



Awareness

Advocacy

Action

January

Human Trafficking
Awareness Month

Stop Trafficking! Newsletter www.stopenslavement.org/index.html

Shopping & Slavery



As Americans become increasingly concerned about the state of the world and look for opportunities to use their power in the marketplace to make a positive difference, Fair Trade USA (FT) seeks to provide an avenue for consumers to vote with their dollar. As FT educates and inspires more and more consumers, it hopes to be a force for change.

FT believes the rise of the **Conscious Consumer** will cause a fundamental shift in the way companies do business and create a historic opportunity to reward companies that embrace sustainability.



What is Fair Trade?

Quality Products. Improving Lives. Protecting the Planet.

Fair Trade is a system of exchange that honors producers, communities, consumers, and the environment. It is a model for the global economy rooted in people-to-people connections, justice, and sustainability.

Consumer purchases are a way to express concern about the plight of those who produce the products and foods we purchase, use and consume. Buying Fair Trade Products is a very concrete way to express solidarity with these people, who enrich us.

FT seeks to empower family farmers and workers around the world, while enriching the lives of those struggling in poverty. Rather than creating dependency on aid, it uses a market-based approach that empowers farmers to get a fair price for their harvest, helps workers create safe working conditions, provides a decent living wage and guarantees the right to organize. Through direct, equitable trade, farming and working families are able to eat better, keep their kids in school, improve health and housing, and invest in the future. FT aims to channel more of the opportunities and benefits of globalization to the underprivileged farming and working families who are often left behind.

Fair Trade USA Values

Empowerment: We believe in empowerment and freedom of choice as means to a better world.

Integrity: We strive to always act ethically and value relationships built on honesty, mutual respect and trust.

Sustainability: We engage in sustainable solutions to global problems that affect the earth and its people.

Innovation: We transform the world through entrepreneurial creativity and lead by example.

Excellence: We believe that quality of life, work, and performance are critical to achieve our mission.

Personal Development: Strong organizations rely on strong individuals. We encourage and support each other to realize our fullest potential, and will thereby strengthen our internal community.

Community: We value our global and internal communities' diversity of perspectives. We know each may hold a piece of the solution. We collaborate for mutual success.

Fairness: We work to create opportunities and extend the benefits of globalization to all people, everywhere.

Impact: We build positive solutions that achieve meaningful social and environmental change in the world.

Protecting the environment goes hand-in-hand with protecting the future livelihoods of local communities. The Fair Trade model requires rigorous protection of local ecosystems and ensures that farmers receive a harvest price, which will allow them to practice sustainable agriculture. We encourage farmers to transition to organic agriculture because it is safer for farm workers, healthier for consumers and better for the environment. Ultimately, we help farming families become the best stewards of their land.

Visit these websites to learn more about consumer responsibility:
<http://www.fairtradeusa.org/>
<http://www.fairtradefederation.org/>
<http://www.goodguide.com/>
<http://www.free2work.org/>

Fair Trade helps prevent the need of vulnerable people to emigrate from their homeland and thereby also prevents the risks of falling into labor trafficking.