Fair Trade Campaign
A How-To Guide That Shows What You Can Do To Promote Fair Trade Products
“From their no frills offices above 16th and Mission streets, Global Exchange can see around the world: factory workers in Indonesia just scraping by; Cubans in the streets of Havana eager to break the isolation of the U.S. embargo; artisans in a Guatemala crafts cooperative working to keep their traditions alive.”

—San Francisco Examiner

Global Exchange’s Programs

Our Human Rights Programs are divided into two areas: campaigns to monitor and report on human rights and elections in conflict areas and to support pro-democracy movements in those countries; and campaigns to improve relations between the U.S. and countries with whom we have been in conflict.

Our Social and Economic Rights Programs are divided into three areas: campaigns to encourage U.S. corporations to respect the rights of workers, honor local communities and protect the environment; campaigns against the unjust and undemocratic policies of the World Trade Organization, World Bank and International Monetary Fund; and campaigns to promote humane, environmentally-sensitive economic alternatives, including Fair Trade and an alternative green economy.

Our Fair Trade Program helps build economic justice from the bottom-up. Our two alternative trade centers in the San Francisco Bay Area, one in Portland, OR and our on-line store (www.globalexchangestore.org) generate income for artisans and crafts cooperatives in nearly 40 countries. The program also educates first-world consumers about the social and environmental implications of their spending and about the importance of building a more just global economy. Our campaigns work to increase the demand for Fair Trade coffee, chocolate and other available products.

Our Reality Tours provide people from the U.S. with an understanding of a country’s internal dynamics through socially responsible travel. Participants in these intensive travel seminars examine political, economic and social trends in countries around the world, including Cuba, South Africa, Mexico and Vietnam. Reality Tours also serve as human rights delegations that observe and report on events in areas of conflict and as election monitoring delegations.

Our Public Education Program produces books, videos, articles and editorials through our online store and e-newsletter; organizes educational events and workshops; and works with the media to increase coverage of international issues from a grassroots, citizens’ perspective. The program also includes an International Speakers Bureau that brings community leaders from around the world to the United States to educate people on pressing global issues.

Find out more at www.globalexchange.org or call us at 1.800.497.1994!
Introduction

Agriculture, the root of our daily nourishment, employs half of the world’s population. The United States is the world’s largest consumer of coffee, cocoa and other crops from the global South. Through globalization and increased technology and transportation infrastructure, we have access to a wide array of products. While large companies enjoy massive profits, the benefits are unfortunately not shared. Small-scale farmers and farmworkers in the global South and the US, half of whom are women, often toil in “sweatshops in the fields.” Industrial agriculture is destroying irreplaceable rainforests and polluting air and water. Agriculture is one of the three most dangerous jobs in the world and involves about 70% of all child workers.

These conditions stem from severe injustices in the global economy. World coffee prices have plummeted to all-time lows in recent years, causing malnutrition, loss of farms, and even increased drug cultivation. Cocoa farmers are so poor they have been forced to use child labor and, in the worst cases, child slaves. Banana plantations are notorious for union busting and chemical misuse leading to worker harm. 70% of US farm workers earn less than $10,000 per year.

As the dark side of globalization hits home, consumers are demanding justice over exploitation — Fair Trade not Free Trade. Fortunately, Fair Trade coffee, cocoa, tea, bananas and fresh fruits and other products are available across the US. Fair Trade products bear the “Fair Trade Certified” logo (TransFair USA) or come from Fair Trade Federation businesses, the only two systems offering independent verification that a product was traded under international Fair Trade standards. Closer to home, Farmers’ Markets and Community Supported Agriculture ensure equitable prices for family farmers. About 85% of Fair Trade products are also organic and sustainably farmed, as are most crops from US family farmers.

Since 1999, Global Exchange has mobilized massive support for Fair Trade among college students, K-12 students, community and faith-based organizations, labor unions and environmentalists. As a result of grassroots efforts, the number of companies offering entirely Fair Trade has grown and even companies like Starbucks, Procter & Gamble and Dunkin’ Donuts now offer some Fair Trade Certified coffee products.

While support for these alternatives is growing, increased activism and market building are critical. On average, Fair Trade producer groups sell only 10-20% of their crop at Fair Trade prices. Sweatshops and mass production deprive other workers and artisans of their rights and their opportunities for cultural expression. This Action Pack includes all you need to organize your community in support of Fair Trade, and its potential will be realized only through your energy and activism. Share these materials with interested friends and organizations to make the widest impact. We encourage you to get organizing tools from the agricultural groups listed in the resources section and use them with this Action Pack to campaign for total social and environmental sustainability. Please photocopy the Public Education Flyers in the second half and distribute.

We also encourage you to support Fair Trade producers by shopping at Global Exchange’s Fair Trade stores (www.globalexchangestore.org), and help keep our campaigns running by becoming a member of Global Exchange or making a donation. You can do this on-line or by contacting our development department.

For more information and ongoing support, refer to the resources in the back of this Action Pack, visit our website, contact us, and sign up for our listserv. Be sure to check our website regularly and keep in touch about your efforts so we can share your successes with our network and help you build your campaign. We can’t wait to hear about your first moves!

Thank you for standing in solidarity with all who feed the world.

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Q. What is Fair Trade?
A. Fair trade means that farmers, workers, and artisans: 1) receive a sufficient price under direct long-term contracts, 2) are small-scale producers in democratic co-ops (coffee, cocoa, bananas, fruits, crafts) or workers on larger farms who receive a living wage and can bargain collectively, 3) don’t use abusive child labor or forced labor and 4) use ecologically sustainable methods.

Fair Trade products bear the Fair Trade Certified label and the Fair Trade Federation logo. TransFair USA is the third-party certification agency that places the “Fair Trade Certified” label on coffee, chocolate, cocoa, tea, bananas and other commodities, and is the US’s affiliate of the Fair Trade Labelling Organizations International. The Fair Trade Federation is an association of businesses that follow Fair Trade principles exclusively. The presence of the Fair Trade Certified label or Fair Trade Federation logo on a product is the only guarantee that every step from the producer to the consumer has followed international Fair Trade criteria. For the specific guidelines, see the Fair Trade Labelling Organizations International (www.fairtrade.net) and the Fair Trade Federation (www.fairtradefederation.org) websites.

Q. When you see the “Fair Trade Certified” label on one line of a company’s products, does that mean that all of their products are Fair Trade Certified? What about the Fair Trade Federation logo?
A. For the Fair Trade Certified label, only products that actually bear the label were purchased through Fair Trade criteria. The label on one product does not guarantee that a company practices Fair Trade in all purchasing. Fair Trade Federation members must follow Fair Trade standards across the board and are carefully screened, so its logo indicates total commitment to Fair Trade.

Q. If a product doesn’t have the Fair Trade Certified label or Fair Trade Federation logo but the package talks about fair trade, is it considered Fair Trade?
A. Unless you see the Fair Trade Certified label or Fair Trade Federation logo on a product, you can’t guarantee any claims about fair trade status. Unfortunately, some companies use fair trade language to appear more ethical and thus increase the appeal of their products. If a package has phrases like “fairly traded” or “your purchase supports fairness for farmers,” or something similarly indicating fair trade practices, contact the company to ask about their purchasing guidelines. Organic and shade-grown labels, which are common for coffee, are also not a guarantee of fair prices or working conditions, as they focus on the ecological impacts of production. Shade-grown certification agencies may include labor and wage standards, but these programs focus primarily on larger farms rather than the family farms and require only a local minimum wage, which is typically not enforced and doesn’t come close to meeting living costs. Refer retailers that use fair trade language but without the label to TransFair USA or the Fair Trade Federation to build the Fair Trade market!

Q. Why is Fair Trade important?
A. Free trade isn’t fair for farmers and artisans, their families, communities or the environment - Fair Trade is. For example, a drastic fall in world coffee prices has pushed millions of coffee farmers and workers into malnutrition and starvation. Some have lost their jobs and even their farms, while others have even turned to drug cultivation to survive. Many cocoa farmers are so poor they have been using child labor, sometimes even child slaves. Most farmers only get about half of the world price, because they are forced to sell their next crop in advance to exploitative middlemen who pay far below the market value. Some farmers have also cut down the rainforest to sell the trees for extra money or to make room for more profitable crops. Artisans face poverty and the loss of their culture as they find the need to search for other work in sweatshops. Fair Trade ensures better lives for producers by helping them to afford health care, allowing them to keep their kids in school and by supporting sustainable production. Fair Trade producers also set aside funds for community projects like schools and clinics and for training in quality improvement and sustainable production.

Q. Are Fair Trade products also organic or shade grown?
A. Not necessarily, but Fair Trade criteria require sustainable farming techniques and offer an extra premium for organic production. Revenues from Fair Trade cooperatives are often used to train producers in organic and sustainable techniques like composting and integrating recycled materials. Most Fair Trade coffee and cocoa are shade grown and organic, because these are the traditional methods used by small farmers. Approximately 80-85% of all Fair Trade coffee farms do not use pesticides. Organic and shade-grown methods are important for the health of local communities and the earth, so look for these labels also on Fair Trade products to support the best of all worlds.

Q. If Fair Trade exists, why are there still problems?
A. The benefits of Fair Trade are not reaching all Fair Trade
farmers, because sufficient demand for their crops does not exist. Producers sell an average of 20% of their crop at Fair Trade terms and the rest through the conventional market at much lower prices. The same story goes for artisans. That is why we need to build a market for Fair Trade in the US!

Q. How can I support Fair Trade?

A. You can demand Fair Trade—and accountability—from corporations that sell Fair Trade applicable products. You can also ask local businesses such as stores, cafes, bakeries and restaurants to sell and use Fair Trade Certified and Fair Trade Federation products. If you’re in a school, university, faith-based or community group, switch your purchases and fundraising programs to Fair Trade. For action tools and help getting started, see Global Exchange: www.globalexchange.org and the Fair Trade Resource Network: www.fairtradere-source.org

Q. Where are Fair Trade food products available?

A. Grocery co-ops and natural foods stores are the best places to find these products and to support local small businesses. They are also available at many large stores. You can find complete listings at www.transfairusa.org and www.globalexchange.org.

Q. Are there other Fair Trade products available?

A. YES. You can find fairly traded clothing, home and garden products, crafts, musical instruments and much more at:

- **Global Exchange Fair Trade Stores**
  - Shop online: www.globalexchangestore.org
  - Berkeley, CA: 2840 College Avenue (at Russell), Berkeley CA 94705, 510-548-0370
  - Portland, OR: 3508 SE Hawthorne Boulevard, Portland OR 97214, 503-234-4049
  - San Francisco, CA: 4018 24th Street (near Noe), San Francisco CA 94114, 415-648-8068

- **Fair Trade Federation**: www.fairtradefederation.org
- **Fair Trade Resource Network**: www.fairtradere-source.org

Q. What about Fair Trade agricultural products from the USA?

A. Although domestic agriculture products are not labeled as Fair Trade, you can support fairness for US family farmers by buying local organic produce sourced directly from family farmers. To ensure fair wages for farm workers, look for union labels. Farmers’ markets, natural foods stores, grocery co-ops and Community Supported Agriculture are the best places to find these. Ask local stores to carry these products and lobby managers of campus and workplace eating facilities to use them along with Fair Trade Certified and Fair Trade Federation members’ products—making fairness for farmers and the earth a comprehensive policy! For action tools and sources, see Food Routes (www.foodroutes.org), the Community Alliance with Family Farmers (www.caff.org), the United Farm Workers of America (www.ufw.org) and other organizations listed in the back of this Action Pack.
The Fair Trade certification mark has been developed to assure consumers that the products we use are purchased under Fair Trade conditions. The Fair Trade Labeling Organizations (FLO), a 17-member international umbrella organization formed in 1997, maintains the monitoring and certification systems. Each member of FLO contributes to international monitoring costs with its annual dues.

FLO maintains a Producers Registry for each commodity that is open to associations of small farmers and larger farms that meet several membership criteria. For associations of small farmers, the criteria include: the producers must be small, family-run farms; they cannot be plantations nor dependent on hired labor; and they have to be democratically organized as small farmer associations that are independent and transparent with a solidarity-based philosophy. The organization must share FLO-International’s principles such as:

- integral economic, organizational and social development, concentrating on improving, for example, living conditions, diversification of the production and full participation of and employment advancement opportunities for members.
- sustainable development strategies, respecting the specific ecosystems and avoiding the use of chemical inputs.

These standards are applicable to coffee and cocoa producers, as well as other agricultural products.

For farms and factories that are dependent on hired labor, the standards focus on labor conditions on the farms, including the right of workers to collective bargaining and the prohibition of forced and child labor. In the US the Fair Trade Certified products from large farms include sportballs, bananas and other fruits.

Logically, it is necessary that the quality of the products offered for exportation complies with the minimum quality standards as required by the different markets. Likewise, the producer organizations must have the management capacity to effectively export coffee, cocoa or other commodities and to act as a reliable commercial partner.

There are no criteria for on-farm production practices that the Fair Trade farmers must follow, even though Fair Trade standards explicitly support the development of organic agriculture and environmental protection. At the Fair Trade Producers’ Assembly in June 1997, the producer groups themselves proposed a set of environmental standards. These standards included the use of leguminous trees, cultivation of timber species on the farm and windbreaks. These producer-derived indicators emphasize the importance of sustainable production techniques for the long-term health of the Fair Trade system.

What are the Fair Trade Labeling Organizations (FLO) criteria for retailers and importers?

Any coffee roaster, chocolate manufacturer or other retailer that complies with the following conditions can apply for the right to use one of the Fair Trade Labels of FLO-International.

1. Buyers must pay producer organizations at least the Fair Trade minimum prices as set by FLO, which vary according to origin and type of commodity.
2. The retailer/buyer is obliged to facilitate the producer's access to credit-facilities at the beginning of the harvest season, up to 60% of the value of the contracted product at Fair Trade conditions, at regular international interest rates. The credit will be cancelled upon shipment of the goods.
3. Producers and retailers/buyers depend on reliability and continuity. For that reason, relations between both should be based on long term contracts (1 to 10 years).

The floor price of the Fair Trade criteria acts as a safety net, protecting small farmers when fluctuating market prices fall extremely low. For example, the floor price for conventionally grown Arabica coffee beans is $1.26/pound and $1.41/pound if the coffee is certified organic. When the market price is above the floor price, as it was during the 1994-98 period, the Fair Trade price is an additional $0.05/pound premium above normal market price. Therefore, the Fair Trade floor price is most relevant in times like the current situation in the world coffee market, when the international market price remains below $1.00/pound (meaning that most small farmers are getting much less than this). The Fair Trade floor prices for coffee were determined after considerable field research into production and living costs in various coffee-growing countries. Negotiation in 1988 between European Fair Trade leaders, farmer representatives and the industry established the initial floor prices.

Other commodities, such as cocoa and bananas, also have minimum pricing standards that have been established by FLO.

The Fair Trade criteria around credit are especially important for small farmers. Without access to credit during the “lean months” between harvests, small farmers often are forced to sell the future rights to their harvests to local middlemen at
extremely low prices in exchange for some cash up front. At harvest time the farmers are not allowed to pay off the middlemen with cash — they must hand over the current crop. So without access to credit, many farmers would not be able to take advantage of the opportunity to sell at Fair Trade prices. This is why credit is built into the Fair Trade criteria as an obligation of the importer.

How does the certification process work?
As a member of FLO, TransFair USA is responsible for monitoring the paper trail from producer to consumer to ensure Fair Trade practices were followed throughout.

Producers: FLO monitors countries and regions of origin and makes annual visits to ensure producer compliance with the Fair Trade criteria. The majority of cooperatives fulfill or surpass the requirements of FLO’s criteria wholeheartedly. If producer cooperatives are found non-compliant, they can be put on probation for a period to allow for improvement and in rare cases dismissed from the list for serious violations.

Importers and Buyers: In the US importers and retailers must sign a licensing agreement with TransFair USA in order to sell Fair Trade Certified products using TransFair’s trademarked seal on their products. TransFair’s Monitoring Department handles the US side of the processing and retailing chain by monitoring licensee paperwork, including sales receipts and tracking numbers. Roasters must pay a licensing fee of $.10 per pound to TransFair to ensure the sustainability of the system. A producer inspection fee has recently been introduced that will allow FLO to bring more producer groups into the system.
**Steps To Organizing A Successful Campaign**

*Fair Trade provides a sustainable alternative to corporate free trade practices. Fair Trade practices are equitable, environmentally sustainable and independently monitored. These are essential components of a democratic global economy. Bringing Fair Trade coffee, chocolate, tea, bananas and other fresh fruit to our communities is an important step towards replacing environmentally and socially exploitative product sourcing with sustainable development practices and de-corporatizing our universities, organizations, workplaces and local businesses. It is a visible and achievable goal that can be incorporated into current campaigns, used to recruit new activists and utilized to network with labor, environmental, social justice and other organizations.*

1. **Map Out A Strategy**

   • **DEFINE YOUR GOAL:** Decide on the long-term objectives and intermediate goals for your campaign to get your community to carry only Fair Trade products when available. Your long-term objective, for example, could be to have a “sweat-free“ campus or city. This means all uniforms, food and anything else purchased by the university or city would be made under independently monitored and fair labor conditions. In the intermediate, get your school or workplace to pass a resolution that only Fair Trade coffee will be sold in all dining halls and used for meetings and Fair Trade chocolate will be used for organizational fundraisers and gifts.

   • **SET YOUR DEMANDS HIGH:** Set your demands at 100% Fair Trade so that if you have to, you will have room to negotiate. For example, many managers don’t mind adding an additional product but shy away from replacing the contract. However once you get your buyer to bring in one offering, it’s much harder to build up momentum later to pass a resolution.

   • **DEFINE YOUR TASK:** If the product suppliers already offer Fair Trade, all you have to do is get them to offer it to your campus, organization, workplace or local retailer. If the suppliers are NOT on the TransFair or Fair Trade Federation list of companies offering Fair Trade, pressure them to start offering Fair Trade products. If they won’t, then your school, organization, workplace or local retailer should switch companies to one that does. The first option will be easier and more attractive to the manager, while the second will require much more work. For more strategy and tactic ideas, check the list on our “Take Action for Fair Trade” flyer in this packet.

2. **Mobilize A Coalition**

   To make sure your message is strong and convincing, pull together a large and diverse Fair Trade coalition. Local labor unions and anti-sweatshop groups would be interested in the fact that the Fair Trade farmers receive a living wage and can unionize. Parents, teachers, and children will want to do something about child labor and lack of access to basic education. African and Latin American groups might like to be involved since coffee cooperatives are located in these regions. Church social justice committees and human rights organizations will be concerned about poverty and forced labor. Public health groups will resound with health care access and farming methods that maintain healthy environments, and environmental groups will want to promote sustainable production. Reproduce and distribute the Public Education flyers in Section III of this packet to reach out to these groups and show them how Fair Trade relates to their causes.

3. **Investigate The Product Suppliers In Your “Target” Community**

   Find out what company supplies the coffee, chocolate, tea and fruit at your school, organization or business, and who makes the purchasing decisions. For example, a Food Service Director often makes contracts with large companies for dining halls and cafeterias. Regional or national managers choose the brands at large supermarkets, whereas independent grocery stores are run by their own managers and have more leeway in making purchasing decisions.

4. **Educate Your Community and Build Support**

   For all the following events, be sure to have samples of Fair Trade coffee or chocolate, Public Education materials, Action Tools and a sign-up sheet.

   • **TABLING:** Set up a table in a high people-traffic area and recruit and educate passerbyers about Fair Trade. Ask other groups if you can table and serve coffee at their events — they get coffee and you get an easy-made crowd! Companies will often donate samples. Check our website for current company listings and contact a few with information about your event and your campaign.

   • **SPEAKING EVENTS:** Ask professors and teachers to let you talk about Fair Trade in relevant classes and offer to speak at the meetings of your organization as well as others who might be interested. Invite a Global Exchange staff member or a Fair Trade farmer to speak at an event in your community — contact us for more information.

   • **VIDEO SCREENING & DISCUSSION:** There are powerful videos on Fair Trade for education showing the tremendous impact we can have in the lives of people around the world when we choose to buy Fair Trade. See the Resources at the end of this packet.
• MEDIA: Get your local paper to cover Fair Trade. Write an article yourself or pitch it to the paper! See the media section in this packet.

• LETTERS & PETITIONS: Organize letter writing and petition drives at your local organizations, school, workplace and businesses. See templates in this packet.

5. Meet With The Management

Bring in a letter that addresses your concerns and demands, background materials about Fair Trade, a list of companies that offer Fair Trade, news clippings about Fair Trade, hundreds of signed petitions and stories about the impact of Fair Trade on farmers. All of these are included in this packet or can be found on our website. Sound passionate and excited but reasonable and educated. Take their considerations seriously. They will want to know the cost, how monitoring works, and be sure it won’t add new paperwork for them. By emphasizing the importance of environmental and social justice, they’ll be more likely to take it seriously. If they won’t budge, bring in more creative and stronger tactics. Let them know that you’ll help them promote Fair Trade when they make the switch.

6. Organize Creative Actions

Organize creative actions with your coalition and use the media to let your local officials know that you are serious about getting Fair Trade products in your community. Set up a website and use mass media to put a public face on your campaign and let your officials know you hold them accountable. Use your allies. Who in the student government, administrative offices or board of directors might support you? Can you do a ballot initiative or a binding legislative bill rather than a non-binding resolution? Use peer pressure; they can’t say it’s impossible if it is already available from several companies and a number of local businesses. Our website has lists of companies and retailers that currently offer Fair Trade. You can also get this information from TransFair USA (www.transfairusa.org) and Fair Trade Federation (www.fairtradefederation.org).

WTO Ministerial march, Sacramento, CA., 2003
Fair Trade Advocacy

You can advocate for Fair Trade in any stores that carry coffee, chocolate, tea, or fresh fruit, such as cafes, supermarkets, restaurants, and bakeries. You can make an impact by talking directly to the manager or sending them a letter. Speak from your heart about why this issue touches you. Say why you would be happy to see more businesses sell Fair Trade products and how they will benefit by keeping you and your friends as customers. Be sure to attach information about Fair Trade, such as the Fair Trade Q&A in this Action Pack. To make a list of companies that have high percentages of Fair Trade and are near your area, visit www.transfairusa.org and www.fairtradefederation.com.

Talking to Managers (sample script)

“Hi. I’m __________. I shop here regularly and would love to see you sell/use Fair Trade products—the best for farmers, workers and the earth.

Have you heard about Fair Trade? It is a monitoring and certification system for crops from the global South like coffee, tea, cocoa, chocolate, bananas, other fruits, sugar, grains, spices and nuts. Fair Trade ensures a decent income and labor conditions for farmers and farm workers, prohibits abusive child labor, and promotes sustainable farming. It is also really high quality delicious stuff, grown by farmers with generations of experience and pride. Fair Trade products are marked with the TransFair ‘Fair Trade Certified’ label or have a Fair Trade Federation logo (show the manager what these look like).

These are the only guarantees that a product was sourced through international Fair Trade standards. Fair Trade Federation members also offer handcrafts, clothes and house wares – certainly some of those products would be great here too! I prefer to buy only Fair Trade products and would definitely buy them here. And this community is really behind Fair Trade!

Fair Trade is important because farmers can’t survive in the world market, and the earth is being harmed by large-scale farming. Coffee farmers are losing their farms, facing malnutrition, and even growing drugs to make ends meet. Cocoa prices are also so low that farmers have been using child labor, sometimes even child slaves.

Have you considered selling/using Fair Trade? Do you have any questions or concerns? I have information on Fair Trade and a list of companies I can leave with you, and would love to help you promote Fair Trade.

TransFair USA and the members of the Fair Trade Federation have terrific free promotional materials to help products sell better. Both TransFair USA and the Fair Trade Federation have website listings of Fair Trade businesses, and can help you find the kind of products you want.

It was great to talk to you about this. I’ll stop by in a few days to see how things are going and how I can help you get going with Fair Trade.”

Sample Letter to the Manager

Dear Manager,

I am a customer of yours, concerned about the social and environmental impacts of my consumer choices. As I enjoy buying coffee here, I want to encourage you to carry Fair Trade Certified coffee. It is my intention to purchase it over other brands.

Many coffee farmers receive market payments for their coffee which are less than the costs of production, forcing them into a cycle of poverty and debt. On cocoa farms there is slavery and child labor. Intensive coffee and cocoa farming also leads to environmental problems, such as deforestation; the Smithsonian Institute has documented that the eradication of the natural environment of songbirds is contributing to their extinction. Industrial farming also contributes to the contamination of air and water through pesticide poisoning.

Fair Trade works to correct these imbalances by guaranteeing a minimum wage for the small producers’ harvest, as well as encouraging the cultivation of coffee and cocoa without the use of pesticides. With the profits generated from receiving a fair wage, Fair Trade growers are able to invest in such areas as health, education and environmental protection.

For these reasons, I and many other like-minded consumers are now choosing Fair Trade products over others. Independent surveys show that 8 out of 10 consumers would rather purchase a product associated with a cause they believe in. There is currently a consumer demand campaign in our town asking coffee and cocoa/chocolate retailers such as yourself to make sure we can buy Fair Trade in your store.

The Fair Trade monitoring organization TransFair USA is now certifying many coffee and cocoa/chocolate suppliers in the area and can help you to get Fair Trade products into your store. For information about where to find Fair Trade products, contact TransFair USA 510-663-5260, www.transfairusa.org or Fair Trade Federation 202-872-5338, www.fairtradefederation.com.

Offering Fair Trade coffee and cocoa/chocolate would benefit your business and farmers around the world.

Sincerely,
How To Pass a Fair Trade Resolution

City and county governments, organizations, and universities/colleges have the power to pass a resolution to ensure that local governments purchase only Fair Trade products when available such as coffee, tea, cocoa/chocolate and fresh fruit. This gives us a unique opportunity to use Fair Trade as a networking tool to build coalitions with others working on similar issues while we educate the wider community. The key benefits of introducing (and hopefully passing) a resolution or legislation are to:

- build local elected official involvement on Fair Trade issues,
- generate local press about the importance of Fair Trade,
- spark a discussion in your community about Fair Trade,
- build prestige for Fair Trade that can assist your overall campaign,
- increase the volume of Fair Trade products marketed in your area.

Each city/county council will have their own unique procedures for adopting resolutions, but the following steps will guide you through the general process.

1. **Form a local coalition.** The merit of your resolution will inevitably be judged by the strength and breadth of your coalition. Before contacting your council, identify key activists and leaders in your community from labor unions, environmental groups, churches, human rights organizations, women’s groups etc. and ask them to endorse the resolution.

2. **Offer support to and lobby the council member(s).** Using a concise cover letter and materials that identify the wide environmental, social justice and labor issues involved, personally contact each council member and urge their support. Share sample resolutions from other councils and provide necessary support in drafting the final language. Work with your coalition to develop these materials then hand deliver packets of Fair Trade information to City Hall, mail to their addresses and follow-up with additional calls. Identify sympathetic council members to introduce and promote the resolution. Once you have enlisted the support of one or two council members, they can familiarize you with the exact procedure and appropriate strategy for passing the resolution.

3. **Work with city or county staff.** Get to know the city staffers. In many city halls, especially those in small towns, the non-elected bureaucrats wield as much power as the elected representatives. That’s because the staff are permanent and work full time, whereas the elected officials come and go and often work only part time. It’s crucial that you get the city staffers on your side. Ask for meetings with the city manager, the city attorney, the pension fund manager, the city purchaser or whoever else may be affected by the proposed resolution. Explain to them why the resolution is important. If you gain their support, you are much closer to winning the campaign.

4. **Educate the public.** Spread the word. Without real public support, passing your resolution will be difficult. At the same time, one of the main reasons for working on a local resolution is to educate the public about the issue you care about. The resolution is, in a sense, a vehicle for educating the public. You can also do this through the media (see below) and by organizing an educational event. For example, host a public forum about the resolution. It may be a good idea to hold a teach-in, speaking event or other educational forum to talk to your fellow residents about the resolution. Organize a film screening that addresses your issue. Bring an inspiring speaker into the community to talk about why the resolution is important. Global Exchange can suggest speakers that can boost your campaign. (For more information on hosting educational events, see “How to Organize a Teach-In” in this toolbox.)

5. **Get the media interested.** Once your resolution is introduced and scheduled for a vote, contact the media and ask them to do a story about the campaign. Resolutions give local media a way to cover larger issues from a community angle. Write letters to the editor and opinion editorials in support of the resolution. Keep the local press informed at every stage of the process (introduction, debate and vote) by sending media advisories to local newsprint and radio. The greater the debate, the better the coverage! (For more on media outreach, see “How to Work with the Media” in this toolbox.)
6. Lobby other elected representatives. Make contact with other officials. “Lobbying” is just a fancy word for letting your elected officials know how you feel about an issue. Communicating with your representatives is a right, not a privilege. You should make sure all of the representatives on the city council have a packet of information about your resolution. Try to get constituents from different districts to arrange meetings with their representatives to show support for the resolution. Forward all clips to state and federal representatives! Send all local clips by fax or mail to your local state representative, Congress member and Senators. This will make them aware that people in your community are concerned about the broad impacts of Fair Trade.

7. Cover all the bases. Attend all council meetings when your issue is scheduled. From the moment of introduction to the time for vote, make sure your coalition turns out supporters who can speak on behalf of the resolution. In some cases, especially with binding resolutions, committees or subcommittees will consider the resolution before the full city council does. Make sure you attend these meetings and present the argument for your resolution during the public comments section of any hearings.

8. Expand the base of support. As the date of the vote approaches, make sure you are working with residents across the city and asking them to call or write their representatives in support of the resolution. Constituents throughout your town should be contacting their representatives on the city council. There are some ways to coordinate this. Organize a city-wide “call-in” day during which people from every neighborhood will call their representatives in support of the resolution. If a particular representative is opposed to the resolution, do targeted outreach in that neighborhood.

9. Pack the house. On the day your purchasing resolution is going to be voted on, make sure the city council chambers are filled with supporters of your resolution. Bring colorful and eye-catching signs to show support for the resolution. Encourage supporters to speak in favor of the resolution during the public comments section and make sure you have a few people ready with prepared remarks. The day of the vote is your final chance to show that the community really cares about your issue.

10. Organize a press conference or event. When your council successfully passes the resolution, organize a press conference with council members. Have a ceremony when the first cup of Fair Trade coffee is served in City Hall — it’s a newsworthy event!

11. Follow up. Make sure what the resolution calls for actually happens. This is crucial when it comes to binding resolutions. Keep in touch with your champion and city staff to ensure the resolution is being implemented. If it isn’t, make sure all of your supporters, your champion and the media hear about it.

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**Fair Trade Purchasing Restriction**

Whereas, coffee, tea, cocoa and many other commodities grown in the Global South originate from either large plantations traditionally run by wealthy landowners who often prohibit workers from unionizing, or small-scale operations owned by impoverished farmers;

Whereas, the world market price for coffee is currently far less than the cost of production, and small coffee farmers receive often half of the market price due to exploitative middlemen;

Whereas, the International Labor Organization and the US State Department reported child slavery on West African cocoa farms;

Whereas, intensive crop farming also leads to environmental problems, negatively affecting the health of farming communities;

Whereas, the Fair Trade Certified system corrects these injustices by paying a living wage under direct long term contracts; ensuring access to credit and the right to unionize; prohibiting abusive child labor and forced labor; requiring independent monitoring; and providing technical assistance;

Resolved that the Cincinnati Labor Council will purchase only Fair Trade Certified products when such products are available, such as coffee, tea, chocolate, cocoa and other forthcoming commodities; and be it further

Resolved that the Cincinnati Labor Council will educate our wider community and encourage union members and worksites involved with the production, importation, distribution, marketing, and consumption of coffee, tea, chocolate, cocoa and other forthcoming Fair Trade Certified commodities to adopt Fair Trade practices; and be it further

Resolved that Cincinnati Labor Council shall forward this resolution to the national AFL-CIO and urge its adoption by the national AFL-CIO Executive Council; and be it further

Resolved that Cincinnati Labor Council will hold relevant corporations accountable when appropriate, such as writing letters on letterhead to Procter & Gamble and M&M/Mars demanding Fair Trade and supporting demonstrations against these companies.
MIT Students for Labor Justice
“Got Fair Trade?” Campaign

Goal: Mobilize students, faculty and stuff to pressure and convince foodservice providers to sell 100% Fair Trade coffee at all locations.

Strategy: To increase demand for Fair Trade through education and awareness-raising. We decided to put all our efforts into a blitz we called Fair Trade Week. We rolled out posters, set up an information booth with free Fair Trade coffee and informational flyers, wrote an op-ed for the newspaper, organized a teach-in with several speakers and displayed a presentation on giant screens.

Tactics: The “Got Fair Trade?” poster campaign. We created a tremendous buzz on campus by having well-known MIT community members pose for posters that featured the Fair Trade logo with the text: GOT FAIR TRADE? We expected people to inquire about the posters, so we distributed a Fair Trade packet to all participants so that those featured knew a lot about Fair Trade and were able to explain it well. The strength of the “Got Fair Trade?” poster campaign was that by appearing on the posters, these prominent individuals became knowledgeable Fair Trade advocates!

We chose popular figures on campus, such as the intro chemistry professor, a Nobel Prize winner, deans, the president of a sorority, even the food truck vendor and the night watchman. It is vital to have a diverse crowd representing different races, genders, professions, religions, etc. A librarian later commented to us that, while she loved our campaign, we seemed to have forgotten to include the support staff!

The posters were so popular they started appearing in random dorm rooms. We got several emails from people wanting to know if they were for sale! And once people saw the posters, they began to contact US to find out how they could be a part of the campaign.

We hung a GIANT poster in a high traffic area and rotated it daily to keep people guessing – who will it be next? We also printed hundreds of smaller ones to hang around the campus, rolling out a different group of people every couple of days. Our strategy was to create a buzz about Fair Trade before giving it away. After a couple of days we hung more posters with additional information about Fair Trade. Next, we plan to launch a series of posters in the same style, but featuring coffee producers.

Demonstrating demand: The posters generate attention, but by themselves aren’t enough. We asked people to demonstrate their demand for Fair Trade by filling out comment cards addressed to the establishment where they usually buy coffee. We collected almost 500 comment cards with names and email addresses and were later able to use them in negotiations with decision-makers.

Mapping actors, interests and power: Do your research to find out who contracts whom, who is accountable to whom, who makes the final decisions and what their particular interests are (keeping costs down, convenience in packaging, maintaining their contract, keeping long-term relationships, pleasing customers). You may find they are sympathetic allies – or targets of your campaign. Don’t make enemies if you don’t have to! Surprisingly, we found the MIT dining services administration to be extremely receptive to our idea and personal fans of Fair Trade. In our case, they dole out the contracts to the foodservice providers (Sodexho, Bon Appetit, Aramark, etc.) but do not have much control over specific products once contracts are awarded.

Strategic partnerships: Some coffee suppliers with university accounts are excited about student efforts to promote Fair Trade and have been working to get their customers to offer it from their end. In our case, Green Mountain Coffee Roasters went to great lengths to support the campaign. They sent us tons of coffee, cups, sugar, stirrers, literature, posters and even a representative to our booth. They can do analyses of how much it will cost the foodservice provider (in our case, Sodexho) to switch over the increase in sales necessary to break even, cost increase per cup, etc. Working with Green Mountain was a natural partnership, and together we were about to put pressure on Sodexho to offer Fair Trade.

Technical points: Use a high-resolution digital camera and chose no more than two or three different poses for the posters. Under good lighting, have people flex their bicep (a la Rosie the Riveter) across their body with the bicep exposed. Take a picture that barely frames the bottom of the elbow to the top of the head. This is the best pose and will stop people in their tracks. Otherwise have people hold a coffee mug (same one if possible) right below their chin. Use Photoshop to add the Fair Trade logo (use the Multiply effect on the logo to overlay it) to the bicep or on the coffee mug. Simplicity is key to capturing attention so don’t clutter the posters with too many words. You can expect this to cost quite a bit $150-200 at the least, as people will steal your posters and new people will want to be on them.

Final tips:
1. Scope out the decision-makers and get to know their interests. This is critical!
2. Involve as many people as possible – faculty, staff, student groups, coffee shop workers.
3. Have a way for people to take ACTION. We used comment cards.
4. Be friendly and professional with decision-makers. Thank them when they help you!
In April, 2004, a group of students from the Albuquerque Technical Vocational Institute (TVI) based in Albuquerque, New Mexico, began a campaign to convert our food services’ coffee offerings from Starbucks to Albuquerque-based Red Rock Roasters, a 100% Fair Trade coffee and tea company. Thanks to the organizational framework and campaign strategies offered by Global Exchange and TransFair USA, our coffee transformation campaign seamlessly took effect on TVI’s campuses.

Before we took any meaningful action, we studied the workings of our school’s food services and the coffee distribution process. On numerous occasions we held public gatherings to critique the poor selection of coffee provided in our school’s food courts, forging an alliance to advocate for Fair Trade coffee.

Next, we met with the food services’ manager, Jessica Higgins, to encourage her to use only Fair Trade Certified coffee. We asked Higgins how much it cost to serve Starbucks and relayed the information to Red Rock Roasters. Red Rocks then offered to distribute their coffee in TVI’s food courts at a discount, under the agreement that they would supply only Fair Trade Certified coffee. Since our food courts are managed through Sodexho, a multinational corporation, converting to a locally based roaster proved to be a more difficult process than we had anticipated.

Nevertheless, we persisted and soon discovered that Red Rock Roasters had previously worked with Sodexho at a nearby computer-chip processing plant. Renegotiating a new contract would not be required. Still, Higgins told us that she needed permission from her supervisors before she could convert to the local roaster. Frustrated about the delay from both Sodexho and Higgins, we asked Higgins directly, “What will it take for us to convince you to serve only Fair Trade Certified coffee?” She told us that TVI students as a whole would have to show support for Fair Trade.

We took immediate action. We wrote to the school’s newspaper advocating for Fair Trade coffee on campus, posted flyers promoting the benefits of Fair Trade in various high-traffic locations and distributed a petition throughout TVI’s classrooms and food courts. Higgins finally responded. On June 4, 2004, the TVI Community College’s foodservices ended their sales of Starbucks coffee and began selling Red Rock Roasters Fair Trade Certified coffee.

Our careful strategies yielded results. Student newspapers at TVI and the University of New Mexico covered our activism, which positively drew attention to our efforts and recruited new activists. What began as a group of two or three advocates expanded into the Student Socialist Coalition, an official school chartered organization with many more active participants. 75 percent of all coffee sold through TVI’s food services is currently both Fair Trade Certified and organic. Red Rock Roasters also provides Choice Tea, both organic and Fair Trade. Our next mission is to launch a Fair Trade chocolate campaign and continue to strive for increased economic justice on TVI’s campuses. At the state level we are building the New Mexico Progressive Student Network, an alliance of similar-minded organizations based in our surrounding community sharing campaign resources, information and testimony. We encourage other students to engage in similar actions at their respective high school or university.
Working with Elected Officials: How to Make the System Work for We, the People

Democracy rests on the simple idea that elected representatives serve the interests of those who elected them. Unfortunately, this revolutionary idea doesn’t always work in practice. This doesn’t mean we should give up on the political process. Rather, it should spur us to work even harder to ensure that elected officials—the servants of the people—are following our views.

Democracy, it is important to remember, is not a one-day act we commit once every two or four years. Democracy is a process that requires continuous citizen participation if it is to work properly.

This guide offers some pointers on how we can make democracy work for us, the people. Included in this guide are instructions on how to prepare for and meet with elected officials, the best way to contact a legislator on issues of concern and tips on how you, as a citizen-activist, can become more politically influential.

1. Meeting with legislators

Without question, meeting with and developing long-term, productive relationships with legislators is the most effective form of grassroots lobbying. This is true for representatives at the local, state and national level. Everyone who will be meeting with the elected representative (or their aides) should be an active participant in the meeting.

1. Setting Up a Successful Meeting

Pre-appointment planning

• Gather information about your representative, including their committee assignments and their voting record.
• List your reasons for the meeting in a clear and concise manner.
• Decide who will attend the meeting. Generally the more people, the more likely it is that you will meet the legislator rather than just staff. A small representative group or a coalition of leaders may be the best bet.
• Determine how much time you will need. Fifteen to 20 minutes is generally the longest appointment with a legislator you can expect, so be concise and present only two to three points for discussion.

Call your representative’s office to schedule a meeting

Organize your resources for the meeting

• Select the specific topics to be covered (contact Global Exchange for the latest updates on your issue).
• Create a typed agenda for the meeting.
• Prepare materials, including specific requests, that you can leave with the legislator.
• Assign roles for the meeting, making sure to involve every partner.

Practice for the meeting

Confirm the appointment

• One week before the meeting.
• The morning of the meeting.

2. Suggested Format for the Meeting

Introductions

• Connect with the person with whom you are meeting. (Example: If it is an aide, ask what brought them to work with the representative.)
• Describe who you are and what you do in the community.
• Explain why the issue is important to you. Show that the issue is personal and communicate your concerns on a personal level.
• Give the representative (or their aides) a typed agenda and a list of your requests.
• Show that you are local—legislators pay particular attention to constituents. You need to show that your support can help this person get reelected.

Acknowledge your legislator for any previous positive actions.

Presentation of issues

• Stick to your agenda and assigned roles.
• Involve all of the participants.
• Show a video or use another creative element.
• Be honest and don’t claim to know more than you do about an issue.
• Keep the lines of communication open. Give the legislator a chance to express an opinion. If he or she is supportive, don’t be afraid to ask for help in advancing your issue and in contacting other like-minded legislators.
• Keep the communication positive. Never burn bridges. Even though the legislator or the staff person is rude or uncooperative never lose your cool, argue or threaten.

Make specific requests and ask for an immediate answer

• If the representative or their aides are unwilling to make a commitment, set a date for a follow up meeting.
• Carefully record any questions, objections or concerns.

After the meeting, determine your next step and plan for follow-up

• Send any materials and information you offered. Follow up on deadlines and if they are not met, set up others. Be persistent.

The next day, send a thank you letter
II. Letters and other written communication

It is important that we tell elected officials where we stand on issues. Our input on human rights, global trade, corporate accountability, peace and reconciliation, and other issues shapes the way our representatives create and implement policy.

When you are pushing an issue or supporting or trying to defeat a bill, writing to your legislators is a very effective way of getting your message across. However, some methods of communication are more effective than others.

1. Personal letters or faxes

The absolute best thing to do is to write a personal letter. Personal letters show legislators that the author is knowledgeable, interested and committed to the matter at hand. Sending a personal letter also alerts the legislator to the fact that the author is politically active. Legislators keep close track of how their mail is running on particular issues, so your letter will have an influence whether the elected official will read it or not. Many legislators argue that one clear, logical individual letter is an influence whether the elected official will read it or not.

Suggestions for writing personal letters

- Be Timely—Write when an issue is current. Procrastination reflects apathy, and an outdated letter is a sure way to guarantee that your voice will not be heard and that the legislators will assume you don’t really care.
- Be Brief—Limit yourself to one page and to one topic. The goal is to be read and understood.
- Be Specific—Reference specific bill numbers. Include basic information like what the legislation would do and how it would affect you and other people in the legislator’s district or state. Remind legislators how their actions affect your issue and your vote.
- Be Legible—Clearly sign your name and include your address in the letter itself (envelopes with return addresses are routinely discarded). Type your letter rather than hand write it.
- Be Supportive—Write thank you letters when a legislator supports your cause. Too often they get only “anti” or complaint letters. A thank you will make you stand out and it will help establish a more personal relationship with the legislator.
- Don’t Be a Pest—Don’t become a constant “pen-pal.” Legislative offices track who writes and how often. Avoid being seen as a constantly writing crank or malcontent; it will dilute your message.

2. Email correspondence

Email has become a very useful tool for quickly and effectively communicating with elected officials. Keep in mind, however, that email is easily deleted and often comes in overwhelming numbers. A personal letter will always be more effective.

3. Form Letters

“Canned” or form letters are okay, but not nearly as effective as a personal letter or email. Certainly, they are easy to produce and send in. However, they lack personal touch and conviction. Legislators are more likely to discount form letters because they may show a lack of effort, and lack of effort can be translated into lack of interest.

Nonetheless, if you are embarking on a form letter campaign, keep these two iron-clad rules in mind

- Include your address—A great number of form letters have no obvious space for you to LEGIBLY write in your address. Without an address, the legislator has just a piece of paper. He or she won’t know whether you are a constituent or not.
- Give extra effort—Take an extra 30 seconds to write a 1- or 2-line personal note at the bottom of the form letter. Briefly restate your concerns. Ask for a written response. Any effort to make a form letter personal will help it be noticed.

III. Phoning your legislators:

Phone calls are a relatively effective way of communicating your concerns to your legislators. Phoning is especially important when a bill is moving quickly through the legislative process and time is short. The opportunity cost is that issues need to be relatively simple to be communicated well.

- Be simple—Call about one issue at a time. If possible, refer to the bill number and what the bill will do.
- Be brief—Introduce yourself, state how you feel about a particular bill or issue and ask for the legislator’s support. If the legislator is undecided, ask to be updated on his or her stance after a period of time or ask for a meeting where you can argue your position.
- Be logical—Call your own representatives before you call any others. Your local legislators are always your first priority. They owe their political fortunes to you and your neighbors.
- Be connected—Always leave your name and address, particularly if you are a constituent. To keep track of how the constituency feels on certain issues legislative offices often log phone calls. Legislative offices usually respond to phone inquiries by a mail after a brief period of time. If you phone to express an opinion but refuse to leave an address, you are wasting your breath.
- Be smart—Always say thank you. Never be abusive or threatening.
How to Organize a Teach-In

A teach-in is a powerful way to educate and activate members of your community. By offering qualified speakers of intellectual and/or experiential expertise, a teach-in provides a way to explore crucial local and global issues. Teach-ins are most effective when they supply real solutions and give opportunities to build powerful citizen coalitions. The best teach-ins are those that at once give a boost to your existing organizing efforts while also attracting new people to your campaign. A teach-in can also be an effective way to fundraise for your group.

Preliminary steps:

What to do before you start to organize a teach-in
(These steps can occur simultaneously or in any order).

Select a speaker(s)/speaking topic your group is interested in.
Finding a topic should be relatively easy considering the focus of your group. Pairing a speaker with a topic may be a little more difficult. Some important factors to consider when choosing a speaker are reputation, availability and cost.

Think about your audience and outreach.
What are you trying to accomplish by bringing the speaker? Who do you want to attend the event? How will you conduct outreach? Do you plan on doing media outreach? What about meetings with local elected representatives? Make the most of the opportunity. Flyers, events, calendars, direct mail, email, phone calls, public service announcements, press releases and word-of-mouth are all good ways to get people to the event. When considering all of these questions it is important to plan ahead.

Think about possible co-sponsors.
Brainstorm and ask other members of your group for suggestions of other groups (student, community, religious, etc.) that may be willing to co-sponsor the event with you. Keep in mind that co-sponsors are a key component to generating an audience and sharing the workload and cost of organizing an event.

Medea Benjamin, co-founder of Global Exchange, at Fair Trade rally.
Plan the event
The when, where, who and how

Select a date
The date obviously is dependent on other factors, such as the availability of the speakers, availability of a venue and whatever else is being planned in your community around the same time. Try not to have your teach-in coincide with other similarly themed teach-ins. Also, it is a good idea to organize an event around a date that has some significance in relation to the theme. For example, a labor-related teach-in has more resonance around Labor Day. Or, if part of the overall goal of the teach-in is to affect legislation, have the teach-in before a legislative vote is to take place—whether it is a city, state or national vote—so people can talk to their elected representatives.

Find a venue
The ideal venue is a free venue. Try to get a space donated to you. Churches, community centers, schools and universities are likely to do so. Also, consider the size of the space. The appropriate size of the space chosen is related to how many people are expected to attend the teach-in.

Confirm your co-sponsors
There is no such thing as too much group participation or too much outreach. The point is to get as many people to the event as possible. A larger audience will be generated with outside help. Contact the organizations you think would be interested in being part of the event. Explain to them that you are bringing a speaker for an event and that you would like for them to be a co-sponsor. When they say “yes,” suggest that they help with outreach by inviting their members. Among other things, they may be able to help publicize the event by putting it on their website, or adding their name to a press release. Also, don't be afraid to ask them for financial support. It costs money to host, transport and feed speakers. Explain this to them. This is not too much to ask if the organization's name is associated to the event as a co-sponsor. Offer in return to include their name on any publicity materials that will be produced.

Develop outreach materials and conduct outreach
Key to a successful outreach strategy is the production of materials like event flyers, direct mail invitations, email invitations, public service announcements and press materials. Distribute the flyers as much as possible among friends and colleagues to be disseminated publicly at coffee shops, community centers, cultural centers, other events, churches, schools, universities, etc. Also use the press as a tool to get the word out. Write a press release and send it to campus and local media to get the press to cover the event. Send a flyer as well to make sure the event gets announced by radio stations and included in the community calendar or events section of local newspapers and magazines. The sooner you have materials ready, the better, especially with regards to media.

Prepare to host
Decide who will pick up the speakers from the airport, bus station or train station. Decide where the host will stay and do your best to make the chosen place as comfortable as possible for the guests. Home stays are fine, but try and make sure that the speakers have their own rooms, if possible. If you have arranged for a hotel, make sure everything is in order. Finally, make sure to have your organization's materials at the event for tabling purposes. And don't forget the all-important donation basket! Use the teach-in to build your donor base so you continue your important work.

Take advantage of the speakers’ presence in your community
The media can be used as an effective tool to spread your message more widely. A well-planned teach-in may attract hundreds of people, but an article in a newspaper or an interview on the radio can reach thousands of people. Organize visits and/or interviews with the speakers and local journalists. Also, if your work includes a legislative strategy, set up meetings with local congresspersons. (More information about how to work with the media and elected officials is in this toolbox.)

Evaluation and follow up
After the event has ended successfully, consider all that went well and all that didn't. Learn from the mistakes and remember what worked. Thank your co-sponsors, the audience, your members and anybody that helped to make the event a success. Use the teach-in build new relationships and strengthen old ones. Organize!
How to Host a House Party

A house party is essentially a scaled-down, more intimate version of a teach-in. Just like a teach-in, a house party is a chance to educate, organize and hopefully raise some money for your campaign. The key difference is scale—instead of doing public outreach and striving to attract dozens or hundreds of people, a house party is geared toward your existing circle of friends, relatives and neighbors.

House parties played a key role at the beginning of the struggles against the Jim Crow laws and the war in Vietnam. During those efforts, organizers held informal get-togethers in their homes during which they informed their friends and relatives about the injustice they were trying to end. This was a great way of spreading information, building energy, and raising money—and eventually the efforts percolated into a real movement. Today the house party remains a valuable way of reaching those you most want to connect with—the people closest to you.

A house party is one of the simplest ways to educate people about and fundraise for the work that you are doing. The essential idea is bring people together—old friends, new friends and friends of friends—to dialogue with them about your work in a cordial atmosphere.

House parties are a good venue to explain a complicated issue to many people at once, allowing them ask questions and get more information. It can also be a place for a group of people to meet someone famous or important, or someone who brings interesting information about the issue you and/or your group is working on. You or your selected speaker tells their story to an audience that is then moved to do something to support your cause—volunteer, write a letter to their elected representatives or give money. The main goal of a house party is often to raise money for your campaign after educating people about why their support is so important.

There are six basic steps to putting on a house party:

• Find the person who is willing to host the party at their house and take on other related responsibilities related to the event.
• Prepare the list of people to be invited.
• Design the invitation.
• Choreograph the event, particularly the pitch.
• Orchestrate the pitch.
• Evaluate and follow up.

Find a Host

The host of a house party has many important duties to fulfill, and they don’t just include providing the house and some food. The host, with the help of co-organizers, invites those who they think might be interested in Fair Trade. An ideal host is somebody who understands Fair Trade, can easily discuss it, and is not afraid to ask their friends, or those present, for money.

Prepare the List of People to be Invited

Once someone has volunteered to host the party, the organizers of the event help that person decide who is to be invited. In figuring out how many people to invite, keep the following factors in mind: As a rule of thumb, invite three times as any people as you want to attend. Begin by inviting the host’s friends and neighbors. Don’t forget the people who you know are interested in the issue. Focus on expanding your base of supporters—that way you increase your numbers…and your budget.

Design the Invitation

An invitation does not have to be fancy and can be easily printed at a copy shop, so expenses should not really be an issue. If you have access to desktop publishing computer programs, attractive invitations can be produced without much difficulty or cost. The invite should reflect something about the host, the guest speaker and/or the crowd. Also, don’t forget to “hook” the guests by mentioning the issue(s) to be discussed.

Remember to include the following:

• Global Exchange’s Fair Trade Campaign flyer (first Public Education Flyer in Section III), as well as other pieces of the packet you want invitees to have.
• An RSVP asking invitees how many people will be coming.
• An indication that people will be asked to make some commitment to Fair Trade—e.g., “Bring your questions, your enthusiasm and your checkbook.”
• A way for people to support your work even if they can’t come to the party. A reference on the RSVP like “I can’t come, but I’m enclosing a donation and/or would like to get involved” is suitable.
• Directions to the house and the host’s telephone number.
• A request for guests to bring potluck dishes and world music, if you want to do this.

TOOLBOX FOR ACTION
Choreograph for the Event

Parties sometimes fail because of disorganization. Since the idea is to ask people for money, make the party easy—cater to your guests as much as possible without overdoing it. Do what you can to make it easy for them to find parking, find the house, find the bathroom, get to the food, relax and have a good time. In other words, help them to help you. It is also a good idea to have a guestbook where guests can write down their contact information. This is useful in keeping track of supporters. Although it may sound obvious, remember that a party is a party—it supposed to be fun, so make it fun. Food, music and refreshments all contribute to creating a friendly atmosphere that will help inspire guests to contribute to your cause.

The presentation could feature a screening of The Strength of the Indigenous People of Mux Viz or Grounds for Action: Cultivating Conscientious Consumers for Social Change, or a talk by someone from your group, a community member who’s been involved in Fair Trade or a well-known person. The presentation should move the audience to discuss the issue openly and commit to doing something on a Fair Trade Pledge Sheet—give money, join your campaign, take on a new project, promote Fair Trade at their own work place and community groups, etc.

Orchestrated the Pitch

Everything at the house party should be built around the pitch. Time the pitch about one hour into the party to make sure everyone is present when it happens. The host calls for everyone’s attention, introduces himself or herself and welcomes everyone. If there is a presentation, the host introduces the presenter. After the presentation, the host should be the person to make the pitch. A pitch must be made. Don’t be shy. It’s one of the main reasons for having the house party to begin with.

Although some do not agree with the tactic, it is useful to station “decoys”—a few pre-selected people who agree to quickly contribute after the pitch is made. They break the ice and generally make people feel more comfortable about giving money by being the first to do so. Also, decide ahead of time how people can contribute. Choose beforehand whether people should place donations in a basket, or designate people to go around and collect the contributions.

It is very important to not hurry the pitch. Give people time to write checks, give cash, whatever. Don’t just carry on quickly into the party—if the pitch person starts to party then everyone else will take their lead…and forget to contribute. Obviously, this is not a desired result.

Evaluate and Follow Up

After a house party, evaluate what went well and what could have been done better. When doing this keep in mind the previous points, with special attention to the presentation and pitch. Write and send thank you notes to everyone who gave money. Add the guests’ information to your or your organization’s records for later use.
How To Organize a Demonstration

The people’s right to peaceful assembly and to “petition the government for a redress of grievances” is one of the most important freedoms guaranteed by the Constitution’s Bill of Rights. The right to freedom of association is a bedrock requirement of a functioning democracy. Without this right, the people lose one of the best tools for making their views known to those who hold power. Marching in the streets, holding demonstrations, staging protests—these are some of the most effective ways of once showing support for a cause, drawing new people to that cause, and attracting the attention of those in positions of power.

The street march and the corner demonstration have a proud place in US history and in the history of social movements around the world. The abolitionist movement, the women’s suffrage movement, the labor movement, Gandhi’s anti-imperialist movement, the civil rights movement, and the movement against the Vietnam War all made good use of marches and demonstrations. Today, that tradition is alive and well, from the streets of Seattle to the boulevards of Washington, DC.

Organizing a demonstration may sound like hard work, but it doesn’t have to be. Gather together two dozen of your friends, make some signs and come up with some chants, and you’re ready to protest the unsavory voting record of a local politician or the unaccountable misdeeds of a local corporate executive.

All you have to do is hit the streets!

Some Types of Demonstrations:

Vigil
Candelight vigils are a well-known way to remember lost lives or commemorate other kinds of victims. They are generally solemn and reflective, and intended as a way to honor a person or a group of persons. A good example is the “Take Back the Night” vigils or the events held in the wake of September 11.

Picket Line
This type of demonstration consists of a group of people holding signs and chanting and marching outside a building or office. If you have ever seen workers on strike, you have probably witnessed a picket line. Pickets are also a popular tactic with the anti-sweatshop movement and other groups who have used protests in front of corporate retail chains as a way to hold corporations accountable for their actions.

March
A march is much like a picket line—people hold signs and shout chants—except that the crowd is walking from one designated point to an agreed destination. Marches are usually a good idea when you are expecting a particularly large crowd, or when you want to convey a message in the selection of your route or your destination. An example of a march is any of those that occur on the National Mall in Washington, DC, such as the Million Man March.

Sit-ins and Other Types of Civil Disobedience

When an injustice becomes so great that people of conscience can no longer tolerate it, non-violent civil disobedience can be a crucial tactic. Pioneered by American author Henry David Thoreau and made popular by Gandhi and Dr. Martin Luther King, Jr., non-violent civil disobedience offers a way of taking direct action without resorting to force.

Probably the most well-known type of civil disobedience is the sit-in. Typically, protesters occupy the space of a decision maker—whether a corporate executive, a university president, or an elected official—make a demand, and refuse to leave until the demand is met or negotiated. Sit-ins have also taken place in front of the retail stores of corporations.

In recent years, civil disobedience has become more creative. Sometimes protesters chain themselves together to block an intersection or lock themselves to a building’s entrance. Sometimes protesters scale down buildings to unfurl giant banners.

Important note: Civil disobedience is by definition unlawful. If you plan to organize a sit-in or similar demonstration, we encourage you to obtain legal advice in advance. We suggest the American Civil Liberties Union or the National Lawyers Guild.
**Steps for Organizing a Demonstration:**

**Identify and reach out to supporters/Create a coalition**

As with organizing any event—whether a house party, teach-in or protest—it is essential to bring together a key group of people who are committed to the project. It is also useful to reach out to other groups to see if they would want to contribute to the demonstration. Campaigns work best when they are anchored by a coalition of groups and individuals. Who else might be interested in helping to plan the demonstration? What natural allies do you have in the community? Try to find coalition partners sooner rather than later. Coalitions work best when everyone is involved in the process from the beginning.

Building coalitions among different constituencies is not only key to organizing a big demonstration—it is also essential to forming an energetic and broad-based social movement.

**Assign tasks and determine roles**

It is useful to make sure everyone knows their assigned tasks. When organizing a demonstration, you probably want one person responsible for emceeing the protest itself; one person in charge of getting the required permits, and if necessary, being in contact with the police; one person responsible for working with the media; and one responsible for signs, art, and chants. Everyone should be responsible for spreading the word to the general public.

**Location—location—location/Permits and officials**

You want to hold your demonstration where there is a lot of traffic—either auto traffic or pedestrians or both. Because you want to connect with as many people as possible, visibility is key. A lousy location can undermine the best organized demonstration.

It is important that you know your rights regarding the use of space, whether you are organizing a demonstration on a college campus or along a public street. Many towns require permits for demonstrations, especially if you will be using amplified sound such as bullhorns. Permits are almost always required for marches since they may disrupt traffic. Talk to the campus or community police about your demonstration and determine what permits you need.

If you are planning to risk arrest, you should make extra arrangements. It is a wise idea to have trained legal observers on hand to take notes and document the event. The National Lawyers Guild can provide suggestions on finding legal observers: [www.nlg.org](http://www.nlg.org) or 212-679-5100.

We also recommend that before engaging in non-violent civil disobedience, some members of your group should take part in non-violence training. The Ruckus Society offers regular direct action camps, and can suggest other trainers in your area: [www.ruckus.org](http://www.ruckus.org) or 510-763-7080.

**Get the word out: Turnout is crucial**

A large number of people at your protest demonstrates broad public support for your cause. Both the media and the decision makers you are trying to influence will be looking closely at the number of people at your protest to see if you have real community backing. Develop a specific strategy for outreach and publicity, and set a goal for the number of people you want at the demonstration. Then create a plan for reaching out to 10 to 100 times as many people as you hope will be there. Assume that only a fraction of the people you contact will actually show up.

Key to a successful outreach strategy is the production of materials like event flyers, direct mail invitations, email invitations, and public service announcements. Distribute the flyers as much as possible among friends and colleagues to be disseminated publicly at coffee shops, community centers, bulletin boards, cultural centers, other events, churches, schools, universities, etc.

You can also use the press as a tool to get the word out. Write a press release and send it to campus and local media to get the media to cover the event. Send a flyer or public service announcement to radio stations and community newspapers to get the event announced on the air or in the events section of the newspaper. The sooner you have materials ready, the better, especially with regard to media.

**Speakers and Schedule**

Whether you’re holding a solemn vigil or a loud march, you will want speakers at your event. Gather a group of people representing a wide range of constituencies—young people, old people, people of color, working class people, professionals. Just as a large number of people illustrates support for your cause, so does a diverse range of speakers. Decide on the order in which you want your speakers to address the crowd. Give speaker about two or three minutes and ask them to keep it short. Remember: this is a demonstration, not a teach-in.

Also, always make sure you have an emcee who is in charge of the speakers’ order. It’s this person’s responsibility to bring a bullhorn or amplifier and to keep the program moving smoothly.

**Slogans and Chanting**

Don’t assume that you will suddenly think up chants in the heat of the protest. This won’t happen, so you need to prepare chants beforehand.

A few days before the demonstration, set aside some time to brainwash catchy slogans that can be learned quickly by a crowd. Be as creative as you can. Even if you’re working on a very serious issue, it’s always a good idea to come up with a chant that might make people smile. Keep in mind that the passersby are people you want to educate, not alienate.

Make copies of the chants to give out to fellow demonstrators. Have someone in charge of leading people in the chants.
Creative actions, skits and songs
It’s always a good idea to think of new ways to express your point of view. Maybe you don’t want to have another protest with people changing and shouting. Perhaps you want something more original.
Skits and other kinds performance provide an excellent way to grab people’s interest. Write and perform a short play that explores your issue. For example, anti-sweatshop activists have organized “sweatshop fashion shows” to show people who the real fashion victims are. A song and dance performance is another fun way to attract attention and get your point across.

Invite the media/prepare press packets
A well-organized demonstration on a busy street corner can communicate with hundreds of people. But if the media covers your demonstration, you can reach 1,000 times as many people. Make sure you designate someone to be responsible for doing outreach to the media. For details on how to do effective media outreach, see the “Media How To” in this toolbox.

On the day of the demonstration, make sure you have plenty of press packets prepared. A press packet should have all the background material a reporter would need to cover your story. Include your original press release about the event (which should explain why you are protesting) and also any fact sheets or other campaign materials you may have. At least one person should be responsible for handing out press packets to reporters and also getting the reporters’ names so you can contact them about future events.

Signs and other materials
Colorful signs are essential for capturing people’s attention. Make signs that have bold letters and clear messages—the fewer words, the better. You can paint your signs by hand or enlarge photos that illustrate your issue. Make sure your signs are legible from far away and make for good photo-ops. As with chants, the use of sarcasm or a play on words can be an effective way of communicating.

Literature and handouts
A bright, colorful sign may catch someone’s attention, but then what? Most people won’t have the time to stop and chat about your cause. That’s why it’s important that you bring educational materials to hand out—some sort of postcard, fact sheet or flyer that discusses your issue. The average person on their lunch break may not be able to hang out and learn about the issue, but if you give them something to stick in their back pocket, chances are that they will read it later.

Puppets and other props
Life-size puppets offer a fantastic way to dramatize your issue, and they make a great visual for television cameras. Other kinds of props like giant banners will also enliven your demonstration. Making art a central part of your protest will help you attract more attention. Art will also make your demonstration more fun for those involved.
How to Use the Media to Broadcast Your Message

Whether we like it or not, the mainstream media has a massive influence on politics in the United States. There is no question that we need to democratize our media, but as we do that we must also work with the mainstream media to broadcast the messages and values that are important to us as progressive activists. A fantastically well organized rally attended by 100 committed citizens is a beautiful thing. But if the media covers the rally, you will reach ten times that number with your message. If you want to talk to people outside the choir and bring new people into the struggle for social justice and human rights, media coverage is a must.

Telling a story or communicating a point of view to reporters and editors from mainstream publications is a special art. You have to be clear and brief and at the same time deeply thoughtful. You have to know certain tricks of the trade that will help your issue stand out from the hundreds of other interesting things happening in the world. This guide will help you get your important issues into the media’s eye. It contains basic primers on how to write a press release, how to pitch a story, how to write a letter to the editor, and other important tips.

If you would like more guidance on how to work with the media, feel free to contact Global Exchange’s communications department. GX’s communications team is more than happy to put media skills into as many hands as possible. You can contact Jason Mark, jason@globalexchange.org and 415-255-7296 x 230; or Tim Kingston, tim@globalexchange.org and 415-255-7296 x 229. Best of luck!

PRESS RELEASE HOW TO
(Adapted from Salzman’s “Making the News” and SPIN Project Materials)

What is a Press Release
- Informs reporters about your event, report, or issue.
- A detailed report with all the information a reporter needs to write their piece.
- Envision, then write the press release as the news story YOU would want to see written.
- Sent out the morning of or the day before the event.

Elements
- Headline. This will make or break a news release—including the most important information in the headline, and make it punchy. The headline can be up to four lines if necessary, including a sub-head, if used, but keep it short (and remember to use a large font).
- Important information should jump off the page—most reporters will only spend 30 seconds looking at a release.
- Spend 75 percent of your time writing the headline and the first paragraph.
- Use the inverted pyramid style of news writing. Make your most important points early in the release and work your way down.
- Keep sentences and paragraphs short. No more than three sentences per paragraph.
- Include a colorful quote from a spokesperson in the second or third paragraph.
- Include a short summary of your organization in the last paragraph.
- Mention “Photo Opportunity” if there is one. Be sure to send a copy of the release to the photo desk.

Structure / Form
- In the top left corner, type “For Immediate Release.”
- Below “For Immediate Release,” type the date.
- Contact Information: In the top right corner, type names and phone numbers of two contacts. Make sure these contacts can be easily reached by phone. Include the contacts’ home phone number, if appropriate.
- Type “###” at the end of your release. This is how journalists mark the end of a news copy.
- Type “MORE” at the end of page 1 if your release is two pages, and put a contact phone number and short head-line in the upper-right hand corner of subsequent pages.
- Print your release on your organization’s letterhead.

How to Distribute It
- A release should be sent out the morning of, or the day before your event. In some cases, you may want to send an “embargoed” copy to select reporters ahead of time, meaning that the information is confidential until the date you specify.
- Generally, send a release to only one reporter per outlet.
- If your release announces an event, send it to the “daybooks.” A daybook lists news events scheduled to take place in the region on that day. Someone from each major outlet reviews the daybooks each morning.
- ALWAYS make follow up calls after you send the release. If your release is announcing an event, make the calls the morning before your event is scheduled.
- Have a copy of the release ready to be faxed when you make the calls.
MEDIA ADVISORY—HOW TO
(Adapted from Salzman’s “Making the News” and SPIN Project Materials)

What is a Media Advisory?
• Functions as an FYI that alerts journalists to an upcoming event.
• Gives basic information: the who, what, where, when and why.
• Sent out a few days before the event.

Elements
• Headline. This will make or break the advisory—include the most important information in the headline and make it punchy. The headline can be up to four lines if necessary, including a subhead, if used, but keep it short (and remember to use a large font—it’s eye-catching!).
• Short description of the event and the issue. Make it visual (“Citizens will carry large placards and life-size puppets to the Governors Mansion to protest the latest cut in education funding.”).
• List the speakers at your event.
• Include a quote from somebody from your organization who works on the issue. This quote should be the main message that you are trying to convey to the press, and, in extension, to the public. Therefore, it should be clear, well thought out and strategic.
• Contact information. In the top right corner, type names and phone numbers of two contacts. Make sure these contacts can be easily reached by phone. Include the contact’s home phone number, if appropriate.
• Include a short summary of your organization in the last paragraph.
• Mention “Photo Opportunity” if one exists and be sure to send it to the photo editors of local news outlets as well as to reporters—they don’t always share information with each other!

Structure / Form
• In the top left corner, type “Media Advisory.”
• Beneath “Media Advisory,” type the date.
• Type “###” at the end of your advisory. This is how journalists mark the end of copy.
• Type “MORE” at the end of page 1 if your advisory is two pages, and put a contact phone number and short headline in the upper-right hand corner of subsequent pages.
• Print your advisory on your organization’s letterhead.

How to distribute it
• A media advisory should arrive at news outlets 3 to 5 working days before the event.
• Fax or mail (if time permits) your advisory to the appropriate reporter, editor or producer at each news outlet on your press list.
• If your region has a “daybook” (you can find out by calling the newsroom of your largest local newspaper) be sure to submit your advisory. A daybook lists news events scheduled to take place in the region on that day. Major news outlets review the daybooks each morning.
• ALWAYS make follow up calls the day before your event and have the advisory ready to be faxed.

PITCHING YOUR STORY
(Adapted from Salzman’s “Making the News” and SPIN Project Materials)

• Telephone calls are the most effective way to communicate with reporters. Pitch calls are essential to an effective media strategy. Reporters are on paper overload—chances are they never saw your faxed release or advisory.
• Target your reporters. Contact reporters who cover your issue, and reporters you have a relationship with. If you have to make a “cold call,” ask the general assignment editor or producer who you should speak to.
• Find a “hook” for your story. Show the reporter how your story is significant, dramatic, timely, controversial or impacts a lot of readers.
• Always pitch the story first, and then ask if they received your release or advisory. Immediately capture the interest of the reporter—they won’t wait for you to get to the point.
• Keep the pitch short and punchy. Reporters don’t have time for long pitch calls, so get to the most interesting and important information in the first 90 seconds. Don’t forget the Who, What, Where, When and Why.
• Be enthusiastic and helpful. If you’re not excited about your story, why should the reporter be?
• Never lie to a reporter. They may not like what you have to say, but they must respect you.
• Be considerate of deadlines. Pitch calls are best made in the mid morning (9:30 AM to noon). If you sense a reporter is rushed or impatient, ask them if they are on deadline and offer to call back.
• Only pitch one reporter per outlet. If you do talk to more than one person (which is necessary sometimes), make sure the other reporter knows that you’ve talked with someone else.
• Close the deal. Ask the reporter if they are interested or if they are coming to the event. Most will not commit over the phone but they will think about it.
• Offer to send information. If they don’t commit to attend your event, offer to send them information if they cannot attend. (Remember to send the information right away.)
• Don’t get frustrated. Pitch calls can be frustrating when reporters don’t bite. But remember that every phone call keeps your issue and organization on their radar screen and is an important step in building an on-going professional relationship with reporters.
HOLDING A MEDIA EVENT
(Adapted from Salzman’s “Making the News” and SPIN Project Materials)

What is a Media Event?

• An activity intended to generate news coverage. They often involve gimmicky visuals, playful stunts, props, etc.

Hints

• Determine if your event is newsworthy. The more of the following characteristics it has, the more likely it will get coverage:
  ✦ Novelty
  ✦ Conflict
  ✦ New data, symbol of a trend
  ✦ Simplicity
  ✦ Humor
  ✦ Prominent figure involved
  ✦ Action
  ✦ Bright props and images
  ✦ Local impact
  ✦ Holidays, anniversaries.

• Build your media event—site, speakers, visuals—around your message and slogan.

• Make it fun. If you don’t look like you want to be there, why should the press?

• Don’t be afraid to employ stunts. Sexy and trendy events take precedence over long range things with the media.

• Consider timing. Is your event competing with other things? It is best to stage an event Monday through Thursday, 10 A.M. though 2 P.M.

• Find an effective location. Consider the following questions when choosing a location:
  ✦ Is the site convenient? Reporters are busy and won’t travel far for an event.
  ✦ Is your site too commonly used for media events? Try to find a unique location, if possible.
  ✦ If your event is outdoors, do you have a backup location? A little rain or bad weather won’t ruin an event, but severe conditions will. Also consider if it is possible to postpone it if the weather is very bad.
  ✦ Do you need a permit? Check with the local police department.

• Arrange to have photographers take pictures of your event.

• Display a large banner or sign with your organization’s logo.

• The event should last 15 to 45 minutes.

• Distribute information about your issue and organization at the event.

• Remember equipment. Will you need a megaphone, podium or portable microphone?

• Have spokespersons ready to be interviewed.

• Find out which reporters attended the event. Follow up with the no-shows.
FUNDAMENTAL TIPS FOR INTERVIEWS

• Discipline your message! Use your slogan or message as much as possible.
• Familiarize yourself with three soundbites (with backup information). Write them down.
• Always turn the question back to your message.
• Anticipate questions.
• Know the opposing points.
• Practice. Even people who speak all the time practice.
• An interview is never over even if the tape stops rolling. Everything you say to a journalist is on the record.
• Don’t get frustrated by difficult questions. Just stick to your messages.
• If you slip up, don’t worry. Just ask the reporter to start again (unless it’s live).
• If you need more time to think, ask the reporter to repeat the question or ask a clarifying question. Or simply pause and think before answering.
• If you don’t know an answer to a question, don’t force it. Try to return to your message. If it’s an interview for print media, tell the reporter you’ll track down the answer later and call them back.
• Tell the reporter you have more to add if he or she overlooks something you think is important.
• Discipline your message! Use your slogan or message as much as possible.
• Familiarize yourself with three soundbites (with backup information). Write them down.
• Always turn the question back to your message.
• Anticipate questions.
• Know the opposing points.
• Practice. Even people who speak all the time practice.
• An interview is never over even if the tape stops rolling. Everything you say to a journalist is on the record.

LETTER TO THE EDITOR - HOW TO

(Adapted from Salzman’s “Making the News” and SPIN Project Materials)

What is a Letter to the Editor?
• Letters to the editor (LTE’s) most often discuss a recent event/issue covered by a publication, radio station or TV program.
• They are your chance to “sound-off” to your community about issues in the news. They are widely read—so make them an important part of your media strategy.

Elements / Hints
• Keep it short and concise—150-200 words. The paper will take the liberty to shorten your letter to suit its format. The more it has to cut, the less control you have of what gets printed. Lead with your most important information.
• Focus on one main point and make a compelling case.
• Write in short paragraphs, with no more than three sentences per paragraph.
• Don’t write too often. Once every three months is about as often as you should write.
• Avoid personal attacks.
• Put your full name, address and phone number at the top of the page and sign the letter at the bottom. You must include a phone number for verification purposes.
• Follow up to see if the letter was received.
For Immediate Release:
Tuesday, February 10, 2004

**Fair Trade Activists Protest M&M/Mars’ Use of Child Labor:**

Pre-Valentine’s Day Rally

On February 13, the eve of Valentine’s Day and the middle of African American History Month, Fair Trade activists will demand that M&M/Mars start selling Fair Trade chocolate to help end child labor in West Africa. A 5:00 pm rally at M&M’s World, 3785 Las Vegas Blvd. will feature a Fair Trade chocolate give-away where hundreds of brightly colored balloons stating "Child Labor Taints M&M’s Flavor" will also be given away.

Speakers at the rally include Danny Thompson of the Nevada state AFL-CIO, Bob Fulkerson of the Progressive Leadership Alliance of Nevada, Evelyn Flores, student body president of the Community College of Southern Nevada and Miguel Barrientos of the Mexican American Political Association.

"By protesting at M&M/Mars’ only retail store in the country Las Vegas citizens have a chance to make a real difference in cocoa farmers’ lives. If M&M/Mars goes Fair Trade it will give West African cocoa farmers a living wage, while guaranteeing that the industry will not profit from child labor," said Valerie Orth, Global Exchange's Fair Trade organizer. "M&M/Mars will be a great example for the rest of the cocoa industry."

The Feb. 13 rally is part of a national day of action demanding that M&M/Mars sell Fair Trade chocolate. Events are planned in Washington, D.C., Chicago, and other cities. Las Vegas' M&M’s World is the company’s only retail store in the nation. M&M/Mars is being targeted because the company’s chocolate products have a very unpleasant ingredient: Child labor. Ethel M, Milky Way, Dove Bar and M&Ms are tainted by the tears and sweat of West African children. Two thirds of the world’s cocoa crop is produced on West African cocoa farms, where the U.S. State Department and the International Labor Organization have recently documented the widespread use of child labor, and even child slavery. The International Institute of Tropical Agriculture reports that West African cocoa farmers earn, on average, as little as $30 to $108 per household member annually from cocoa. Yet M&M/Mars still purchases no Fair Trade cocoa despite growing consumer demand for Fair Trade chocolate over the past two years.

Fair Trade Certified chocolate, which provides a living wage to the farmers, is a solution to the child labor situation. Fair Trade certification guarantees a minimum price per pound, prohibits abusive labor and offers the hope of economic success to cocoa farmers. But M&M/Mars flatly refuses to sell Fair Trade chocolate, despite sales of about $16 billion per year. The three private owners of the company are each worth $10.4 billion! Can’t they afford to get on board the Fair Trade train?  

###

Sample Media Advisory

FOR IMMEDIATE RELEASE:  
DATE

Contact: Your Name, Your Number or Tim Kingston, Global Exchange, 415-255-7296

Saving the World One Cup of Coffee at a Time

Mexican Fair Trade Activist Will Come to YOURTOWN to Talk About the First Widely Available Alternative to Sweatshop Exploitation: Fair Trade Coffee

When:  DAY, DATE, TIME

Where:  LOCATION – ROOM, BUILDING, STREET, CROSS STREET, ETC.

What:  The coffee industry is in the midst of a massive crisis—world coffee prices are spiraling downward and coffee farmers are being driven into poverty. However, thanks to a new consumer movement that is exploding across the entire country, ordinary people have an easy way to be a part of the solution to this crisis. Thousands of supermarkets and coffee shops across the nation—including Starbucks cafes and Safeway stores—are offering their customers Fair Trade Certified coffee, which guarantees that farmers in the developing world are paid a living wage for their harvest.

On DAY, DATE, TIME, Eliva Alvarado, a Honduran Fair Trade activist, will be coming to YOURTOWN to offer a personal view of the coffee crisis and how it has affected coffee farmers around the world. At this event, you will also learn how Fair Trade coffee is helping to build economic justice from the bottom up by supporting farmers and their families.

Ms. Alvarado is a coffee farmer and longtime campesina activist from Honduras who speaks from the heart about the situation of coffee farmers in the global economy— as a result of the financial effects of the coffee crisis, Elvia had to send her children to work in a maquiladora to keep food on the table. The talk will be followed by a question and answer session. Local residents who are currently working on Fair Trade issues will speak briefly about the Fair Trade system and provide information about where to buy Fair Trade Certified coffee.

Coffee is the second largest US import after oil, and the US consumes one-fifth of all the world’s coffee, making it the largest consumer in the world. But few Americans realize that agriculture workers in the coffee industry often toil in what can be described as “sweatshops in the fields.” Many small coffee farmers receive prices for their coffee that are less than the costs of production, forcing them into a cycle of poverty and debt.

Recent drops in world coffee prices have made the farmers’ lives even worse. Prices are currently at an eight-year low, sliding below 80 cents a pound last September and reaching 50 cents in August 2001. With production costs averaging at least 90 cents a pound, farmers right now are pressed to feed their families, nevermind pay their outstanding debts.

Fair Trade corrects these imbalances by guaranteeing a minimum price for small farmers’ harvest and encouraging organic and sustainable cultivation methods that are safer for communities. Fair Trade farmer cooperatives are provided badly needed credit and assured a minimum of $1.26 per pound. With the extra profits, coffee growers are able to invest in their families’ health care and education. Fair Trade Certified coffee currently benefits 500,000 farming families in 20 countries. ###
P&G to give boost to small coffee growers

Procter & Gamble, the consumer products behemoth, will announce Monday that it has given a powerful — if not precedent-setting — nod to the fair trade coffee movement.

Millstone Coffee, its upscale coffee brand, will begin on Monday marketing a fair trade certified blend — Mountain Moonlight Fair Trade Certified. Certification is said to guarantee small coffee growers a decent living. The move is expected to nudge rivals, including Kraft and Nestlé, to consider Fair Trade coffee.

Many of America’s biggest companies are discovering that social consciousness is part of the price of doing business. McDonald’s, Burger King and Wendy’s all have improved the treatment of animals under pressure from People for the Ethical Treatment of Animals. Starbucks, Dunkin’ Donuts and now P&G have agreed to sell Fair Trade coffee following activist pressure. And P&G’s Millstone also will begin selling a shade-grown blend certified by the Rainforest Alliance.

P&G expects to displace Starbucks to become the world’s largest seller of fair trade coffee within three years. “We’ll support anything that helps the plight of the coffee grower,” says Dub Hay, senior vice president of coffee at Starbucks.

P&G’s fair trade versions could filter down to its Folgers and private label brands. “We’ve seen lots of trends start in the gourmet segment and move down,” says Tonia Hyatt, P&G’s coffee sustainability manager.

While P&G’s fair trade line will be introduced online and sold via a toll-free number, the company expects it to be sold in supermarkets nationwide within a year.

P&G’s move is not altruistic. About the only segment of the $19.2 billion U.S. coffee industry that isn’t stagnant is the $8.4 billion specialty coffee sector. Within that, the $100 million fair trade business — though tiny — is widely viewed as the fastest-growing niche.

How big a deal is P&G’s action?

“This is the tipping point,” says Liam Brody, coffee program manager for Oxfam, an international humanitarian group that has been pushing the Fair Trade coffee cause.

In the past three years, the price many farmers are paid for coffee has fallen almost 50%. That has resulted in a humanitarian crisis for 25 million coffee-growing families in 50 developing countries, says Valerie Orth of Global Exchange, a human rights group.

A number of groups have pushed hard for this action by P&G. Executives, including CEO A.G. Lafley, were besieged with e-mails promoting the Fair Trade coffee cause.

“This is a dramatic moment,” says Haven Bourque, marketing director at TransFair USA, which independently certifies Fair Trade coffee in the USA. “P&G is a thought leader. Others will have to take notice.” But Kraft has “no plans” to sell Fair Trade coffee, says Kraft spokeswoman Patricia Riso.
The solution:
Fair Trade!

- Guarantees a minimum price regardless of the volatile market—a living wage.
- Prohibits forced and exploitative child labor.
- Farmers are organized in cooperatives.
- Independently certified by third party, Fair Trade Labeling Organizations International
- Encourages direct long-term buying relationships.
- Provides credit at low rates.
- Promotes sustainable farming—85% of Fair Trade cocoa and coffee are organic and shade grown.
- Who benefits from Fair Trade?
  Cocoa: 42,000 farmers in 8 countries.
  Coffee: 550,000 farmers in 22 countries.
- Due to lack of demand, Fair Trade cooperatives sell on average 10-20% of their crop at Fair Trade prices — the rest must be sold for less, often below the cost of production. Now is the time to take action for Fair Trade!
What you can do to support Fair Trade!

1 **BUY** Fair Trade Federation and TransFair products—coffee, tea, cocoa/chocolate, fresh fruit, and crafts. If it isn’t available in your local shops and cafes, ask them to stock it!

![Fair Trade Federation](image1)

Shop Online for Fair Trade products at www.globalexchangestore.org

2 **DEMAND** fair prices for farmers!

*Get M&M/Mars to sell Fair Trade!*  
Paul Michaels, President  
6885 Elm St., McLean VA 22101  
1-800-627-7852,  
askmms@mmmars.com

*Ask Starbucks to brew Fair Trade everyday!*

Orin Smith, CEO  
P.O. Box 34067  
Seattle, WA 98124  
1-800-235-2883,  
Osmith@Starbucks.com

You can send faxes to these companies from our website.

3 **ORGANIZE!** Educate others in your community, lobby representatives to pass a Fair Trade resolution, hold demonstrations for Fair Trade with other grassroots organizations, and make sure Fair Trade products are used for all meetings, events and fundraisers.

4 **JOIN** the Fair Trade movement by becoming a Global Exchange member or making a donation. Subscribe to our Fair Trade listserv—email fairtradelist@globalexchange.org

5 **TRAVEL** on a Global Exchange Reality Tour to talk to farmers about the impact of US foreign policy and to see the benefits of Fair Trade for yourself!

See [www.globalexchange.org/campaigns/fairtrade](http://www.globalexchange.org/campaigns/fairtrade) for ideas, action tools, resources, company listings and more!
The US State Department and the International Labor Organization have reported child slavery and child labor on West African cocoa farms, where farmers earn only $30-$108/year. Who profits from this atrocious exploitation? M&M/Mars - the world’s largest chocolate company and maker of M&M’s, Snickers, Milky Way, Dove Bar and Ethel M. With annual revenues of $16 billion and owners worth $10.4 billion each, M&M/Mars can certainly afford to pay farmers a decent price!

The solution? Fair Trade, which guarantees a minimum price per pound, prohibits abusive child labor and promotes sustainable farming. Fair Trade farmers can provide for their families and communities with dignity, send their kids to school and pay their workers. Despite growing demand, M&M/Mars refuses to offer Fair Trade chocolate.

If you buy coffee from Starbucks, the answer is probably “NO.” Fair Trade guarantees a sufficient price and promotes sustainable farming and community development. Only 1% of Starbucks’ coffee is Fair Trade Certified and it isn’t available at all locations, leaving coffee farmers in poverty and desperation. Meanwhile, in 2003, Starbucks’ net revenues were $4.1 billion (increasing every year), and CEO Orin Smith’s salary was over $2.3 million. Starbucks can certainly afford more than 1% Fair Trade!

Ask Starbucks for a REAL commitment to Fair Trade and farmers!
1-800-235-2883, osmith@starbucks.com
Learn more and take Fair Trade action:
www.globalexchange.org/campaigns/fairtrade
SAMPLE LETTER TO M&M/MARS

Paul Michaels  
President M&M/Mars Inc.  
6885 Elm St., McLean, VA 22101  

Dear Mr. Michaels,  

Please sell Fair Trade Certified chocolate. After learning about the widespread abusive child labor on cocoa farms, I believe Fair Trade is best solution for M&M/Mars, cocoa farmer, and concerned chocolate lovers like me.  

Global Exchange and 200 other credible national groups formally asked M&M/Mars to sell Fair Trade chocolate over two years ago. Since then, M&M/Mars has received overwhelming requests for Fair Trade—including more than 1,000 letters from schoolchildren and more than 5,000 faxes and letters from people like me. My voice adds to the growing demand that M&M/Mars sell Fair Trade and meet with concerned groups to discuss this issue immediately.  

Despite such overwhelming appeals, M&M/Mars has refused to sell Fair Trade. Consumers have no certainty that the products they buy are being produced without child labor except Fair Trade. Fair Trade ensures a minimum price for producers and independent certification that consumers can trust.  

As the world’s biggest chocolate company, M&M/Mars has the responsibility and resources to sell Fair Trade. It is possible for M&M/Mars to start right now since Fair Trade co-ops sell only about 10% of their crop at Fair Trade terms right now.  

Thank you for your consideration. I look forward to hearing about your plans to sell Fair Trade Certified chocolate and meet with concerned organizations to discuss this soon.  

Sincerely,  

GLOBAL EXCHANGE  
2017 Mission Street, #303 • San Francisco, CA 94110 • tel 415.575.5538 • fax 415.255.7498  
www.globalexchange.org/cocoa

SAMPLE LETTER TO STARBUCKS

Mr. Orin Smith, CEO  
Starbucks Coffee Company  
P.O. Box 34067  
Seattle, WA 98124-1067  

Dear Mr. Smith:  

I care about farmers and workers around the world and I make my purchasing decisions according to my belief that the person who produced something I buy should be paid a living wage and have safe and healthy working conditions. That’s why I am committed to buying exclusively Fair Trade Certified coffee. While I thank you for buying some Fair Trade, the conditions facing coffee farmers have become so severe that I feel it is imperative that Starbucks increase its support of Fair Trade even more.  

Coffee prices are at an all time low, having fallen to $.60 to $.70 per pound. As a result, farmers are even more impoverished, going further into debt and losing their land.  

Considering where Starbucks fits into this picture, Starbucks’ commitment of less than 1% of its total volume still puts you behind other industry leaders. Starbucks is still far below the industry minimum standard of 5% Fair Trade shared by all of the other 100 companies offering Fair Trade Certified coffee.  

I strongly urge Starbucks to increase your support for farmers by converting at least 5% of the total coffee volume to Fair Trade. You can do this by offering Fair Trade Certified coffees that are brewed and in espresso drinks on a daily basis, and brewing it as the coffee of the day at least once a week. I also urge Starbucks to extend your support of Fair Trade across all of your marketing channels, by offering exclusively Fair Trade Certified coffee at your affiliated college food service locations, and supplying Fair Trade coffee to your licensed retailers.  

Thank you for taking a step in the right direction.  

Sincerely,  

GLOBAL EXCHANGE  
2017 Mission Street, #303 • San Francisco, CA 94110 • tel 415.575.5538 • fax 415.255.7498  
www.globalexchange.org/cocoa
Fair Trade Coffee Farmers in Mexico

Fair Trade Certified coffee guarantees a minimum of $1.26/pound (a living wage) and access to credit at fair prices to poor farmers organized in cooperatives. These fair payments are invested in food, shelter, health care, education, environmental stewardship, and economic independence. Fair Trade promotes socially and environmentally sustainable techniques and long term relationships between producers, traders and consumers.

Coffee has been an important export crop in Mexico for hundreds of years, especially for the southern states. Coffee exports generate about $700 million in national income. But for the majority of small-scale farmers, the earnings from their coffee harvest remain nothing short of miserable. Earnings from this labor-intensive crop do not cover even their basic needs (food, housing and health) let alone the capital necessary in order for the small-scale producer to consider personal or community development.

Today approximately 200,000 of the 283,000 coffee producers in Mexico are indigenous campesinos with land holdings of less than 5 acres. Most farmers continue to live in a state of acute poverty.

UCIRI, Oaxaca

Established in 1982 the Union of Indigenous Communities of the Isthmus Region in Oaxaca, Mexico has over 5,000 families who farm roughly 15 acres. UCIRI chose the tree to represent the structure of the organization. The roots are the families of 53 communities that make up UCIRI. The trunk stands for the General Assembly of Delegates elected by each of the communities. This assembly is the primary forum for the creation and implementation of the Union’s projects, signified by the branches. The fruit hanging from the branches represent the results of their labor, shared by all of its members. These fruits include schools, health clinics, home visits by doctors, the training of nurses and dentists and the strengthening of their indigenous culture. This co-op has helped create the region’s only public bus line, a hardware and farm supply center, healthcare services, cooperative corn mills, an agricultural extension and training program, accounting training and the only secondary school in the region.

S.S.S. Mut Vitz “Bird Mountain” Co-op, Chiapas

The cooperative Mut Vitz is primarily comprised of Tzotzil Indigenous campesino farmers from the 6 municipalities of El Bosque, Simojovel, Bochil, Jitotol, San Andres Larrainzar and Chenalho. Since its few short years of existence, over 1,000 farmers have joined the cooperative, and will produce about 15,000 100-pound bags of high-altitude coffee this year. The producers are currently in transition from “natural production” to “certifiable organic” production methods and pay particular attention to all appropriate practices for sustainable, shade-grown coffee.

Mut Vitz coordinates a network of 48 organic promoters working in 28 communities to promote organic production practices. Because of the lack of government support for people living in this zone, producers have been searching for autonomous economic and social alternatives to support development in their communities. One critical aspect is the creation of alternative, economic models, supporting social development for the promotion of democracy, self-management and sustainability, as well as covering the people’s basic needs of food, health care and local infrastructure.

Lucio Gonzalez Ruiz, Past President of the Board of Directors, spoke recently about organics:

“Years ago, a government coffee institution, IMECAFE, gave away chemical fertilizers to the small producers and encouraged them to use it. The farmers used it in their plants that first year, and the plants looked very pretty and they produced very well. The following year the fertilizer was no longer for free. Still, some farmers went ahead and bought it. The third year the price for the fertilizer went way up, and the farmers could not afford it any more. So, many coffee plants died in this process. The plants got used to the chemicals and they suffered without it and dried off.”
up. We realized that the chemical is good for only one year; that for only one year the plant produces coffee, but not after the second year. Then the coffee plants die, and even if we plant new ones they do not produce because the soil is already damaged with the chemicals. For this reason we are doing organic work in all the parcels; we are growing only organic coffee; we are using shade for our coffee plants and we are diversifying our shade trees; and we are also using compost in our corn fields or milpas.”

The Crisis
For the last ten years, the price of coffee in the world market has hovered around $1 per pound – meaning that the farmers get between 30-50 cents. However, in recent months a crisis of overproduction has pushed prices down to below 60 cents a pound, far less than the costs of production.

The price crisis has hit Mexican farmers extremely hard. In November of 2000, Mexican coffee producers called on the government to declare a state of emergency in the country’s coffee zones as coffee prices hit a seven-year low in international markets. “There is a major problem with harvesting the coffee in many growing zones because of the lack of financing. Producers simply cannot afford to harvest at the current prices,” said Fernando Celis of the Coffee Producers Associations Council, which represents 70,000 producers.

Serving as grim proof of the severity of the social crisis in Mexico caused by low international coffee prices, six of the 14 found dead in the Arizona desert in May of 2000 were identified as small coffee farmers from the state of Veracruz.

Luis Hernández Navarro of La Jornada, a national newspaper, writes; “the alarm signals have gone on in the Mexican countryside. The coffee growers have sent the country a distressing S.O.S. The new government officials would do well not to disregard this message. The Chiapas rebellion of 1994 was fed by the coffee crisis that began in 1989.”

Resources on Fair Trade Coffee in Mexico

Grounds for Action: The Maya Vinic Fair Trade Coffee from Chiapas, Mexico
Jubilee Economic Ministries, www.jubilee4justice.org
Videos can be purchased at www.globalexchangestore.org/globalexchange/resources.html

Chiapas Media Project
ph: 773-583-7728
www.chiapasmediaproject.org

Mexico Solidarity Network
www.mexicosolidarity.org
ph: 773-583-7728 msn@mexicosolidarity.org

Comercio Justo México
Jerónimo Prujin
(52) 5271-3763 comjustomex@laneta.apc.org

Where to buy Fair Trade Mexican coffee

Global Exchange
www.globalexchangestore.org/coffeeandtea.html

Equal Exchange
www.equalexchange.com
ph: 781-830-0303 info@equalexchange.com

Peace Coffee
www.peacecoffee.com
info@peacecoffee.com ph: 888-324-7872

Dean’s Beans
www.deansbeans.com
ph: 978-544-2002 dean@deansbeans.com

Café Campesino
www.cafecampesino.com
ph: 912-924-2468 bharris@cafecampesino.com

Cloudforest Initiatives
www.cloudforest-mexico.com
ph: 651-592-4143 cloudforest@hwpics.com

And in your community at www.globalexchange.org/campaigns/fairtrade/coffee/retailers.html

Global Exchange Mexico Program
Global Exchange’s Mexico Program seeks to support Mexico’s democratic movement through public education in the US about the realities of Mexico and the need for changes in US trade and military policy toward Mexico. For more information, see www.globalexchange.org/campaigns/mexico

Find books, news articles and theses at:
www.globalexchange.org/campaigns/fairtrade/resources.html
The Dominican Republic is the home of the Conacado cooperative, which was founded in 1988, and joined the Fair Trade system in 1995. The Dominican Republic’s tourism industry has increased significantly in recent years but this has not helped small farmers in the inner part of the country, many of whom are still struggling to survive. Even most of Conacado’s small-scale farmers must also work on bigger plantations because their cocoa revenues do not meet their needs. As a result, farmers are limited in the time and money they can direct towards their own crops.

Conacado has about 9,000 members, who belong to 126 smaller cooperatives that are organized into regional groups called “blocues.” Each bloque differs according to member needs, though each has a Board, Assemblies and Producer Committees. Each bloque also organizes exchange visits and workshops focused on agricultural and administrative topics. Local and national staff work with the Producer Committees to develop annual work plans, organize special activities and evaluate loans. Conacado’s goals are to generate work and income for disadvantaged groups, increase quality and productivity, foster direct trade relationships and provide credit and technical assistance.

Cocoa production in Conacado

Cocoa accounts for 90% of the income members receive through Conacado. Other commodities such as bananas, citrus fruits, potatoes, other vegetables and coffee are also produced for the local market and home consumption. Most of Conacado’s cocoa has always been organic and shade grown. The cooperative is working to help farmers improve and expand these methods so that all cocoa will be certified organic. Fair Trade provides added support for farming methods that are safe for the environment and public health by encouraging shade cultivation, composting and minimization of chemical inputs, and offering a higher price for organic cocoa.

“With the Fair Trade premium of 1999, we had planned to build some important roads, but with Hurricane George, which destroyed many of the farms and reduced our production by 70%, the General Assembly of members decided to use this money to ‘clean up’ the damaged farms and to create nurseries for new planting material.”

Conacado’s capacity for production has improved since its incorporation but remains at the mercy of tropical weather patterns. As a result of Hurricane George, total cocoa production dropped from 5,799 tons in 1998 to 1,912 tons in 1999, while total exports dropped from 3,724 tons to 1,555 tons across this...
time. On the positive side, Fair Trade sales rose from 88 tons in 1998 to 234 tons in 1999.

Benefits of Fair Trade

Fair Trade has helped Conacado’s farmers in many important ways in addition to supporting rebuilding after Hurricane George. The cooperative has organized workshops to teach farmers how to improve fermentation techniques, expand sustainable growing methods, increase productivity and participate more actively in the cooperative. In addition to these programs, Conacado facilitates many other projects, some with funding from other NGO’s. One example is the Juntas Mujeres Campesinas, a group of three women’s organizations that oversee the production of wine, bread, liquor, jam, chocolate and organic fertilizers.

Isidoro has expressed just how much the cooperative and Fair Trade system have offered to farmers and their communities: “In our country there was no tradition of fermenting cocoa. With the Fair Trade income, we were able to implement a fermentation program to improve the quality and to convert our production to certified organic. This improved our position in the export-market. These days the competition for small-scale farmers organizations has become very aggressive, so only niche markets allow us to survive.”

Future plans for Conacado

For Conacado, Fair Trade has paved the way for renewal, and continues to be a foundation of hope for continued growth. However, Conacado’s members still sell much of their cocoa in the conventional market where prices have been below the cost of production for over two years. “We would like to see the Fair Trade sales increase to improve our market position,” says Isidoro. Farmer incomes are sufficient to cover the basic costs of living but do not leave room for savings or extra expenses such as home improvements. Families with especially large numbers of children still can’t afford to send them all to school. Even by 2000 many cocoa gardens were still covered with dense weeds, awaiting the funds for replanting.

Increased consumer demand is the key that will open up the Fair Trade market and bring Conacado’s members the additional Fair Trade revenues they need desperately. By buying Fair Trade chocolate and advocating for it in your local community and beyond, you can help build the Fair Trade market and ensure that chocolate is as sweet for the farmers as it is for you. See the following resources to learn more and get started today!

Resources

Products with Conacado cocoa

Equal Exchange
www.equalexchange.com
info@equalexchange.com
781-830-0303

Dagoba Organic Chocolates
www.dagobachocolate.com
dagobachocolate@cs.com
514-664-9030

La Siembra Cooperative
info@lasiembra.com
www.lasiembra.com

Get involved & learn more!

Global Exchange Fair Trade Campaigns
fairtrade@globalexchange.org
www.globalexchange.org/campaigns/fairtrade

Fair Trade Labeling Organizations International
www.fairtrade.net
Youths Taste Protest at Candy Trade Show
Price Hike Sought for Cocoa Farmers

June 08, 2004

By Stephen Franklin

Ever so patiently Nina Clark edged her way to the front of the crowd so she could say a few words about chocolate and child workers in West Africa.

Her voice was determined. “It is not right,” said the 10-year-old fourth grader. “Children can’t go to school because their parents aren’t paid enough.”

Along with a number of fellow fourth-graders from the Inter-American Magnet School on Chicago’s North Side, she took part in a small rally Monday aimed at getting the attention of some of the thousands of buyers attending the All Candy Expo, which runs through Thursday at McCormick Place.

The youngsters, who have been studying the rain forests of Africa and Latin America, along with representatives of several Chicago-based unions and religious groups, called on candy-makers to increase the income of cocoa farmers by buying so-called fair-trade chocolate.

With higher prices, the farmers will no longer abuse child workers nor keep them in slavelike conditions, they said.

To increase the producers’ share of profits, the fair trade movement advocates minimum prices, credit availability and business relationships directly with farmer cooperatives, avoiding middlemen.

The force behind the rally was Global Exchange, a San Francisco-based group that hopes to cash in on consumers’ concern about Third World workers’ conditions.

Saying a slew of firms that make products ranging from T-shirts to rugs have changed the way they do business overseas because of consumer pressure, they hope to spark a similar change for cocoa farmers.

“That’s what happened with Starbucks, and everyone else followed,” said Jason Mark, a Global Exchange worker.

Indeed, since Starbucks decided in September 2000 to sell fair-trade coffee, a number of competitors have jumped on the bandwagon. Similarly, many college campuses now offer fair-trade coffee, the result of recently organized student fair-trade groups.

Under the plan proposed by Global Exchange and allied groups, the chocolate manufacturers would begin by buying 5 percent of their products from farmers who have been certified by recognized groups as selling products that meet fair-trade goals.

Officials of the National Confectioners Association, the U.S. candy industry’s major voice and the sponsor of the trade show in Chicago, could not name a major American chocolate manufacturer that sells fair-trade chocolate. And the group does not think fair trade is a good fit for the industry.

Susan Smith, a spokeswoman for the association, said the industry prefers a monitoring system that would watch out for abusive practices and support schools that would teach farmers how to farm as well as how to treat their workers.

With the support of the world’s chocolate manufacturers, such a plan was agreed on in 2001 and is supposed to take effect next year.

The problem with the fair-trade approach, she said, is that it would reach only a small number of the 1.5 million cocoa farming families in West Africa, where most of the world’s cocoa is grown.

Lilliana Esposito, a spokeswoman for Masterfoods USA, the parent company of M&M/Mars, one of the nation’s major

(continued on next page)
chocolate companies, said the firm does not think the fair-trade route is the right road.

Not only would it be difficult to organize farmers into fair-trade cooperatives, she said, but such a system would also create an artificial price for chocolate.

A better solution, she said, would be teaching farmers to be more efficient.

Global Exchange thinks that efficiency is not the problem, but basic fairness. The group says some farmers earn only 5 percent of the profits from their cocoa products.

How much exploitation is involved in the world’s production of cocoa is a matter of debate.

While the U.S. State Department said in 2000, for example, that thousands of children, as young as 9 years old, have been forced to work on West African cocoa plantations, industry officials cite a recent study that shows the problem is not as severe in parts of West Africa.

Whatever the problem, the long-term solution, according to fair-trade supporters such as Global Exchange, is to boost farmers’ profits. By raising farmers’ income year after year, the industry will reduce the economic insecurity that drives them to abuse youngsters, said Mark of Global Exchange.

And, as in the case with the coffee companies, he predicted that chocolate manufacturers would eventually come around. Meanwhile, his group’s strategy, he said, will remain the same: targeting students and teachers like those at the Inter-American School—chocolate consumers who identify with the plight of child workers.

Erica Clark, who was on hand for the presentation by her daughter Nina outside the Hyatt-Regency Chicago Hotel, where many visitors to the All Candy Expo are staying, said the issue caught on with the youngsters since they have been studying conditions in rain forests. “They learned about how children are treated and they are real concerned about it,” she said. “It is ironic that a product that is sold and marketed to children is made on the backs of children.”

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Top cocoa producers Percent of world cocoa production 2003/2004* Ivory coast 40.3% Ghana 16.1 Indonesia 14.6 Brazil 5.6 Nigeria 5.5 Source: World Cocoa Foundation

*Projected
As if chocolate's recently discovered health benefits did not provide enough extra incentive to indulge, a Bay Area-led trend has made it possible to help fight poverty by eating chocolate. This holiday season is the first in which such philanthropic chocolate eating will be widespread because the three largest U.S. grocery chains — Krogers, Albertsons and Safeway — and other vendors nationwide only recently began to offer fair-trade-labeled chocolate products.

The fair-trade label guarantees not only that small-scale farmers receive an above-market price for their cocoa, but also that an additional portion of the purchase price goes toward community projects aimed at improving the lives of the cocoa workers and farmers. Certified in the United States by the Oakland nonprofit TransFair USA, the fair-trade label adorns chocolate products primarily from African and Latin American farm cooperatives that maintain high labor standards.

Many are unknowingly participating in this trend because they are unaware that the fair-trade label means that more of the purchase price for the chocolate product went to improving the lives of the farmers.

Greenbrae's Hannah Tai, a high-end "edible art" cake maker who made the cake for the Olympic Committee when it came to assess the Bay Area's bid, bakes only with Dagoba fair-trade cocoa. She has baked decorative wedding cakes in locations ranging from Lafayette to Burlingame to Lucerne, Switzerland, and says that most of the wedding guests did not know that by eating her wedding cake they were supporting a good cause.

"I went looking for a fair-trade chocolate to bake with because I wanted to find a way to use my business for doing some good in the world, but I don't hit people over the head with it," Tai said. "People choose to work with me based on aesthetics and word of mouth, and while I do try to mention it, couples planning a wedding usually aren't looking to hear a lot of details about fair-trade chocolate."

 Besides wedding guests, other unsuspecting philanthropic chocolate eaters include customers at Urban Forage in San Francisco, which regularly makes desserts such as the Guatemalan Sweet Treat and a chocolate peanut butter pie. Berkeley's Chez Panisse also is considering baking with fair-trade cocoa powder.

"We were contacted by the fair-trade foods group based in the East Bay, and they sent us (promotional materials)," said Sylvan Bratter, assistant to Chez Panisse chef Alice Waters. "I just called them back to ask for more information, and now we just have to find chocolate that is up to snuff and has a local distributor."

Dagoba Chocolates, which is used by Urban Forage in San Francisco, sent a fair-trade baking cocoa sample that the Chez Panisse kitchen is trying.

Besides TransFair USA, which sent the promotional materials to Chez Panisse, another nonprofit playing a leading role in increased philanthropic chocolate eating is the San Francisco nonprofit Global Exchange. Global Exchange has organized fair-trade chocolate educational campaigns in schools across the country.

At Garin Elementary School in Brentwood, this educational campaign led to a half-day's worth of activities in which about 50 first-graders learned about the harsh labor practices on many cocoa plantations. Supported by fair-trade chocolate donated by the Walnut Creek Whole Foods Market, the kids then sent letters to the CEOs of chocolate companies asking them to use fair-trade chocolate, which establishes higher labor standards.

"I tried to let the kids know that they can actually have a strong influence in the world by things like the chocolate they and their parents choose," said Trathen Heckman, the founder of the Sebastopol nonprofit Daily Acts, who led the first-graders through the fair-trade activities. "The kids were very excited that they could actually make a difference in some of the world's problems instead of just learning about them from a slide show."

Many parents and community groups took this letter-writing campaign a step further by organizing post-Halloween send-back-the-candy parties where children brought in their trick-or-treat items made by M&M/Mars so that they could mail the candy back to the company with a postcard requesting fair-trade chocolate instead.

"We are hoping that the kids will learn about what fairness and justice are and that they can do something to bring about fairness and justice in the world," said Betsy Darr, the director of religious education at San Francisco's First Unitarian Universalist Church. "Also, along with the others motivated by Global Exchange, we are hoping that our efforts might convince Mars to start using fair-trade chocolate and thus reduce the possibility for abusive labor practices."

(continued on next page)
Amnesty International clubs at high schools across the country are one of the many other groups helping the cause, and Berkeley High’s club has one of the most ambitious fair-trade chocolate awareness campaigns around. Having in previous years sold fair-trade Art Bars as fund-raisers with ease, this year the club is seeking to get every other Berkeley High club to switch its fund-raisers to fair-trade chocolate bars. The club is even trying to get nearby businesses such as EZ Stop Deli, which is flooded with Berkeley High students at lunchtime, to stock fair-trade bars.

“I talked to the EZ Stop owners and kept trying to get them to offer at least some fair-trade chocolate bars, but they were really hesitant because they did not know if anyone would buy them,” said Joe Herbert, 17, a junior at Berkeley High who belongs to the Amnesty International Club. “I think when I went away for summer this year the EZ stop managers were like, ‘Good, that guy is gone.’ But now that I’m back, my goal is to make enough progress at Berkeley High to be able to go to EZ Stop and say that they should carry fair-trade chocolate because that’s what all of their clientele is eating.”

Other Bay Area retail managers have been convinced that fair-trade chocolate is a good match for their customers. Albany-based Andronico’s even went so far as to begin a fair-trade chocolate advertising campaign in its grocery stores because the chain’s management knew their customers would care.

“We decided to bring in fair-trade chocolate because in talking with people, they were painting a not-so-glamorous picture of the labor conditions for cocoa workers, and we knew our clientele was very educated and aware,” said Christina Spencer, category manager for candy at Andronico’s. “The products have done very well for us.”

Even Pleasanton-based Safeway, the nation’s third-largest grocery chain, responded to consumer demand by stocking fair-trade hot cocoa in 600 of its grocery stores, 75 of which are in the Bay Area. Tully’s Coffee sells mint- and raspberry-flavored fair-trade hot cocoa mixes, while Whole Foods sells a high-end Maya Gold dark chocolate bar tinged with orange and rainforest spices.

Many independent stores around the Bay Area, such as the El Cerrito Natural Grocery Co., and Berkeley Bowl, also carry an array of fair-trade chocolate products. And while fair-trade products cannot compete in price with Hershey’s, all fair-trade chocolate available is in the organic or the gourmet categories and are competitively priced with other chocolate in a similar quality category.

“We try to offer all the fair-trade chocolate we can get hold of,” said Bob Gerner, general manager of the El Cerrito Natural Grocery Co. “People appreciate the fact that we have fair-trade products, and they definitely recognize the chocolate.” As the Berkeley High Amnesty International Club has learned, non-profit organizations and activists play important roles in raising awareness about fair-trade chocolate, but the ultimate drivers of the efforts are consumers who seek out fair-trade chocolate.

Judy Hungerford, 71, of Kensington is one such individual. Hungerford recently went so far as to order Divine chocolate bars through the mail to get her fair-trade chocolate.

“I support fair trade because that means the person growing the cocoa has attained a living wage and has worked hard for it,” she said. “I like eating superior-quality chocolate anyways, but I think it does taste a little better knowing that I’m also helping people to work their way out of poverty.”
BANANAS, always the fashion victims of the produce section, are wearing another new label this spring.

Bananas with "Fair Trade Certified" stickers have been available in the United States since October. They represent the new front of an international effort to help first-world consumers improve the living standards of the third-world farmers who grow much of their food.

Fair Trade coffee, tea and chocolate are well established in European markets, and have been available here at premium prices since 1999. They have gained a solid footing in stores like Wild Oats, where all the coffee is certified Fair Trade.

But by expanding its reach to the produce section (Fair Trade bananas and pineapples are already available, and grapes, mangoes and orange juice are in the pipeline), Fair Trade is now trying to reach the American supermarket shopper.

"Americans are used to the idea of premium coffee and chocolate," said John Musser, chief executive of Jonathan's Organics, a fruit importer in East Freetown, Mass. "But let's be honest, a banana is a banana is a banana."

Fair Trade deals directly with farmer cooperatives it helps organize, avoiding brokers and middlemen. It guarantees higher prices for the farmers' goods and helps them set up schools and health clinics.

Other organizations are trying to minimize exploitation in other ways, by ensuring that crops are raised without child labor, slavery or potentially hazardous chemicals and methods.

Shoppers who buy such products - like those who buy organic - pay slightly more for the privilege of knowing how their food has been produced.

The United States government has no involvement in Fair Trade. Its international governing body, called FLO (Fairtrade Labelling Organizations) International, is based in Bonn and provides standards and certification for nonprofit organizations in member countries. TransFair USA, based in Oakland, Calif., gives American vendors and wholesalers access to the international supply of fair-trade-certified products.

Mr. Musser joined the push for an American fair trade labeling system in the 1990's, he said, after the Fair Trade coffee program took hold. He said that bananas are grown in many of the same tropical locations as coffee, and under the same conditions, where individual farmers have little money and no power to set the price of their product.

"I've been in the banana trade for 20 years," Mr. Musser said. "It's not that pretty. Fair trade is a very direct way of helping out the farmers.

"We call it 'trade, not aid.'"

Bananas are by far the most popular fruit in the United States (apples are a distant second); more than 8 billion pounds were sold last year, or about 84 bananas for each American. When an ordinary banana makes its way from a hillside in Ecuador to the supermarket produce aisle, only a tiny percentage of its cost goes to the farmer. Even before a banana arrives at the store, importers, distributors and even the "ripener" have taken a cut of the profits. (Virtually all bananas are harvested and shipped while still green; when a banana nears its ultimate destination, it is sprayed with ethylene gas to turn it yellow.)

El Guabo, a cooperative in Ecuador, has grown from 14 farmers in 1997, when the cooperative formed in order to participate in Fair Trade, to more than 300 farmers. Before, the individual farmers were paid about 2 cents per pound for their bananas; since they signed on to Fair Trade, the price has been 18 cents, said Haven Bourque, a director of TransFair USA.

Sales of Fair Trade coffee rose by 90 percent in 2003, to more than $200 million, Ms. Bourque said. Its visibility has also grown steadily. College campuses with active student Fair Trade Initiatives, like Yale and the University of California at Santa Cruz, have started serving only Fair Trade coffee in their dining halls. (On Saturday, World Fair Trade Day, campuses nationally will be holding protests, drumming workshops and Fair Trade coffee tastings.) Industry giants Procter & Gamble and Sara Lee have dipped their toes in the stuff, starting small lines of Fair Trade coffee within their Millstone and Prebica brands. And Fair Trade got an extra shot of caffeine when Dunkin' Donuts decided that all of the coffee used in its line of espresso drinks, introduced nationwide last month, would be Fair Trade.

The Fair Trade movement took root in Europe in the 1990's as a way of bolstering coffee farmers as prices were collapsing. When coffee bean prices hit a 30-year low in 2001, farmers could expect a price of 47 cents per pound for their product; in 1997, the price was $3.18. Coffee beans are the world's sec-

(continued on next page)
FARMERS, NOT MIDDLEMEN

Fair Trade is only one of several labels your bananas might be wearing this year. Another is that of the Rainforest Alliance, which certifies the use of sustainable agriculture methods.

"Fair Trade is an additional marketing tool, but there are other ways of making sure that the food you buy has social accountability," Mr. LaMacchia said.

So far, though, Fair Trade is the biggest.

A Fair Trade label by itself does not guarantee an organic product, but most Fair Trade bananas are also organic, Ms. Bourque said, because pesticides are usually too costly for the small farmers who grow them. If the bananas are organic, they will be labeled as such, and probably wearing a sticker to prove it.

Edmund LaMacchia, the national produce coordinator for Whole Foods, said Fair Trade is only one of many consumer choices, citing California Clean (a consortium of small family farms in California) and Earth University (an international agribusiness school in Costa Rica) as programs "that will really make a difference in our world." Whole Foods has its own team of inspectors and has no plans to carry Fair Trade products, Mr. LaMacchia said. "Our standards are higher than Fair Trade's, actually," he said.
Fair Trade and the Environment

Fair Trade guarantees a minimum price per pound (a living wage) and access to credit at fair prices to poor farmers organized in cooperatives. These fair payments are invested in food, shelter, health care, education, environmental stewardship and economic independence. Fair Trade promotes socially and environmentally sustainable techniques and long term relationships between producers, traders and consumers.

Traditional Farming

Cocoa, coffee, bananas and other crops are grown on “understory” trees that originated in Latin American and African rainforests. When grown beneath a diverse cover of shade trees, which is the traditional method, these plants provide habitat for wildlife such as birds, butterflies, insects and animals. Traditional farmers generally use sustainable agricultural techniques including composting, rotating crops and not applying expensive chemicals and fertilizers. In addition, they typically cultivate cocoa and coffee alongside other plants such as banana and nut trees that provide food for the farmers’ families as well as additional sources of income.

Industrial Farming–Deforestation

To meet the world’s growing demand for tropical crops, high yield sun-grown hybrids were developed during the “Green Revolution” in the 1970s. Sun cultivation involves clear cutting, resulting in significant deforestation of pristine rainforests in Latin America and Africa. The Smithsonian Migratory Bird Center has identified deforestation from intensive coffee farming as one of the major threats to songbirds in the western hemisphere. The Sierra Club reported 15% of the Ivory Coast’s rainforests had been deforested for cocoa production by 2000. Sun cultivation is also associated with single-cropping or “monoculture,” removing the biodiversity needed to sustain plant and animal life and threatening local food security.

Industrial Farming–Pesticide and Fertilizer Pollution

Industrial farming also requires large amounts of chemical fertilizers and pesticides, which poison local air and water. Local animal populations and those who live and work in the community risk exposure to dangerous levels of these compounds. DDT, an insecticide that affects the nervous system, liver and kidneys, was banned in the US in 1972 but still widely used in coffee cultivation. On top of this, pesticides use is actually increasing the problems they were designed to control. In 1998 the Smithsonian Tropical Research Institute concluded that the overuse of pesticides in cocoa cultivation had actually encouraged the development of more virulent strains of pests and diseases. This has forced farmers to abandon their farms after only a few years and move on to a new area of the rainforest to start the cycle of catastrophe all over again.

Genetic Modification

Action Aid in the UK reported industry research to develop GMO coffee that can be ripened all at once, increasing yield and decreasing labor costs. Widespread application of GMO coffee are poised to change coffee production fundamentally, at the risk of putting millions of small farmers out of business.

Shade-grown & Organic Farming

There is good news: Agriculture can be beneficial if done properly. Sustainability is in fact the traditional way of farming for small-scale producers. The World Watch Institute noted that traditional cocoa farming could bring the damaged Brazilian rainforest back to its richly diverse natural state. In addition, because traditional methods allow for more room between plants, they naturally minimize the spread of the common diseases that bring farmers to use chemical pesticides. As for the many species that thrive in the shady rainforest, Jeff Parrish of the Nature Conservancy states:

“Cocoa habitats can harbor high species richness equal to or even surpassing that of forest. Although cocoa should not replace forest, as many bird species can only survive within large intact tracts of forest habitat, cocoa has been shown to clearly supplement forest habitat and enhance the survival of threatened species in an increasingly fragmented landscape. Since cocoa can buffer national parks and reserves from more damaging practices, it serves as a mutually beneficial land use..."
for both farmers and conservationists alike.”

The same is true for coffee.

Organic and Shade-grown Certification

Many small-scale farmers still use traditional methods, growing their crop organically under a shade canopy. These farmers benefit not only by having cleaner air and water, but by receiving better revenues because organic products yield a higher price than conventional ones. Thanks to the involvement of several certification organizations and increasing consumer demand, environmentally sustainable products are becoming easier to identify and more widely available in the US. Organic products are certified in the US by organizations approved by the USDA. “Bird-friendly” or shade-grown products bear the seal of the Smithsonian Migratory Bird Center or the Rainforest Alliance. Support sustainable practices and the farmers who use them by looking for these labels on Fair Trade Certified products.

Fair Trade certification and sustainability

By definition terms like Fair Trade, shade-grown and organic are relatively similar, but it is important to make clear distinctions. Sustainable farming is the traditional route for the small farmers who make up Fair Trade co-ops, because they tend to be the best stewards of the land and possess the highest interest in keeping the natural environment healthy for their families and future generations. In addition, small farmers typically do not have the money to cut down forests or purchase large amounts of chemicals.

Although Fair Trade criteria does not mandate organic and shade grown methods, several aspects of the Fair Trade system support sustainable production. Farmers are actively encouraged to seek organic certification. Fair Trade criteria bans certain pesticides and requires the use of integrated crop management, where organic methods of pest/disease control and fertilization are emphasized over chemical ones. Fair Trade cooperatives are also required to set aside revenues for technical workshops, which often address the benefits and proper use of sustainable techniques and thus promote their increased use. As a result, most Fair Trade Certified products are shade grown and either passive or certified organic. To be sure, look for the organic and shade-grown labels on Fair Trade products!

One key difference between Fair Trade and eco-friendly labels is that only Fair Trade guarantees that producers receive the stable, minimum price they need. Some certified organic products are purchased from Fair Trade cooperatives, but unless a product is Fair Trade Certified, there is no guarantee that the farmer received benefits or that adequate prices will continue. In the Fair Trade system, farmer cooperatives are paid directly and receive a minimum price per pound. Fair Trade cooperatives receive a higher price for organic products than non-organic products, representing another incentive for organic production in the Fair Trade system.

Fair Trade farmers speak about sustainability

Fair Trade farmers realize both the environmental and economic benefits of using organic methods. Cayetano Ico, chairman and farmer from the TCGA cooperative in Belize stated: “Our objectives for the next years are to…promote production of organic cocoa among our members, to promote education and awareness concerning the ecosystem and to diversify production. We still need to learn a lot and gain experience in trading and marketing. Fairtrade gives us this possibility.”

Paying farmers a fair wage and offering incentives for ecological practices is the best way to encourage sustainable farming. Organic and shade-grown labels have made important contributions in promoting sustainable techniques that benefit farmers, the consumers and environment. However, we still need to ensure that the benefits reach the farmer as well as the consumers and the environment. Fair Trade guarantees this. Consumers who want to do what is good for workers, trees, birds and our shared environment can buy products that are multiply certified: Fair Trade, Organic and Shade Grown.

Resources on Fair Trade and the Environment

Global Exchange can provide you with more information, materials, speakers, flyers, and a video to promote Fair Trade and environmental sustainability in the coffee industry. YOU can make a difference! Call us at the number below to find out how you can become part of this growing movement.

Global Exchange Fair Trade Campaigns
fairtrade@globalexchange.org
www.globalexchange.org
415-255-7296

Organic Consumers Association
www.organicconsumers.org

Smithsonian Migratory Bird Center
www.si.edu/smbc

Where to find Fair Trade products:

Global Exchange Fair Trade Stores
www.globalexchangestore.org

TransFair USA
www.fairtradecertified.org

Fair Trade Federation
www.fairtradefederation.com
Organizations Working on Related Issues

Fair Trade Advocacy

Center for a New American Dream
6930 Carroll Avenue, Suite 900
Takoma Park, MD 20912
301-891-3683
newdream@newdream.org
www.newdream.org

Coop America
1612 K St. N., Suite 600
Washington, DC 20006
202-872-5343, 800-584-7336
info@coopamerica.org
www.coopamerica.org

Equiterre—Un juste café — A just coffee
2177, Masson St. Suite 317
Montreal (Qc) H2H 1B1, Canada
514-522-2000
www.equiterre.qc.ca

Fair Trade Resource Network
P.O.Box 33772
Washington, DC 20033-3772
202-234-6797
info@fairtraderesource.org
www.fairtraderesource.org

Lutheran World Relief
700 Light Street
Baltimore, Maryland 21230
800-LWR-LWR2, 410-230-2700
lwr@lwr.org
www.lwr.org

Oxfam America
26 West Street
Boston, MA 02111
617-728-2437
sharris@oxfamamerica.org
www.oxfamamerica.org

Save the Children Canada
4141 Yonge Street, Suite 300
Toronto, Ontario M2P 2A8
416-221-5501, 800-668-5036
scscan@savethechildren.ca
www.savethechildren.ca

SERRV International
122 State Street Ste. 600
Madison, WI 53703
608-255-0440
info@serrv.org
www.serrv.org

Fair Trade Certification Agencies and Associations

Fair Trade Federation
1612 K St NW, Suite 600
Washington DC 20006
202-872-5338
info@fairtradefederation.org
www.fairtradefederation.org

Fairtrade Labelling Organizations International
Poppelsdorfer Allee 17, D-53115 Bonn, Germany
49-228-949230
coordination@fairtrade.net
www.fairtrade.net

TransFairUSA
1611 Telegraph Ave., Suite 900
Oakland, CA 94612
510-663-5260
info@transfairusa.org
www.transfairusa.org

The Fairtrade Foundation, United Kingdom
Room 204, 16 Baldwin’s Gardens, London EC1N 7RJ, UK
+44 (0)20 7405 5942
mail@fairtrade.org.uk
www.fairtrade.org.uk

Child Labor and Labor Rights

Child Labor Coalition
1701 K St. NW, Ste. 1201, Washington, DC 20006
202-835-3323
nclncl@aol.com
www.stopchildlabor.org

Free the Slaves
1326 14th Street, NW, Washington, DC 20005
202-588-1865
info@freethe slaves.net
www.freethe slaves.net

International Confederation of Free Trade Unions (ICFTU)
5 Boulevard du Roi Albert II, Bte 1
1210 Brussels, Belgium
+32 02 224 0211
internetpo@icftu.org
www.icftu.org
**International Labor Rights Fund**  
733 15th Street NW, Suite 920, Washington, DC 20005  
202-347-4100  
laborrights@igc.org  
www.laborrights.org

**International Union of Foodworkers**  
CH-1213 Geneve/Petit-Lancy 2 Switzerland  
Rampe du Pont-Rouge 8  
(41-22) 793.22.33  
iuf@iuf.org  
www.iuf.org

**Kids Can Free the Children**  
233 Carlton Street  
Toronto, Ontario, M5A 2L2, Canada  
416-925-5894  
info@freethechildren.com  
www.freethechildren.com

**US/Labor Education in the Americas Project**  
PO Box 268-290  
Chicago, IL 60626  
773-262-6502  
apaul@usleap.org  
www.usleap.org

**Sustainable Agriculture (Organic, Shade-Grown)**

**Consumer’s Choice Council**  
2000 P Street, NW, Suite 540  
Washington, DC 20036  
202-785-1950  
consumer@arglobal.net  
www.consumerscouncil.org

**Organic Consumers Association**  
6101 Cliff Estate Rd  
Little Marais, MN 55614  
218-226-4164  
starbucks@organicconsumers.org  
www.organicconsumers.org

**Seattle Audubon Society**  
8050 35th Ave, NE  
Seattle, WA 98115  
206-523-4483  
info@seattleaudubon.org  
www.seattleaudubon.org

**Smithsonian Migratory Bird Center**  
3000 Connecticut Avenue NW  
Washington DC 20008  
202-673-4908  
www.si.edu/smbc

**Songbird Foundation**  
5215 Ballard Ave NW, Suite 5  
Seattle, WA 98107  
206-374-3674  
info@songbird.org  
www.songbird.org

**Africa Trade Policy**

**Advocacy Network for Africa/Africa Action**  
1634 Eye Street, NW, #810  
Washington, DC 20006  
202-546-7961  
africaaction@igc.org  
www.africaaction.org

**The Africa Trade Policy Working Group**  
212 East Capitol Street  
Washington, DC 20003  
202-547-7503  
woa@igc.org  
www.woafrica.org

**US Family Farming and Agriculture**

**Community Alliance With Family Farmers (CAFF)**  
P.O. Box 363, Davis, CA 95617  
530-756-8518  
www.caff.org

**Community Food Security Coalition**  
PO Box 209 Venice, CA 90294  
310-822-5410  
www.foodsecurity.org

**FoodRoutes Network**  
PO Box 443, Millheim, PA 16854  
814-349-6000  
info@foodroutes.org  
www.foodroutes.org

**Institute for Agriculture and Trade Policy**  
2105 First Avenue South, Minneapolis MN 55404 USA  
612-870-0453  
iatp@iatp.org  
www.iatp.org

**National Campaign for Sustainable Agriculture**  
P.O. Box 396, Pine Bush, NY 12566  
845-361-5201  
campaign@sustainableagriculture.net  
www.sustainableagriculture.net

**United Farmworkers**  
P.O. Box 62  
Keene, CA 93531  
euranday@ufwmail.com  
www.ufw.org
Fair Trade Resources from Global Exchange

All of the following can be ordered at Global Exchange’s Online Store:
www.globalexchangestore.org
phone: 800-505-4410, fax: 415-861-0600

Additional resources on GX website

- Fair Trade Action Pack
- Fair Trade Activity Books, Grades K-2 and 3-6
- Junior High/High School Action Guide
- Fair Trade farmer stories
- M&M/Mars Campaign tools

Resources, Treats, and Crafts Available at Global Exchange’s Fair Trade Stores!

Online at www.globalexchangestore.org, 1-800-505-4410, storemaster@globalexchange.org

Retail

San Francisco, CA: 4018 24th Street, 415-648-8068
Berkeley, CA: 2840 College Avenue, 510-548-0370
Portland, CA: 3508 SE Hawthorne Blvd., 503-234-4049

Fair Trade


Fictional/semi-autobiographical story by famed writer Julia Alvarez shows how Fair Trade impacts coffee farmers and coffee drinkers. This book tells the complex tale of a social beverage that bridges nations and unites people in trade, words, birds, and love. ($14.95)


This engaging, informative book is full of facts, figures, cartoons, and commentary, covering coffee from its first use in Ethiopia in the 6th century to the rise of Starbucks and other specialty retailers in the 1990s. It tells how international trade and speculation that can make or break entire national economies, considers the exploitation tied to mass cultivation, and explores the growing Fair Trade movement. ($14.95)


A comprehensive, informative, and inspiring overview of the North American Fair Trade movement ($3).


Bringing together case studies from the Americas and Asia, this collection addresses the interplay between craft production and the global market. It contributes to current debates on economic inequality by offering practical examples of relevant political, economic, and cultural issues. ($19.95)


With 72 beautiful color photos interwoven with inspiring text telling the stories of Fair Trade cocoa farmers and their communities, this book gives a glimpse of the daily life of Fair Trade cooperative members in West Africa. ($13.95)

Grounds For Action: The Fair Trade Coffee Story of the Maya Vinic Co-op

This video provides viewers with a thorough look into the importance of fair trade coffee throughout the world while following the coffee bean from the crop to the cup with the Maya Vinic coffee cooperative in the Mayan Highlands of Chiapas, Mexico. The story of Maya Vinic is especially inspiring given the continuing threats and murder of indigenous coffee farmers at the hands...
of paramilitary troops. Maya Vinic was created as a peaceful response to the horrific massacre of 45 mostly women and children in the town of Acteal in Chiapas, Mexico. Follow Maya Vinic as they build a sustainable and peaceful existence through the sale of fair trade coffee in this 20 minute video.

**Activism**


Anita Roddick presents a vibrant collection of photographs, essays, montages, and quoted on the driving issues behind globalization from impassioned writers and activist organizations. This is the definitive handbook for anyone who wants to learn about the issues and make informed choices. ($24.95)


Using coffee as an example, this book shows how our current trading system perpetuates poverty and injustice, and explains how the Fair Trade system breaks the cycle of exploitation and environmental destruction. ($21.99)

**Globalization**


Fair Trade primer that offers chapters on NAFTA, Fair Trade coffee, chocolate, and bananas, blue jeans, where to buy Fair Trade goods, and more. ($10)


This book traces the journey towards a ‘borderless’ world and shows how the promise of globalization is seductive, powerful - and ultimately hollow. Chapters include a history of globalization, the Bretton Woods Trio, debt and structural adjustment, corporations, global economics, poverty, environment, the market, and ideas for redesigning the global economy. ($10).


A comprehensive perspective on the WTO from some of the leading voices from the South. The authors show how trade agreements fail to benefit the Third World or the poor, and have created extra burdens. ($15)

**Child Labor**

Roberts-Davis, Tanya (ed.) *We Need to Go to School: Voices of the Rugmark Children.*

In their own words and drawings, Nepalese children talk about their early years in poverty-stricken villages, their work as virtual slaves in carpet factories in Kathmandu, and how they felt when they were given a chance to attend school and pursue their dreams for the future. ($19.95)

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Other Recommended Reading

Fair Trade


Cocoa production, trade, corporate accountability, and child labor

International Cocoa Organization www.icco.org


Coffee Production and Trade


Global Trade


Ecological Issues


Global Exchange is an international human rights organization dedicated to promoting environmental, political and social justice. Since our founding in 1988, we have increased the US public’s global awareness while building partnerships among peoples around the world.

To order copies of this guide, please visit our Online Store at www.globalexchangestore.org