA  
866/774-8800, [www.basketsofcambodia.com](http://www.basketsofcambodia.com)

**Bead for Life**, Boulder, CO  
808/339-5901, [www.beadforlife.org](http://www.beadforlife.org)

**Beloveds Mercantile**, Fort Worth, TX  
817/366-2827, [www.beloveds.net](http://www.beloveds.net)

**The Blessing Basket Project**, St. Louis, MO,  
888/618-1503, [www.blessingbasket.org](http://www.blessingbasket.org)

**Blue Moon/Gifts That Make a Difference**,  
Toronto, ON, 888/318-2583, [www.bluemoon.org](http://www.bluemoon.org)

**Bridge for Africa**, San Francisco, CA  
415/244-0604, [www.bridgeforafrica.org](http://www.bridgeforafrica.org)

**Cadeaux du Monde**, Newport, RI  
401/848-0550, [www.cadeauxdumonde.com](http://www.cadeauxdumonde.com)

**Cards from Africa**, Kigale, Rwanda  
[www.cardsfromafrica.com](http://www.cardsfromafrica.com) ●

**Cebra**, Norfolk, United Kingdom  
44-1328-826-928, [www.cebraonline.com](http://www.cebraonline.com)

**Clean & Green Trading Co.**, Felton, CA  
888/873-4800, [www.cleangreentradingco.com](http://www.cleangreentradingco.com)

**Cloudforest Initiatives**, St. Paul, MN  
651/592-4143, [www.cloudforestmexico.org](http://www.cloudforestmexico.org)

**Cojolya**, Doral, FL, [www.cojolya.org](http://www.cojolya.org) ●

**Community Friendly Movement**,  
New Delhi, India, [www.whycfm.org](http://www.whycfm.org)

**Corazon Fair Trade**, Houston, TX  
713-526-6591, [www.corazonfairtrade.com](http://www.corazonfairtrade.com) ●

**Crossing Borders Fair Trade**,  
San Francisco, CA, 831/588-8050  
[www.crossing-borders-fair-trade.com](http://www.crossing-borders-fair-trade.com)

**Crossroads Trade**, Brookline, MA  
617/975-2001, [www.crossroadstrade.com](http://www.crossroadstrade.com) ●

**Didi Bahini**, Chelsea, Quebec  
819/827-3066, [www.didibahini.ca](http://www.didibahini.ca) ● ●

**Dolma Designs**, Burlington, VT  
888/406-6151, [www.dolmafairtrade.com](http://www.dolmafairtrade.com) ●

**Dsenyo**, New York, NY  
720/224-8649, [www.dsenyo.com](http://www.dsenyo.com)

**Dunitz and Compnay**, Hollywood, CA  
323/769-8600, [www.dunitz.com](http://www.dunitz.com)

**dZi: The Tibet Collection**, East Hampton, MA  
800/318-5857, [www.tibetcollection.com](http://www.tibetcollection.com)



**Earth & Spirit Garden Gallery, LLC**

St. James City, FL, 239/282-1025  
www.earthandspiritgardengallery.com

**Eastern Art Arcade**, Rolling Meadows, IL  
800/443-1334, www.easternartarcade.com

**Economic Development Imports**,  
New York, NY, 917/520-7290, www.edimports.com

**Education and More**, Burlingame, KS  
785/220-2971, www.educationandmore.org

**El Quetzal**, Seattle, WA  
206/723-1913, www.elquetzal.org ●

**External Threads**, Abilene, TX  
888/487-4549, www.eternalthreads.com

**Exotic World Gifts**, Las Vegas, NV  
858/750-5949, www.exoticworldgifts.com

**Expo Peru Collection**, Norwood, MN  
612/414-3851, www.expoperucollection.com

**Fair Earth**, Chicago, IL  
630/532-7050, www.ourfairearth.com

**Fair Trade Quilts and Crafts**,  
Virginia Beach, VA, 757/428-7218,  
www.fairtradequilts.com

**Fair Trade Winds**, Bar Harbor, ME  
207/288-0056, www.fairtradewinds.net ● ●

★ **Far East Handicrafts**, Seattle, WA  
206/633-1950, www.fareasthandicrafts.com ●

**Flavours of Life**, New London, CT  
860/444-9428, www.flavoursoflife.com

**Gifts With Humanity**, Edgewater, FL  
866/468-3438, www.giftswithhumanity.com ● ●

**Global Exchange Fair Trade Store**,  
San Francisco, CA 800/505-4410,  
www.globalexchangestore.org ● ● ● ●

**Global Fayre LLC**, Springfield, MO  
417/873-9792, www.globalfayre.com

**Global Girlfriend**, Seattle, WA  
888/355-4321, www.globalgirlfriend.com

**Global Goods Partners**, New York, NY  
212/461-3647, www.globalgoodspartners.org

**Global Hands – A Fair Trade Shop, LLC**  
Lake Geneva, WI, 262/248-6920  
www.globalhandsfairtrade.com

**Global Sistergoods**, Portland, OR  
503/285-6780, www.globalsistergoods.com ●

**Global Village**, Billings, MT  
406/259-3024, www.globalvillagefair.org

**Global Village Collection**, Delaware, OH  
740/363-6267, www.globalvillagecollection.org

**Globally Minded**, San Francisco, CA,  
415/328-1216, www.globallyminded.com

**Good Gifts Naturally, Gilbert, AZ**  
860/535-8039, www.goodgiftsnaturally.com

**Goods for the Garden**, Madison, WI  
800/663-3158, www.goodsforthegarden.com

**GoodWeave**, Washington, DC  
202/234-9050, www.goodweave.org

**Greater Goods, Inc.**, Eugene, OR,  
541/485-4224, www.greatergoodsonline.com ●

**Green Mercantile**, Duluth, MN  
218/722-1771, www.greenmercantile.com

★ **Greenheart**, Chicago, IL, 312/264-1625,  
www.greenheartshop.org ● ● ●

**Handcrafting Justice / Fair Trade  
Uniforms**, Astoria, NY, 718/204.0909,  
www.handcraftingjustice.org ●

**Handmade Expressions**, Austin, TX  
512/535-5228, www.handmadeexpressions.net

**Hope for Women**, Burlington, VT,  
802/861-8000, www.hopeforwomen.com ●

**Illuminating Nations Through Offering an  
Opportunity (INTO)**, Oberlin, OH,  
440/774-3546, www.intoworld.org

**Inca Kids**, Atlanta, GA  
404/435-2472, www.incakids.org ●

**Jamtown**, Seattle, WA  
888/526-8696, www.jamtown.com ●

**Karma Market**, San Diego, CA  
619/501-1206, www.thekarmamarket.com

**Kindred Handcrafts**, Santa Rosa, CA  
707/579-1459, www.kindredhandcrafts.com

**Kizuri**, Spokane, WA  
509/464-7677, www.kizurispokane.com

**La Chiwinha**, San Juan, Puerto Rico  
787/925-0707, www.lachiwinha.com

**The Leakey Collection**, Newport Beach, CA  
877/532-5392, www.leakeycollection.com ●

**Living Wage Company**, Tallahassee, FL  
850/264-1805, www.fairtradegiftcard.com

**Lucia's Imports**, Lexington, KY  
859/537-6502, www.luciasimports.com

★ **Lucuma Designs Folk Art Gallery**,  
Sarasota, FL, 800/952-1810, www.lucuma.com

★ **MacroSun International**, St. Louis, MO  
888/962-6278, www.macrosun.com ●

**Made by Hand International Co-op**,  
South Bethany, DE, 302/539-6335

**Malia Designs**, Chicago, IL  
773/857-0779, www.maliadesigns.com

**Mango Tree Imports**, Ballston Spa, NY  
www.mangotreeimports.com

**Manos de Madres**, Memphis, TN  
901/680-9889, www.manosdemadres.org ●

**Mariposa Indigenous Art**, Friday Harbor, WA  
360/378-9425, www.mariposaimports.com

**Matur Suksema**, Kenmore, WA  
206/718-3029, www.matursuksema.com

**Maya Traditions**, San Francisco, CA  
415/587-2172, www.mayatraditions.com

**MayaWorks**, Chicago, IL  
312/243-8050, www.mayaworks.org

**Mercado Global, Inc.**, New Haven, CT  
203/772-4292, www.mercadoglobal.org

**Mira Ethnicity, LLC**, Pittsburgh, PA  
412/849-0893, www.shopmira.com

**Mission Guatemala**, Pacifica, CA  
877/557-1591, www.mission-guatemala.org

**Momentum**, Boulder, CO  
303/440-7744, www.ourmomentum.com

**Moodrop Clothiers, LLC**, Eastford, CT  
www.moodropclothiers.com

**Moonflower Enterprises**,  
Airway Heights, WA, 877/892-3193,  
www.moonflowerenterprises.com ●

**Mountcastle International Trading Co.**,  
St. Pete Beach, FL, 727/360-4743  
www.mountcastleinternational.com

**Mr. Ellie Pooh**, Brooklyn, NY  
701/746-1489, www.mrelliepooh.com

**My Bolga Baskets**, Orange City, FL  
386/801-4513, www.mybolgabaskets.com

**NearSea Naturals**, Rowe, NM  
877/573-2913, www.nearseanaturals.com

**Nicaraguan Cultural Alliance**,  
Hyattsville, MD 800/746-1160,  
www.quixote.org/nca ● ●

**Ojoba Collective**, Portland, OR  
888/510-7432, www.ojobacollective.com ● ●

**The One-Eyed Turtle, LLC**,  
East Windsor, NJ, 609/865-2070,  
www.theoneeyedturtle.com

**One World Projects**, Batavia, NY  
585/343-4490, www.oneworldprojects.com

**Orijyn**, San Francisco, CA  
415/310-2553, www.orijyn.com

**Otavalito**, Saugatuck, MI  
269/857-7199, www.otavalito.com

**Pachacuti**, 610-390-7501  
www.pachacutionline.com

**Paisley Valley**, Sterling, VA  
703/636-6368, www.paisleyvalley.com ●

**Partners for Just Trade**,  
St. Louis, MO, 314/707-2831,  
www.partnersforjusttrade.org



**Pueblito**, Toronto, ON  
888/326-5395, [www.pueblito.ca](http://www.pueblito.ca)

**PUNKU**, Gaineau, Quebec, Canada,  
855/503-0602, [www.fairtrade-punku.com](http://www.fairtrade-punku.com) ● ●

**Puresa Organics**, Boca Raton, FL  
561/826-7527, [www.puresa.com](http://www.puresa.com)

**Rebagz**, Sherman Oaks, CA  
877/905-9359, [www.rebagz.com](http://www.rebagz.com)

**Rishashay**, Missoula, MT  
800/517-3311, [www.rishashay.com](http://www.rishashay.com)

**Rising Tide Fair Trade**, Atlantic Highlands, NJ  
732/829-1304, [www.rtfairtrade.com](http://www.rtfairtrade.com)

**River Jhelum Handmade Wool Rugs**,  
Concord, MA, 978/621-6073  
[www.riverjhelum.com](http://www.riverjhelum.com)

**Rupalee**, Wyncote, PA  
215/576-7188, [www.rupalee.com](http://www.rupalee.com)

**Rwanda Basket Company**, Bellevue, WA  
888/ 893-9914, [www.rwandabaskets.com](http://www.rwandabaskets.com)

**Sanyork**, Denver, CO  
800/754-2583, [www.sanyorkfairtrade.com](http://www.sanyorkfairtrade.com) ●

**Search Widens**, Polson, MT  
866/865-5757, [www.searchwidens.com](http://www.searchwidens.com)

★ **SERRV International**, Madison, WI  
800/422-5915, [www.serrv.org](http://www.serrv.org)

**Shanti Boutique**, Helena, MT  
415/354-0798, [www.shantiboutique.com](http://www.shantiboutique.com)

**Shiana LLC**, Bangkok, Thailand  
[www.shiana.com](http://www.shiana.com)

**Shop and Give Back**, Falls Church, VA  
571/275-0621, [www.shopandgiveback.com](http://www.shopandgiveback.com)

**Siempre Sol**, Mill Valley, CA  
916/663-9512, [www.siempresol.org](http://www.siempresol.org)

**Simple Peace Bags**, Corona del Mar, CA  
949/720-8092, [www.simple-peace.com](http://www.simple-peace.com)

**Singing Shaman Traders**, Newman Lake, WA  
208/773-5616, [www.singingshamantraders.com](http://www.singingshamantraders.com)

**Sol Fair Trade**, Seattle, WA  
206/307-1738, [www.solfairtrade.com](http://www.solfairtrade.com)

**The S.P.I.R.A.L. Foundation**,  
Pacific Palisades, CA, 310/459-6671,  
[www.spiralfoundation.org](http://www.spiralfoundation.org)

**Susan Hebert Imports, Inc.**, Portland, OR  
503/248-1111, [www.ecobre.com](http://www.ecobre.com)

**Sustainable Threads**, North Brunswick, NJ  
732/940-7487, [www.sustainablethreads.com](http://www.sustainablethreads.com)

**Sustaining Cultures**, Taos, NM  
575/613-3490, [www.sustainingcultures.org](http://www.sustainingcultures.org)

**Swahili, Inc.**, Eugene, OR  
541/684-0688, [www.swahili-imports.com](http://www.swahili-imports.com) ●

**Tagua-Ivory Products**, Key Largo, FL  
305/852-4676, [www.taguairvory.com](http://www.taguairvory.com) ●

**Ten Thousand Villages**, Akron, PA  
877/883-8341, [www.tenthousandvillages.com](http://www.tenthousandvillages.com)  
(see their Web site for more than 150 store locations  
in North America ● ●)

**Terra Experience**, Madison, WI  
608/231-1247, [www.terraexperience.com](http://www.terraexperience.com)

**Tilonia**, Lacrosse, WI  
888/759-8175, [store.tilonia.com](http://store.tilonia.com)

**Trade As One**, Santa Cruz, CA  
831/429-1900, [www.tradeasone.com](http://www.tradeasone.com) ● ● ●

**Trails to Bridges**, Hartland, WI  
262/369-1570, [www.trailstobridges.com](http://www.trailstobridges.com) ●

**UKUSH Handmade for Fair Trade**,  
Seattle, WA, 206/763-0454, [www.ukush.com](http://www.ukush.com)

**Unique Batik**, Raleigh, NC  
919/856-0448, [www.uniquebatik.us](http://www.uniquebatik.us)

★ **Unity - Fair Trade Marketplace**,  
Lake Leelanau, MI, 810/545-8577,  
[www.fairtrademarketplace.com](http://www.fairtrademarketplace.com) ●

**Upavim Crafts / Mayan Hands**, Ijamsville, MD  
301/515-5911, [www.upavimcrafts.com](http://www.upavimcrafts.com)

**Via Nativa**, New York, NY  
646/498-4050, [www.vianativa.com](http://www.vianativa.com)

**Village Imports**, Newark, DE  
302/368-9923, [www.villageimports.com](http://www.villageimports.com)

**Virunga Artisans**, Orinda, CA,  
925/254-0358, [www.VirungaArt.com](http://www.VirungaArt.com)

**Wild Boar Creek, LLC**, Odenton, MD  
410/672-7981, [www.wildboarcreek.com](http://www.wildboarcreek.com)

**Women of the Cloud Forest**,  
Pittsburgh, PA, 412/475-8580,  
[www.womenofthecloudforest.com](http://www.womenofthecloudforest.com)

**Women's Work**, Poughkeepsie, NY  
845/849-1858, [www.womensworkbw.com](http://www.womensworkbw.com)

**WorldCrafts**, Birmingham, AL  
800/968-7301, [www.worldcraftsvillage.com](http://www.worldcraftsvillage.com) ●

**WorldFinds**, Westmont, IL  
800/609-9303, [www.worldfinds.com](http://www.worldfinds.com)

**World-Shoppe.com**, Chicago, IL  
312/560-2715, [www.World-Shoppe.com](http://www.World-Shoppe.com)

**Yoga Nine LLC/Buddha Body Fair Trade Store**, Smithville, NJ, 609/404-0999,  
[www.yoganine.com](http://www.yoganine.com)

**Zambian Soap Company**, Boulder, CO  
720/323-5975, [www.zambiansoap.com](http://www.zambiansoap.com)

## Stay informed about the latest new products in the Fair Trade marketplace. Green America keeps you up to date:

Our publications, including the *National Green Pages*™ and our bi-monthly magazine, the *Green American*, bring the latest news about Fair Trade and the green economy right to your mailbox.

• **Join Green America** by calling 800/58-GREEN or online at [www.greenamerica.org](http://www.greenamerica.org) to receive our print publications by mail, including articles about the latest Fair Trade products.

• **Subscribe to our e-newsletter** online at [www.greenamerica.org](http://www.greenamerica.org) to receive weekly news about the green economy, including Fair Trade updates.

• **Sign up for our Fair Trade Alliance** at [www.fairtradeaction.org](http://www.fairtradeaction.org) to receive regular updates specifically about the Fair Trade universe.



# Fair Trade Advocacy Organizations



## **Green America** [www.greenamerica.org](http://www.greenamerica.org)

Green America's Fair Trade program harnesses the economic power of consumers and businesses to grow the Fair Trade market and benefit Fair Trade farmers and artisans. We provide resources and connections to involve more people and communities in the global movement for Fair Trade.

**Join Green America** to receive our our *National Green Pages*<sup>™</sup>, the nation's only screened directory of socially and environmentally responsible businesses, and our magazine, the *Green American*. Visit [www.greenamerica.org](http://www.greenamerica.org), or call 800/58-GREEN.

**Subscribe to our e-newsletter** by visiting [www.greenamerica.org/signup](http://www.greenamerica.org/signup) to receive weekly e-mail updates on our programs and program issue areas — including Fair Trade, socially responsible investing, corporate responsibility, and much more.

**Sign up for our Fair Trade Alliance** to receive bi-monthly e-mail updates specifically on Fair Trade, and to connect with others who share an interest in Fair Trade. Visit [www.fairtradeaction.org](http://www.fairtradeaction.org).

**Contact** Fair Trade Program Coordinator Elizabeth O'Connell at [fairtrade@greenamericatoday.org](mailto:fairtrade@greenamericatoday.org) for more information.

## **Fair Trade Resource Network (FTRN)** [www.fairtraderesource.org](http://www.fairtraderesource.org)

FTRN seeks to improve people's lives through Fair Trade alternatives by providing information, leadership, and information. 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.

## **Fair Trade Towns USA** [www.fairtradetownsusa.org](http://www.fairtradetownsusa.org)

Fair Trade Towns USA is a national initiative of cities and towns that seek recognition for their ongoing commitment to promoting and expanding the availability of Fair Trade in their communities. Businesses, community- and faith-based organizations, schools, local governments, and individuals all take part in this effort.

## **Global Exchange** [www.globalexchange.org](http://www.globalexchange.org)

Global Exchange's Fair Trade campaign is a national network of individuals who educate and advocate for Fair Trade through creative actions, while Reality Tours give participants the opportunity to see the benefits of Fair Trade with their own eyes by visiting Fair Trade cooperatives around the world. GX's Fair Trade stores provide a marketplace that brings consumers and producers together to turn socially conscious trade into a reality.

## **United Students for Fair Trade (USFT)** [www.usft.org](http://www.usft.org)

USFT is a national network of student organizations that advocate for Fair Trade principles, products, and policies.

# Fair Trade Labels in North America



## **Fair Trade USA** [www.transfairusa.org](http://www.transfairusa.org)

A nonprofit organization, one of 20 members of Fairtrade Labelling Organizations International (FLO) and the third-party certifier of Fair Trade products sold in the US, Fair Trade USA offers a search by ZIP code on its Web site for locating stores and cafés that sell Fair Trade Certified<sup>™</sup> products near you.



## **Fair Trade Federation (FTF)** [www.fairtradefederation.org](http://www.fairtradefederation.org)

The Fair Trade Federation is the trade association that strengthens and promotes North American organizations fully committed to Fair Trade. The Federation Web site offers a search function by source-region for products.



## **Fair for Life** [www.fairforlife.net](http://www.fairforlife.net)

"Fair for life" is a brand neutral third party certification program for social accountability and Fair Trade in agricultural, manufacturing and trading operations.

# International Fair Trade Labels

## **Fairtrade Labelling Organizations (FLO)** [www.fairtrade.net](http://www.fairtrade.net)

FLO is the leading international association that develops Fair Trade standards. FLO assists over 632 producer groups in gaining and maintaining Fair Trade certification.

## **World Fair Trade Organization (WFTO)** [www.wfto.com](http://www.wfto.com)

WFTO manages a global network of 350 Fair Trade organizations in 70 countries. WFTO members share the mission of improving the livelihoods and well-being of disadvantaged producers by linking and promoting Fair Trade organizations and speaking out for greater justice in world trade.





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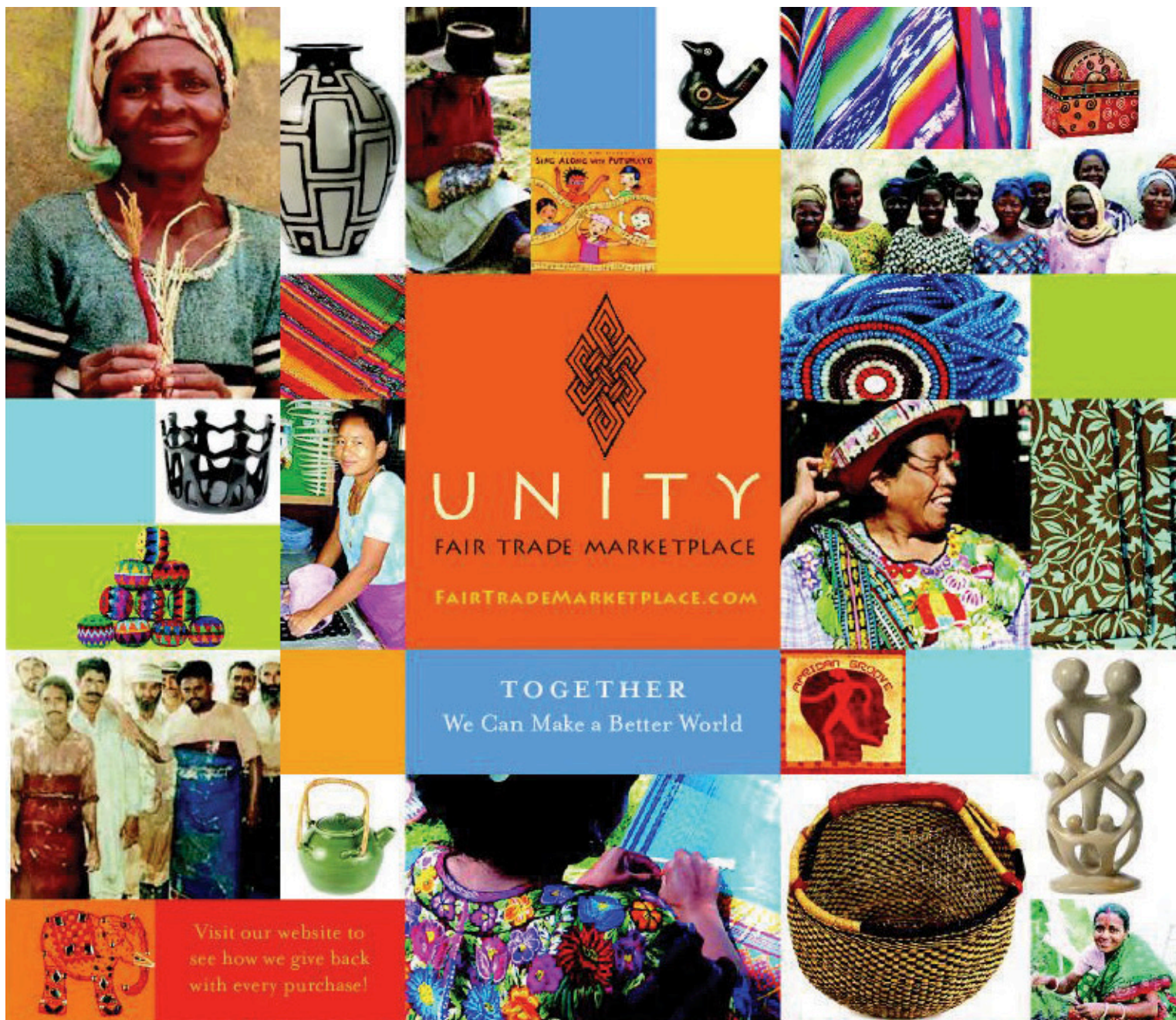
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