

FAIR TRADE GIFT GUIDE *2009*

Support
Sustainable
Living!

Over 80 fair trade
gift ideas with
Exclusive Discounts
throughout!

FAIR TRADE THE HOLIDAYS

Fair trade is an alternative way of doing trade, where the people producing a product are treated fairly, paid fairly, and are being fair to the environment.

What was started in America by one woman with a vision has become a global movement involving over 60 countries and 1.5 million workers. In America, over 1,500 companies and retailers offer fair trade goods, and the U.S. is home to 13 Fair Trade Towns, and over 300 college campuses that support fair trade.

By choosing to purchase Fair Trade gifts for your family, friends and co-workers, you are directly combating poverty and bringing positive change to people's lives around the world.

All of the companies, retailers and organizations featured in this Holiday Gift Guide are part of the *Fair Trade the White House* coalition, which is inviting the First Lady to join the fair trade movement and make the White House a "Fair Trade Home."

Enjoy making your home, and those of your loved ones, a "Fair Trade Home" this holiday season.

May you have a wonderful Holiday season!

The Fair Trade the White House Team

This Gift Guide is brought to you by Fair Trade the White House & Rishi Tea



CONTENTS:

AGE: BABY THROUGH TODDLER	PAGE 04
AGE: CHILDREN 4-6	PAGE 05
AGE: KIDS 7-10	PAGE 06
AGE: TWEENS 11-14	PAGE 07
PERSONALITY: SWEET TOOTH	PAGE 08
PERSONALITY: ACTIVE / SPORT	PAGE 09
PERSONALITY: HEALTH / BODY-CARE	PAGE 10
PERSONALITY: FAIR DUDE	PAGE 11
PERSONALITY: FAIR FASHIONISTA	PAGE 12
PERSONALITY: FOODIE	PAGE 13
PERSONALITY: HOME MISTRESS	PAGE 14
PERSONALITY: GIFT BASKETS	PAGE 15
PERSONALITY: WORKAHOLIC	PAGE 16
PERSONALITY: FAIR HOSTESS	PAGE 17
PERSONALITY: BOOKS / MUSIC	PAGE 18
PERSONALITY: FAIR DONATION	PAGE 19
SHOP LOCAL	PAGE 20
BEHIND THE SCENES	PAGE 22
GET INVOLVED	PAGE 26
ABOUT FAIR TRADE	PAGE 29



rishi
tea

Rishi Tea, winner of 11 First Place World Tea Champion awards, was founded on the commitment to set the standard for quality and expand the awareness of tea and its rich, inspirational tradition. Rishi Tea has been at the forefront of Fair Trade Certified tea production for years.

Spending nearly half of each year traveling through Asia, Joshua Kaiser, founder and tea buyer for Rishi Tea, has developed a meticulous, hands-on approach of working directly with the growers. Hand blending and hand packaging tea in Milwaukee, Wisconsin, and maintaining direct contact with customers guarantees quality at every step.

FAIR TRADE GUARANTEE: Rishi Tea offers numerous TransFair Certified products.

rishi-tea.com





GIRAFFE BIB

Global Goods Partners

As you give your baby the foods she needs to grow healthy and strong, you can also give children in Cambodia an equally nourishing boost. Bibs are made from sturdy, machine washable cotton in fun cheery colors. Colors vary because of the availability of materials. 15 1/2" x 11"

globalgoodspartners.org

\$20.00



BABY BAMBOO KNIT CAP

Be Sweet

Eco-friendly, bamboo knit baby cap available in five color combinations: black/gray, camo green/raspberry, light turquoise/orange, silver/nutcracker red, taupe, and sugar purple/silver. Hand knit in the Eastern Cape of South Africa.

<http://store.themarinstore.com>

\$36.00 each

MESSENGER STYLE DIAPER BAG

World Next Door

This bag is made from khadi, a handwoven fabric that is part of a development project started by Mahatma Ghandi. It has multiple pockets inside and outside. Comes with a changing pad. It has an embroidered bird design in front. Income generated by this bag helps artisans lead a dignified lifestyle. It also helps fund development projects that aim to help artisans break the poverty cycle. 14" x 11" x 4.5"

worldnextdoormarket.com

\$78.00



At World Next Door, shipping is always free! Get \$5.00 off a purchase of \$20 or more. **Coupon Code: ObamaMama**



BITTY BABY BOOTIES

Cheppu Himal

Handmade in Nepal with two-tone crushed felt wool, these darling baby booties are perfect for infants up to six months of age. Available in blue or fuchsia.

cheppu.com

\$20.50



WOVEN TOY CUPCAKES

Green Heart

This set of four handwoven knit cupcakes were made by hand by artisans in Bangladesh who were paid fair living wages for their fair trade products. Fun, comfortable, and a nice alternative to plastic toys.

greenheart.com

\$32.00



BIG YELLOW SCHOOL BUS

Ten Thousand Villages

It's a happy play time for little ones with this Big Yellow Bus full of 16 brightly-painted children ready for school. Handcrafted by Gospel House Handicrafts in Sri Lanka from albizia wood. Albizia is a fast-growing, reforested tree used as a windbreak on tea plantations. 18"L x 4"W x 6"H

tenthousandvillages.com

\$64.00



FARM YARD STUFFED ANIMALS

Cheppu Himal

Handmade in Nepal from crushed felt wool, each stuffed animal offers a child a cherished huggable play companion.

cheppu.com

From \$11.50 - \$18.00



CROCODILE PUZZLE

Ten Thousand Villages

Here's a nice bright green crocodile to help the little ones learn their letters and numbers. Letters and numbers in white are on opposite sides of the puzzle pieces, which are painted in various shades of green. Start-to-finish is head-to-tail. Artisan group Golden Palm Crafts uses medium-density fiber board made from fast-growing plantation pine. 26"L

tenthousandvillages.com

\$34.00



LITTLE PEOPLE COLLECTION

Lucuma

The Original Little People ornaments are hand-stitched by talented Arpillera Quilters in Peru using about 70% recycled fabrics. Although these are decorations, young girls have been known to squeal with delight and longing upon seeing them. Handcrafted details will vary. Recommended for children over three years of age. 3" - 3.5"H

lucuma.com

\$11.50 each



ECO SOCCER BALL

Fair Trade Sports

Manufactured under fair trade conditions with no child labor, each ball is fully compliant with international ball standards. The eco-certified synthetic leather and a latex bladder give this ball great bounce and shape. Size 3 ball, for children under 8 years.

fairtradesports.com

\$34.99

Fair Trade Sports free shipping:
Coupon Code: FairShip

BOAT KITE

Ten Thousand Villages

There are nice kites, there are great kites, then there is the unusual kite so beautiful it's in a class by itself. This fabulous Balinese nylon sailboat kite sets a new standard for beauty of color and design. This sailboat design was a winning form at the annual international kite festival in Denpasar, Bali.

33"L x 31"W x 36"H

tentousandvillages.com

\$44.00



OCEAN PUPPET STORY PACK

Lucuma

Four finger puppets are sure to bring the adventures of the deep sea to any home! These vibrant puppets come with an attractive paper package which includes fun ocean and animal facts on the back. Hand knitted in synthetic materials by women in the highlands of Peru. Selection and details may vary. Recommended for children over three years of age. 8" x 5" x 2"

lucuma.com

\$18.50 each



KID'S ANIMAL SCRAPBOOK KIT

Global Exchange

With the fair trade animal scrapbook kits, children can unleash their creativity and learn about fair trade at the same time. The tree-free paper and embellishments in each kit are handmade in women's cooperatives in Zimbabwe. Choose from Bug's Life or Wild Safari. Contains: Two 12" x 12" sheets, Assorted Paper Shapes, Assorted Embellishments, Twine and Wire Art

globalexchangestore.org

\$18.95

15% off any order over \$50.00

Coupon Code: FTWHHGG2009



MAKE YOUR OWN CHOCOLATE

Green Heart

A fun and educational kids gift! Kit includes: ingredients, a temperature indicator, paper candy liners, instructions and the story of chocolate Ages 8 & up. Adult supervision is recommended. Makes about 20 chocolates.

greenheart.com

\$12.50



NUTCRACKER LIP BALM SET

Anti-Body (anti-poverty, beautiful body)

A wonderfully sweet holiday lip balm set featuring Clara, the Nutcracker and the Sugar Plum Fairy. Flavors include Strawberry (Clara), Chocolate Hazelnut (Nutmacker), and Plum (Sugar Plum Fairy). Size .5 oz

anti-body.com

\$9.95

\$7.55 off a purchase of \$25.00 or more, excluding S&H. Coupon Code: FairHouse



CIRCLE MESSENGER BAG

Bambootique

These hip 100% cotton messenger bags from South Africa can keep up with you even on your busiest day. Each bag is sewn by trainees of Learn to Earn, a vocational training program near Capetown, South Africa. Adjustable shoulder strap. One main interior pocket and one small zippered interior pocket. Magnetic closure. 11"x11"x4"

shopbambootique.com

\$58.00

Free shipping on orders over \$25.00

Coupon Code: **FTWH09**

WHAT A GEM EARRINGS

World of Good

These colorful earrings are real gems - they not only look great but they also provide sustainable livelihoods to the artisans at Toucan Krafte who make them. Toucan Krafte provides its members with education, skills training and a fair wage to improve their standard of living. What more could you want from jewelry? Hypoallergenic. Hand-crafted in India.

originalgood.com

\$19.95



CONI OPPO LIMITED EDITION ALL WHITE HIGH-TOPS

Autonomie Project

A limited edition sneaker designed by L.A. Artist, Coni Oppo, each pair is an original work of hand drawn art. The result: a truly authentic and beautiful piece of footwear that also just happens to be 100% Vegan, 100% Eco-friendly, and 100% Fair Trade, of course! Made with 100% Fair Trade-certified organic cotton canvas upper and tough rubber sole. The sole is produced and stamped with FSC-certified all natural and sustainable latex. The actual art may vary slightly from the photographic representation shown here.

autonomieproject.com

\$90.00

15% off any size order.

Coupon Code: **Fair Trade White House 2009**

POCKET SCARF

World Finds

The super-handy flower-accented pockets make it unique. Great for stashing keys and necessities, or to keep hands toasty warm. Extra-long scarf is made from 100% soft wool. Available in Spice, Teal, and Brown. Handmade by low-income women that are trained and employed by Kumbeshwar Technical School, a fair trade organization in Lalitpur, Nepal. 84" L x 7" W

trailstobridges.com; for styles visit worldfinds.com

\$46.00



STRIPPED HAT

Inca Kids

Inspired by the Andes, this 100% Alpaca wool handknitted hat offers protection from the wind and chills, and a unisex color design. Colorful and fun wear for winter.

shop.incakids.org

\$22.50





CHOCOLATE TRUFFLES-TO-GO

Coco Zen

A state of ecstasy, peace and harmony...all found in oneness with chocolate. Set aside a little time each day for delicious chocolate meditation. Offered in "To-Go" tins with 8 luscious bites a container. Flavor range includes: Chocolate Chai Spice, Chocolate Mint, Chocolate Orange Blossom, Dark Chocolate, and a Sampler pack.

coco-zen.com

\$8.00



DARK RICH RAINFOREST

Earth's Sweet Pleasures

A favorite of dark chocolate lovers, this organic gourmet fudge features fair-trade, organic 65% bittersweet chocolate that won an award in a San Francisco Chronicle Chocolate festival. The flavor is rich and intense and crafted the old-fashioned way, using an original family recipe that is 25% less sweet than conventional fudge.

earthssweetpleasures.com

\$10.95 (1/2 pound)



SUPERGOOD SUPERFOOD

Kopali Organics

A perfect stocking stuffer, these nourishing and premium quality chocolate-covered fruit snacks are 100% organic, vegan and never include sugar, oil, sulfites, or trans fats. Delight in Chocolate Covered Cacao Nibs, Chocolate Covered Goji Berries, Chocolate Covered Espresso Beans, Chocolate Covered Banana, or Chocolate Covered Mulberries. Available at Whole Foods Market, Wegmans, Earth Fare, Vitamin Shoppe and Amazon.com

\$3.99 each



DARK VELVET CHOCOLATE

ALTER ECO

Get addicted to luxury. ALTER ECO Organic Dark Velvet Chocolate is 100% natural and sustains 800 farmers in the heart of the Bolivian Amazon. Carefully selected fine cocoa with an added touch of milk round-off the flavor of this dark chocolate, and make it supremely smooth. No Emulsifiers. GMO Free. May contain trace amounts of nuts. 3.5 oz

altereco.com

Also available at Whole Foods Market and other grocery stores nationwide

\$5.99

CHOCOHOLIC COOKIE SAMPLER

Liz Lovely

No one should go through life without tasting a fresh baked gourmet cookie made with organic and fair trade ingredients. Baked up in the 100% vegan cookie bakery in the Green Mountains of Vermont, this cookie collection contains 8 handmade cookies (two of each flavor) all packaged in one eco-friendly box: Cowboy, Cowgirl, Peanut Butter Classics, Chocolate Moose Dragons. Organic, Vegan, Fair Trade, Zero Trans Fat.

lizlovely.com

\$18.95





MEN'S BIKEFISH TEE

Autonomie Project, Inc.

Ethically made in the USA with 100% combed ring spun organic cotton and printed with super soft PVC-free inks, this t-shirt will have you rockin' the bike lane and spreading the gospel of alternative transportation. Simply put: 2 wheels beats 4. Available in brown with yellow ink; sizes S-XL.

autonomieproject.com

\$26.00

15% off any size order. **Coupon Code:**
Fair Trade White House 2009



ORGANIC BODY BALM

Dr. Bronner's

After a day of outdoor or winter activity, restore and moisturize your skin without being greasy. Scents include Orange Lavender, Peppermint, Patchouli Lime, Baby Mild, and Naked.

drbronner.com

\$4.99 each



ECO FOOTBALL

Fair Trade Sports

With soft handling and great performance, this Fair Trade football is an excellent training football. All-weather, high-grip surface means year-round outdoor play. Official size and weight. Eco-certified and certified Fair Trade. Union-made and vegan. Official weight and size. All after-tax profits go to children's charities.

fairtradesports.com

\$39.99

Fair Trade Sports free shipping:

Coupon Code: FairShip



ETHLETIC BLUE LOW-TOP SNEAKERS

Autonomie Project, Inc.

Classic low-top sneaker made with 100% Fair Trade-certified organic cotton canvas upper and tough rubber sole. The sole is produced and stamped with FSC-certified all natural and sustainable latex. All dyes used on the canvas are PCP and AZO free. Sizes: Men's 2-13.5, Women's 3.5 -14

autonomieproject.com

\$54.00

15% off any size order. **Coupon Code:**
Fair Trade White House 2009

JONES GABA

Jones Soda

Having trouble focusing? Fortunately, we found the solution in an all-natural, delicious GABA supplement. GABA (or gamma-aminobutyric acid, for you scientific types) enhances mental focus, balance and clarity. It helps increase production of calming alpha brain waves and decrease beta brain waves, which are linked to nervousness and scattered thoughts. The result is higher scores, bigger and better tricks and an overall Zen state of mind. Four focused flavors: Fuji Apple, Grapefruit, Lemon Honey and Nectarine.

myjones.com/store/beverages/jones-gaba.html

\$32.00 (12 pack)



ANJALI YOGA TOP

Marigold Fair Trade Clothing

From yoga practice to running errands on a warm summer day, the Anjali Tank Top will keep you cool and comfortable while exuding effortless style. Ruching at sides creates a curvy feminine silhouette. Available in Grass Green with contrasting Cumin block print panel or Purple Lotus with matching purple block print panel. Sizes: S - XL

marigoldfairtradeclothing.com

\$32.00

15% off and Free Shipping on first order
Coupon Code: FTWH



FREE RANGE BATH FIZZERS

Anti-Body (anti-poverty, beautiful body)

Sweetly lined up in egg packs, these bath fizzers are Crowing with Pride! Manufactured with a base of fair trade shea butter, these water-softening bath fizzers are available in three scents: Lemongrass, Lavender and Petal. As seen on Oprah.com.

Size 1.1 lbs

anti-body.com

\$9.95

\$7.55 off a purchase of \$25.00 or more, excluding S&H. **Coupon Code: FairHouse**



CHOCOLATE HEMP SHAKE

Nutiva

Nourishing and tasty, Hemp Shake powdered shakes contain superfoods, such as hemp, blueberries, pomegranates, açai and goji berries, maca root, and ramon nuts, that are rich, not only in protein, but in minerals, antioxidants, and healthful fatty acids. Hemp protein contains 66 percent edestin—easier to digest than soy—and, unlike most soy protein, isn't processed with hexane solvents. 16 oz

nutiva.com

\$9.99



SUPERBERRY TEA

Zhen's Gypsy Tea

Healthful and refreshing, SUPERBERRY TEA is specially blended for women's health and vitality. Marrying the antioxidant superpower of superberries with the naturally occurring catechin polyphenols already rich in green tea, each signature offering of Pink is a lush harmonious blend of superior top-tier sencha green tea and juicy, succulent superberries full of health-boosting, age-fighting nutrition. Each tin contains 15 full-leaf, full volume Couture tea sachets made from bio-degradable, GMO free, corn silk.

gypsytea.com

\$9.95

ORGANIC LIP BALM

Dr. Bronner's Magic All-One!

Infused with organic jojoba, organic beeswax, avocado and hemp oils, lips benefit from extra moisturization. Scents include Orange Ginger, Peppermint, Lemon Lime and Naked.

drbronner.com

\$2.99 each



GREEN TEA NUTRITION BAR

Sen Cha

Look forward to a delightful healthy treat. Each whole food nutrition bar blends whole grains, nuts, fruits, and seeds infused with organic green tea. Each bar provides a balanced blend of nutrition...naturally. Flavors include Original, Delicate Pear, Lively Lemongrass, and Morning Lychee. Each bar 2.0 oz.

senchanaturals.com

\$20.50 (box of 9 bars)



FAIR. VODKA

Fair Trade Spirits Co.

The first fair trade vodka in the world, FAIR.Vodka offers an extraordinary clear and pure flavor, with a well-balanced texture and a light elegant finish. It was nominated "Best tasting Vodka 2009" at the prestigious New York Spirits Awards.

biagiocru.com



HAND-CRAFTED CHESS SET

One World Projects

Hand-carved from multiple tagua nuts (known as Vegetable Ivory), the nuts are a renewable resource and are sustainably harvested. The brown color is produced by boiling the tagua in vegetable oil. Unlike painted tagua, this technique adds color while permitting the natural beauty of the nut to show. The chess board is 12.5" x 12.5" x .25"

oneworldprojects.com

\$230.00

WOOD GLASSES REST

Handmade Expressions

Practical, yet funky, this finely carved wooden sculpture neatly holds glasses by securing them on the "nose" of the sculpture. This product is made by HSSS, a non-profit organization that works for the uplifting and development of underprivileged artisans. 2.5" x 2.5" x 6"

worldnextdoormarket.com

\$16.50



Shipping is always free! Get \$5.00 off a purchase of \$20 or more. **Coupon Code: ObamaMama**



SIMPSONS SCULPTURES

Craft Village UK

What do you get when you mix fair trade and the most popular family in the world? A really cool gift! Hand-carved in Kenya from soapstone rock, each collectible sculpture comes with a 12-page booklet, boxed in bespoke Simpsons branded packaging. Height: 4.5" Base: 2.5" x 2.5" x 1"

craftvillageuk.com

\$64.99

E-mail 'White House' to Craft Village to arrange your 10% discount.



CARIBOU COFFEE GIFT CARD

Caribou Coffee

Fill your wallet with caffeine power. Known for their lodge atmospheres, WiFi connections and excellent coffee, a Caribou Coffee Gift Card is good at any of the 515 Caribou Coffee stores, or their online store. Gift card designs vary by season.

cariboucoffee.com

Offered in values from \$5.00 to \$100.00



RECYCLED TIRE TUBE WALLET

One World Projects

Good-looking, tough, practical, good for the earth and El Salvadorian artisans. If the rubber was strong enough for a car or truck, it'll surely be able to carry your cash and plastic. 4.5" W x 3.5" H x .25" D

oneworldprojects.com

\$30.00



SILK ROSE WASABI RUFFLED SCARF

Jute and Jackfruit

Handcrafted with the finest of natural fibers and materials in India, this ruffle silk scarf in rose and wasabi is a luscious addition to any wardrobe. Sevy's artisans are provided a fair wage, and an opportunity to preserve the traditional indigenous art forms of India.

juteandjackfruit.com

\$59.00



AWARD-WINNING "ROSY" SHOULDER BAG

One World Project

Created from recycled tire tubes and recycled leather, this ingenious design of renewed materials has cotton lining and a zipper closure. Available in Brown, Green or Yellow. 7.5" x 7.5" W x 5" H x 3" D

oneworldprojects.com

\$46.00



WINTER MIRINDA

Mata Traders

A warm winter version of our cool summer classic! Handmade from luxurious jacquard-weave fabric with intricate floral trim. Scoop neck, elastic midriff front and back, knee-length. 100% cotton. Sizes XS-XL. Available in three colors: black, peach, or turquoise.

matatraders.com

\$68.00

Free Shipping.

Coupon Code: FTWH Holiday

TONIA CLUTCH

Jute and Jackfruit

Hand crocheted out of recycled aluminum tabs, each handbag is personally signed by the Brazilian artist that made it. Available in numerous colors.

4 1/2" H x 10" L x 1" W.

juteandjackfruit.com

\$45.00-\$82.00



RAFFIA MADAGASCAR HAT

Tropical Items

Show off your style with this lightweight wide brim raffia hat. This hat can be worn turned up or down. Interior sweatband. 100% genuine natural raffia. Handmade in Madagascar. Brim: 7". Available in numerous colors. S-L

tropicalitems.com

\$49.99



RECYCLED PAPER JEWELRY

Fair World Designs

Each hand-manufactured bead is made by women artisans utilizing recycled paper, coated in environmentally friendly varnish and crafted into chunky and elongated bracelets and multi-strand necklaces.

fairworlddesigns.com

Prices vary



WEEKENDER CARDIGAN

Indigenous Designs

The refined details of this garment hint at why this cardigan is a best-seller. The organic cotton jersey offers a contemporary high neckline, versatile silhouette, angled deep front pockets and raw edging. Fairly made in Peru with low impact dyes. S-XL

indigenousdesigns.com

\$90.00



GREEN CRUSHED OLIVE SPREAD

Interruption Fair Trade

An all-natural spread made from freshly handpicked olives in the Mendoza Province of Argentina. Olives are crushed and puréed until smooth, leaving it with a clean, pure, fruity flavor. Ideal as a spread on gourmet bread, crackers and pita. Also, excellent served with vegetables, fish and meat or used as an ingredient in pasta sauce and salad dressings. 16 oz.

shop.globalfayre.com and select grocery stores

\$9.50



INVIGORATING HERBS

Mountain Rose Herbs

Invigorate your favorite dishes with fair trade herbs and teas that are specifically crafted to enapture the taste buds and tickle the senses. From Cacao Beans to Yerba Mate, all of the blends offered by Mountain Rose Herbs are 100% certified organic, fairly traded, and kosher certified.

mountainroseherbs.com

Prices vary per product



SUN-DRIED COUSCOUS

Canaan Fair Trade

Couscous is made from wheat that is boiled, sun-dried and cracked into bourghul, then hand-rolled in freshly ground whole wheat flour, steamed and sun-dried by women-owned cooperatives. This product helps extend opportunities to Palestinian women as well as farmers. It is cooked like rice. Each bag 250g

canaanfairtrade.com

\$33.00 (case of 12)



AMBER HONEY

Wholesome Sweeteners

Honey as it should be.... Multifloral nectar collected on Fair Trade Certified cooperatives in the Yucatan and Chiapas, Mexico, this luscious honey is perfect in beverages, baked goods, fresh fruit, jams and spreads. Organic Fair Trade Honey, Kosher, GMO-FREE, GLUTEN FREE. 16 oz.

Available at most grocers, natural health food stores, cooperatives and Amazon.com

\$23.08 (pack of 3)



VOLCANO RICE

Lotus Foods

Volcano Rice is a delicious blend of popular local fragrant brown rice, red rice and red polished rice for extra nutrition. It is cultivated in the mineral-rich volcanic soils of West Java, Indonesia using the System of Rice Intensification (SRI), a methodology that enables poor farmers to double and triple their yields while using 50% less water, 90% less seeds, and no agrichemicals.

lotusfoods.com

\$31.79

Free Shipping. **Coupon Code: LTFSN9**

TASTE OF ORIGIN GIFT SETS

Rishi Tea

Rishi Tea's new Taste of Origin program launches with 3 exclusive Organic and Fair Trade Certified Gift Sets. Each set features unique teas from exceptional micro-lots, hand-selected from Mannong Manmai in Yunnan, China, where remarkable teas are harvested from wild, ancient tea trees. Funds generated by the Taste of Origin gifts also help support environmental, educational and social initiatives in Mannong Manmai's ancient tea villages.

rishi-tea.com

\$25.00 - \$50.00

25% off excluding S&H.

Coupon Code: FAIRTEA



PEACE COFFEE

Peace Coffee

Bring peace to your household through premium fair trade and organic coffee. The Ethiopian Yirgacheffe makes an amazing and unique coffee, roasted to showcase the characteristics found only in this origin. Enjoy flavor notes of spice, citrus and apricot in your cup. 1lb

peacecoffee.com

\$10.95 each

15% off excluding S&H.

Coupon Code: FTWH

CUSTOM MADE PITHECANTHROPUS FEASTING TABLE

Tropical Salvage

Something old, something new...Tropical Salvage furniture is made from tropical hardwoods which are salvaged from several different islands of the Indonesian archipelago. None of the wood comes from standing trees. Selected hardwoods include decades old to thousands of years old wood. Both durable and exceptionally beautiful, certain furniture pieces show evidence of history in the form of the effects of nails, seasoning cracks and bore holes. Dimensions vary. Choose "modern" legs or block legs.

tropicalsavagel.com

CUSTOM MADE: \$1,390 to \$1,990

Free Shipping to the continental 48 states. **Coupon Code: FTWH**



TREE OF LIFE CUSHION COVERS

Handmade Expressions

Made from locally sourced, 100% natural cotton, each Tree of Life is hand appliqueed in the center. The applique fabric used was first hand blocked with interesting patterns made of natural dyes. Filler not included. Colors: White cushion cover, blue tree, red tree, green tree.

18" x 18"

worldnextdoormarket.com

\$15.99 each

PRINT QUILTS

Handmade Expressions

Light weight and warm, these quilts are made using 100% cotton for both the filling and the cover. The art on the cover is made by hand through a wood-block printing technique. Artisans carve the patterns on a wooden block and use it to stamp patterns on the fabric. Colors: Earth (Brown), green, black & white, and red & white. King Size or Queen Size

worldnextdoormarket.com

\$158.00 Queen, 178.00 King



MIELIE CUSHION

Be Sweet

Refurbish your room with made-to-order, hooked rug cushions crafted from recycled t-shirt material. Square or circle shaped with cotton zip closure backing.

Available at select retailers and custom made to order.

\$110.00



HAND-BLOCKED NAPKINS

Marigold Fair Trade Clothing

Liven up a dinner party or enjoy a daily infusion of rich saturated vegetable-based color and traditionally hand blocked Indian print napkins. Reverse between complementing hand blocked prints. 18" x 18"

marigoldfairtradecllothing.com

\$4.50 each

15% off and Free Shipping on first order

Coupon Code: FTWH



MIREMBE KAWOMERA BASKET

Thanksgiving Coffee

Miremba Kawomera means "Delicious Peace" in the Ugandan language, Luganda. This coffee comes from the Peace Kawomera Cooperative in eastern Uganda. The Cooperative is made up of 750 Christian, Jewish and Muslim coffee growers working together in and for peace. Contains:

- One package of Miremba Kawomera, Dark Roast
- One package of Miremba Kawomera, Decaf Roast
- One CD "Shalom Everybody Everywhere, Introducing the Abayudaya, The Jews of Uganda"

Bonus: "Delicious Peace Grows in a Ugandan Coffee Bean"

DVD Trailer to a documentary on the project

thanksgivingcoffee.com

\$40.99



FRESH BANANAS

Equal Exchange

Create a fair fruit basket! The banana industry is built on very low prices paid to farmers and a heavy dependence on chemicals that damage the farmers' health. Change the model with your purchase!

Available at select natural foods co-ops and grocery stores nationwide

Prices vary



FRESH FRUIT

Alberts Organics

Add more fruit with the addition of blueberries, mangos, and apples sourced fairly from farmers around the world.

Available at select natural foods and grocery stores nationwide

Prices vary



ECO BASKET

Eco World Decor

Create your own fair trade gift basket! This beautiful and unique basket is made from recycled paper and preserved with lacquer. Not only does it preserve our environment it is hand-made by Igorot artisans, from the mountainside province of Benguet, Philippines.

ecoworlddecor.com

\$28.00



DRIED FRUIT AND NUTS

Equal Exchange

The perfect gift basket addition! Whole, juicy organic berries, sliced and infused with organic sugar. Carefully selected organic Carmel variety almonds, dry roasted for extra crunch. Plump pecans are perfectly roasted and salted to bring out their full flavor characteristics. 5 oz

shop.equalexchange.com

\$5.79 - \$6.69

Free Shipping and 20% off on first order (limit one per customer)

Coupon Code: Michelle



STEAZ ORGANIC ICED TEAZ

Steaz

Enhance a gift basket with delicious teas. Want to see who you are helping support? Each flavor of tea, Peach, Mint, Blueberry, Pomegranate Acai, unsweetened Lemon, Lemon and Lime & Pomegranate, features fair trade farmers on the package. 16 fl oz

Whole Foods Market, other grocery stores nationwide and Amazon.com

\$24.00 (24 pack)



FAIR TRADE OFFICE COFFEE

Pura Vida Coffee

What if the same cup of coffee that brought your colleagues together in the kitchen or cafeteria every morning—that got them energized for the workday ahead—could also help feed, clothe, and educate at-risk children living in coffee growing countries? It's easy to bring Pura Vida coffee into your office and serve your team a delicious cup of coffee that makes a difference.

puravidacoffee.com

Contact for pricing

ANIMAL PAPER CLIPS

Global Exchange

These fun accessories are made from recycled car engine parts and then hand assembled by women's cooperatives in South Africa. Each set contains one magnetic jumbo bulldog clip and two jumbo paper clips. Choose from the pig, fish, or elephant sets.

globalexchangestore.org

\$18.00 set of three

15% off any order over \$50.00 **Coupon Code: FTWHHGG2009**



MONKEY PENCIL HOLDER

Lucuma

It's not every day that you can give a co-worker a monkey. A FUNimales™ Monkey not only will organize writing utensils, but encourage the rest of the staff to adopt a fair trade mascot for their desks. 2" D x 2" H

lucuma.com

\$15.00



YERBA MATE ENERGY

Guayaki Yerba Mate

Fill up the office frig with invigoration! Each Guayaki Organic Yerba Mate drink contains caffeine levels comparable to a cup of coffee, however, the stimulation is balanced by mate's natural theobromines and theophyllines as well as other restorative nutritional content. As a result, drinkers feel a sustained energy, clarity of mind, and the general well being characteristic of mate. 16 fl oz

guayaki.com

\$39.99 case of 12

20% off any order (excluding S&H)

Coupon Code: FTFWH20



FAIR TRADE GIFT CARDS

Little Works

Present your fair trade gift with a fair trade card. Imported from South Africa and Namibia, these delightfully hand embellished cards are made by a dynamic group of multi-cultural artists and artisans. The mission of the company is to assist women and children in Africa through educational scholarships and by providing income through employment.

littleworksusa.com

Prices vary

It's Only Natural Gifts™
GIFTS WITH A CONSCIENCE
gift certificate

OFFICE GIFT BASKET

It's Only Natural Gifts

Enjoy browsing an extensive collection of organic and fair trade chocolates, snacks, fresh-roasted fair trade coffee, artisan teas and much more to create the perfect combination of unique, healthy and natural products, thoughtfully personalized and packaged in an eco-friendly manner.

itsonlynaturalgifts.com

Prices vary



ALL NATURAL SODA

Maine Root

Bring on the fair brew! Founded on the idea of providing the best tasting and environmentally responsible product one could make, these organically sweetened sodas have been thrilling fans from New England to Texas. Flavors include: Root Bear, Ginger, Blueberry, Orange, Lemon Lime, and Sarsaparilla.

maineroot.com

\$25.95 (12 pack)



HANDMADE ORGANIC COTTON TOTE BAG

Puresa Organics

Package all the fair goods in a fair bag. Every purchase of this fair trade, fashionable, eco-friendly, reusable organic bag is directly empowering and creating employment, self-sustainability, and hope for women, rescued victims of human trafficking in Nepal who have Hand Made this Bag with Love.

puresaorganics.com

\$27.00

10% off the Official "Fair Trade Home" bag, excluding S&H **Coupon Code: FTHC09**



TEMPTATION VEGAN ICE CREAM

Chicago Soy Dairy

Be the hit of the party! Used by most of the best vegetarian restaurants in New York City, Temptation Vegan Ice Cream has been recognized as truly the most decadent and creamy non-dairy ice cream. The following flavors are organic and fair trade: Chocolate, Coffee, and Green Tea.

Available at select vegetarian restaurants



APPALACHIA COFFEE

Blue Smoke coffee

Every hostess needs coffee. Linger over hand-roasted blends that are made to order one pound at a time. For the Appalachia coffee, vibrant Tanzanian beans are mixed with smooth Sumatra to create a superbly aromatic blend that shines with lively acidity and overtones of spice. Benefiting Appalachian Voices, a non-profit working to solve the environmental issues impacting the Appalachia region. 16 oz

bluesmokecoffee.com

\$12.95

Purchasing 2 pounds, get a FREE 1/2 pound! **No Code Needed**



ROBIN'S CHOCOLATE SAUCE

Robin's Chocolate Sauce

Hand-crafted fair trade chocolate sauce from a family recipe, using local and organic ingredients, carefully selected for freshness, quality and taste. Flavors include Original, Blueberry, Raspberry, Tropical Dark, Orange Spice and Ginger Pear. 11 oz

GreenMountainCoffee.com and select co-op stores

\$8.95 each

FAIRHILLS WINE

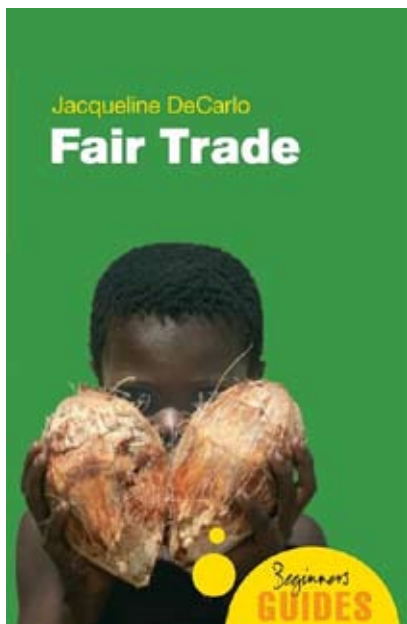
Organic Wine Trade Company

Fairhills Chardonnay offers bright citrus tones on the nose and sophisticated hints of vanilla and subtle oak. Perfectly balanced, offering crisp acidity and lively stone fruit characters. Fairhills is the world's most well-known fair trade wine brand being sourced from three fair trade wine countries of origin, Argentina, Chile, and South Africa. Fairhills Merlot benefits the local farmers of Du Toitskloof in the Breede River Valley Region and Du Toitskloof Winery of South Africa.

Available at wine stores nationwide and at Target

\$9.99 - \$11.99





FAIR TRADE: A BEGINNER'S GUIDE

By *Jacqueline DeCarlo*

What's wrong with buying regular coffee? Does Fair Trade necessarily mean ethical trade? What impact can the average consumer have on global economics? Author and activist Jacqueline DeCarlo reveals why the movement has come to mean far more than just bananas, coffee, and chocolate. Grounded in the inspiring power of Fair Trade as a positive alternative to poverty, environmental destruction, and human exploitation, this enlightening book explains how we can make a difference. Providing an accessible explanation of the principles behind the movement, and tracing its development into the powerful economic and social justice tool it is today.

globalfayre.com

\$14.95

10% off when spending over \$50.00 (excluding S&H) **Coupon Code: WH001**



MR. ELLIE POOH NOTEBOOK

The Fair Trader

Elephants will go pretty much anywhere they want to! Clever farmers in Sri Lanka have learned to make paper from the elephant dung to help pay for the damage the elephants cause to their rice paddies. After all, elephants only eat fiber, which is what paper is made from anyway! These handy long pads come with a self adhesive strip so you can mount them on your refrigerator if you like.

thefairtraderchicago.com

\$10.00

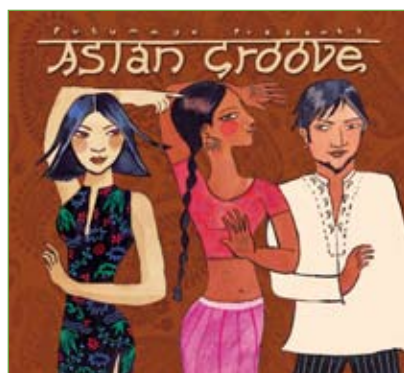
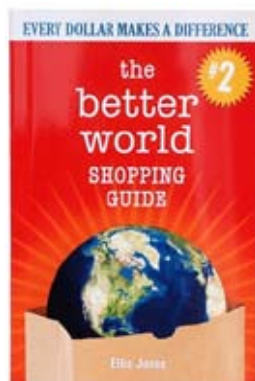
THE BETTER WORLD SHOPPING GUIDE

By *Ellis Jones*

The Better World Shopping Guide book is the only comprehensive, up-to-date, user-friendly guide for socially and environmentally responsible consumers. By ranking every product on the shelf from A to F, you can quickly tell the "good guys" from the "bad guys," thereby turning your grocery and shopping lists into powerful tools to change the world.

greenheart.com

\$9.95



ASIAN GROOVE CD

Global Fayre

Asian Groove is a collection of contemporary songs that owe as much to Bollywood (Indian) film music as they do classic funk, reggae, hip-hop, and electronica.

globalfayre.com

\$16.98

10% off when spending over \$50.00 (excluding S&H) **Coupon Code: WH001**



EUROPEAN PLAYGROUND CD

Global Fayre

European Playground, the newest release in Putumayo Kids' acclaimed Playground series of CDs, is a collection of 15 songs that takes families on a fun-filled cross-genre musical tour around the continent.

globalfayre.com

\$16.98

10% off when spending over \$50.00 (excluding S&H) **Coupon Code: WH001**



EURO GROOVE CD

Global Fayre

Euro Groove, the 11th release in this series, is a collection of cool, contemporary grooves from the European continent's leading musicians, producers and DJs.

globalfayre.com

\$16.98

10% off when spending over \$50.00 (excluding S&H) **Coupon Code: WH001**



FAIR TRADE ASSOCIATES

Fair Trade Federation

Become Fair Trade Associate and receive updates from FTF, and learn about industry-wide issues and concerns for fair trade retailers, wholesalers and producers. Get discounts at the FTF annual conference and other activities, get access to FairTalk, a listserv forum sponsored by FTF and the Fair Trade Resource Network, receive networking opportunities with FTF members.

fairtradefederation.org

\$75.00 annual fee



FAIR TRADE CALENDAR

Fair Trade Resource Network

Proceeds from sales of these publications fund FTRN's continued efforts to change lives through Fair Trade. The full color 13.5" x 9.5" calendar is professionally designed by worker owned design firm Design Action, and printed on environmentally friendly New Leaf paper using earth-friendly printing processes, thanks to union print shop Consolidated Printing.

fairtraderesource.org

\$14.95



CAMPAIGN AGAINST CHILD LABOR

GoodWeave

The GoodWeave label and its predecessor, the RugMark label, offer equal assurance that your rug is made with child-labor-free. Visit GoodWeave.org to browse beautiful GoodWeave certified rugs by nearly 70 partner companies, or to find a participating retailer near you. You can also help us end child labor and provide educational opportunities for children by making a tax-deductible

donation today.

goodweave.org

Rug prices vary; donate at will



"I AM A GREEN AMERICAN" T-SHIRT

Green America

When you purchase this stylin' tee, you can be proud to support organic cotton farming, fair wages, and green business practices. Proceeds go to growing the programs at Green America—the nation's leading resource for creating a socially just and environmentally sustainable economy. 'T-shirt Facts' displayed on the right sleeve. Made from super-soft, 100% certified organic cotton, produced and printed in the USA. Size: S-XXL

greenamericatoday.org

\$20.00



GIFTS OF FAIRNESS

TransFair USA

Give a gift that changes the world by changing the opportunities for farming families and the environment around the world in over 60 countries. When you give these Gifts of Fairness and Fair Trade, your recipient will receive a beautiful, personalized eCard or you can print it out to wrap up as a present!

transfairusa.org

Prices vary





SHOP LOCAL

Do you love a
personal, local
shopping
experience?
Have we got the
retailers for you...



ANANSE VILLAGE

17800 N Highway 1, Fort Bragg, CA

Ananse Village is dedicated to supporting small scale production, and proud to offer the finest traditional African crafts produced in a fair trade environment by talented craftspeople. By working directly with village artisans, we are able to positively affect the economic development in the most needy areas.

ananseville.com



ALL SHADES OF GREEN

3038 Rowena Ave, Los Angeles, CA

All Shades of Green is a retail store, design center, and educational hub in Silver Lake, that serves as a meaningful resource for Angelenos, who want to "go green" from head to toe, kitchen to garden, and home to office.

allshadesofgreen.net



B.LA

24 W. Sierra Madre Blvd., Suite B, Sierra Madre, CA

B.la has unique gifts, jewelry, cards, journals, candles, fair trade body-care, baby gifts and much more. Located in the charming town of Sierra Madre.



LAS OTRAS HERMANAS

424 N. Central Ave., Phoenix, AZ

Our vision for the world is simple: We believe that all should have equal opportunity to live up to their potential...whether they are born into a middle-class family in Tempe, Arizona, or whether they grew up in Juárez, Mexico, surviving on a few dollars a day.

lasotrashermanas.org





BEHIND THE SCENES

As shoppers, we may not recognize the businesses and individuals working in the background to bring fair trade goods into stores and to bring awareness to the movement, but without them, we could not have the selection of goods that we do, or a movement that is as strong as it is. Star players behind the scenes include...



BIG TENT

Software Support for Fair Trade Volunteer Groups

At BigTent, we believe that volunteer-powered groups are the backbone of strong, real life-communities. Our goal is simple: To connect people with the communities they care about, making it easy for groups and their members to participate, communicate, and organize. All for free, and all from a single home on the Web.

bigtent.com



CITIZENS INTO ACTION

Bringing Fair Trade to the Local Community

Citizens Into Action (CIA) promotes fair trade by coordinating fair trade fairs, working with fair trade vendors and selling fair and fairly traded merchandise in Minneapolis & St. Paul, Minnesota.



CO-OP PARTNERS WAREHOUSE

Distributes Fair Trade Food to Grocery, Health, and Co-op Stores

Co-op Partners Warehouse is a distributor of organic, local, and fair trade produce, dairy, soy and juice servicing retail co-ops, natural food stores and restaurants in the Upper Midwest.

cooppartners.coop



DISTANT VILLAGE, FOUNDER RICH COHEN

Enhancing Fair Trade Packaging Options

Distant Village Packaging specializes in package design, such as baskets, bags, and boxes. We have developed a close relationship with international artisans for the design and production of sustainable handmade products. Our design strategy team offers a wide range of sustainable packaging that can fit any need.

distantvillage.com



DOMESTIC FAIR TRADE ASSOCIATION

Bringing Fair Trade to American Companies

Many people today are familiar with International Fair Trade, as it applies to the import of items such as coffee, tea, and cocoa. However, as the movement has grown, it has become apparent that many of the challenges facing producers in developing countries are facing family farmers here in North America. Encourages Domestic Fair Trade certification.

dftassociation.org



ECRM, FOUNDER CHARLIE BOWLUS

Supporting Fair Trade Bringing Retail Buyers Together with Fair Trade Vendors

Efficient Collaborative Retail Marketing (ECRM)® provides Business Solutions by integrating Process, Vision and Technology™. Comprised of category & season specific Efficient Program Planning Sessions (EPPS)®, MarketGate software, ECRM® is helping retailers and manufacturers improve sales, reduce expense, and go to market faster and more efficiently.

<http://ecrm.marketgate.com>



FAIR FABRIC, FOUNDER TAMMY LOVERDOS

Enhancing the Fair Trade Movement by Extending to New Materials

Fair Fabric works with co-operatives and non-profit organizations to find markets for quality, fairly traded silk fabric and products. We are committed to providing sustainable employment for economically disadvantaged women, breaking the cycle of poverty so many women are trapped in today.

fairfabric.org



INSTITUTE FOR AGRICULTURE AND TRADE POLICY

Domestic Support for Farmers

IATP works locally and globally at the intersection of policy and practice to ensure fair and sustainable food, farm and trade systems.

iatp.org



IMO CERTIFICATION

Enhancing Fair Trade to Include Further Certification Opportunities

Fair for Life Social & Fair Trade Certification by IMO is now celebrating its third anniversary of certifications. This certification program created an opportunity for producers and products that had not previously been eligible for fair trade certification according to product specific standards.

fairforlife.net



PRESTIGE WINE GROUP

Supporting Fair Trade by Importing Fair Trade Wine

Prestige Wine Group is the leading fair trade wine importer in the United States. We take pride in developing some of the most successful fair trade projects worldwide.

prestigewinegroup.com



SUSTAINED PLANET, FOUNDER VICKY TRUE

Supporting Fair Trade by Bringing Fair Trade Products Into Mainstream Retail Markets

Sustained Planet specializes in connecting quality Fair Trade vendors to some of the world's most high profile retailers and obtaining sales distribution into these powerful markets.

sustainedplanet.com



UNFI

Distributes Fair Trade Food and General Merchandise to Grocery and Health Stores

UNFI is the leading independent national distributor of natural, organic and specialty foods and related products including nutritional supplements, personal care items and organic produce, in the United States.

unfi.com



WORLD FAIR TRADE ORGANIZATION- ASIA

Developing New Fair Trade Products

WFTO-Asia aims to help fair trade producer organizations in uplifting the condition of thousands of grassroots producers in the poorest countries in Asia such as Bangladesh, Cambodia, People's Republic of China, India, Indonesia, Laos, Nepal, Philippines, Sri Lanka, Thailand, Timor Leste and Vietnam.

wfto-asia.com



YAKANAKA, FOUNDER TAMMY LOVERDOS

Enhancing Fair Trade Through New Markets

Yakanaka (meaning Beautiful in the Zimbabwean Shona language) is an ethical company which produces jewellery made in Zimbabwe, plus represents Zimbabwean Artists who make Arts & Crafts.

yakanaka.com



AUTHOR, JACQUELINE DECARLO

Advocate, Author and Speaker for Fair Trade

Jackie's professional background is in education and not-for-profit management, and she has promoted economic and social justice within communities around the United States, in Africa, Latin America, and Europe. She is the author of "Fair Trade: The Beginner's Guide."

jacqdecarlo.com



IAN JAY

Fair Trade Documentary Film Maker

Ian Jay is an independent film maker who has creatively and authentically captured various fair trade and human rights stories for projects such as "Fair Trade: The Story," and as an on-the-road correspondent for EQ.TV

youtube.com/watch?v=NhQJrz-aDfl

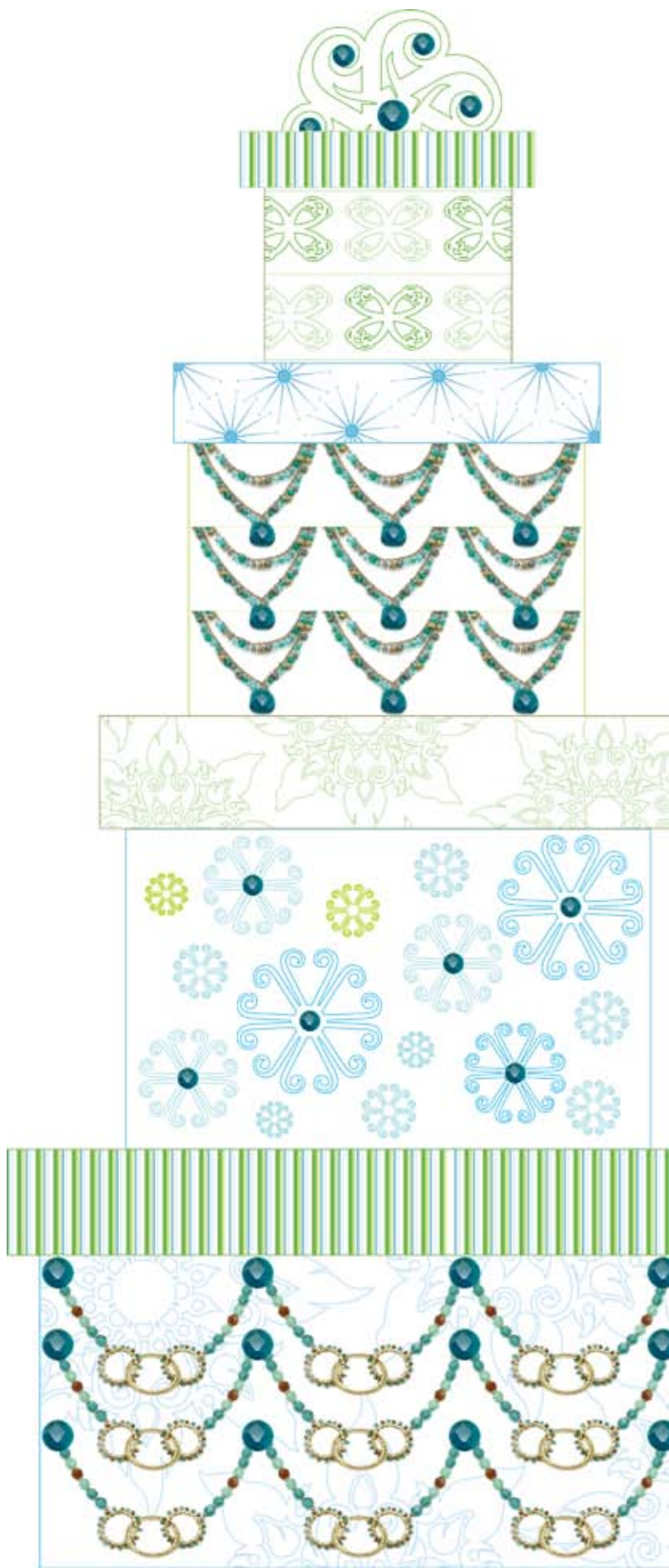


THE RHYTHM SECTION

Spreading the Word of Fair Trade through Music Events

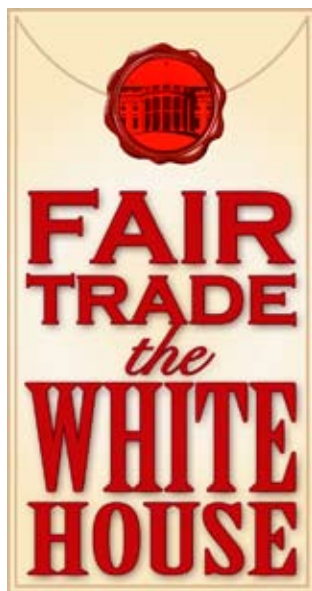
At The Rhythm Section we we're uplifting people's spirits one record at a time...By purchasing Fair Trade products, you're uplifting people and communities one product at a time. We support Fair Trade as it is truly sustainable, conscious and compassionate capitalism "

myspace.com/therhythmsectionla



GET INVOLVED

Consider it an open invitation to dive deeper into the movement by adding your voice, your thoughts, your actions...



Fair trade is an alternative way of doing trade, where the people producing a product are treated fairly, paid fairly, and are being fair to the environment. *Fair Trade the White House* is a coalition of fair trade vendors and organizations which is inviting the First Lady to join the fair trade movement and make the White House a "Fair Trade Home." The purpose of the outreach is to raise greater awareness of fair trade to the American consumer, so each person will choose to "Join the Fair Party," and integrate more fair trade purchases into their regular buying habits, so that poverty is reduced in America and around the world.

What was started in America by one woman with a vision has become a global movement involving over 60 countries, 1.5 million workers. In America, over 1,500 companies and retailers offer fair trade goods, and U.S. is home to 13 Fair Trade Towns, and over 300 college campuses that support fair trade.

Over 100 fair trade organizations, vendors and retailers, in addition to thousands of individuals are involved in the outreach to the White House. The campaign is projected to run through May, 2010, World Fair Trade Day. The public invitation to the First Lady is available to sign online at www.fairtradewhitehouse.com.

Fair trade supporters ranging from actor Tony Hale from "Chuck," and "Arrested Development" fame, to global shoppers are signing the First Lady's invitation.

Anti-Body (anti-poverty, beautiful body), an all natural fair trade body-care company initiated this campaign in February 2009 to bring greater awareness of fair trade to the American consumer. A steering committee joined Anti-Body in June 2009 and is comprised of representatives from Alter Eco, Dr. Bronner's, Equal Exchange, Fair For Life (IMO), Fair Trade Federation, Fair Trade Resource Network, Green America, Handmade Expressions, L. Ishii & Associates, TransFair USA, and advocate Jacqueline DeCarlo.



Sign the invitation to the First Lady at:

FairTradeWhiteHouse.com

- Make Your Home a "Fair Trade Home"
- Invite Your Friends to Sign
- Join the Campaign's FaceBook Group
- Write to the First Lady
- Invite more Companies, Retailers and Organizations to Join



FAIR TRADE TOWNS USA

13 Fair Trade Towns and Growing! Join the Fair Community.

Fair Trade Towns USA is a national movement uniting community activists from across the country who are dedicated to the principles of Fair Trade. By organizing communities at the local level you are able to make a tangible impact on the US market to demand that international justice and equity for producers, artisans, farmers, and workers around the world is a priority of our system of international commerce. Join in a current town campaign, or help launch an initiative in your own city.

The Fair Trade the White House campaign is joined by the town of Media, who was the first Fair Trade Town in America, and by the following Fair Trade Town campaigns: Boston, Chicago, Los Angeles, Norman, Seattle and Washington DC.

fairtradetownsusa.org



America's First Fair Trade Town, Media PA

firstfairtradetownusa.org



Campaign to make Boston Fair Trade

fairtradeboston.org



Campaign to make Chicago Fair Trade

<http://ccts.cstcis.cti.depaul.edu/cf2/>



Campaign to make Los Angeles Fair Trade

fairtradela.org



Campaign to make Norman, Oklahoma Fair Trade

normanfairtrade.org



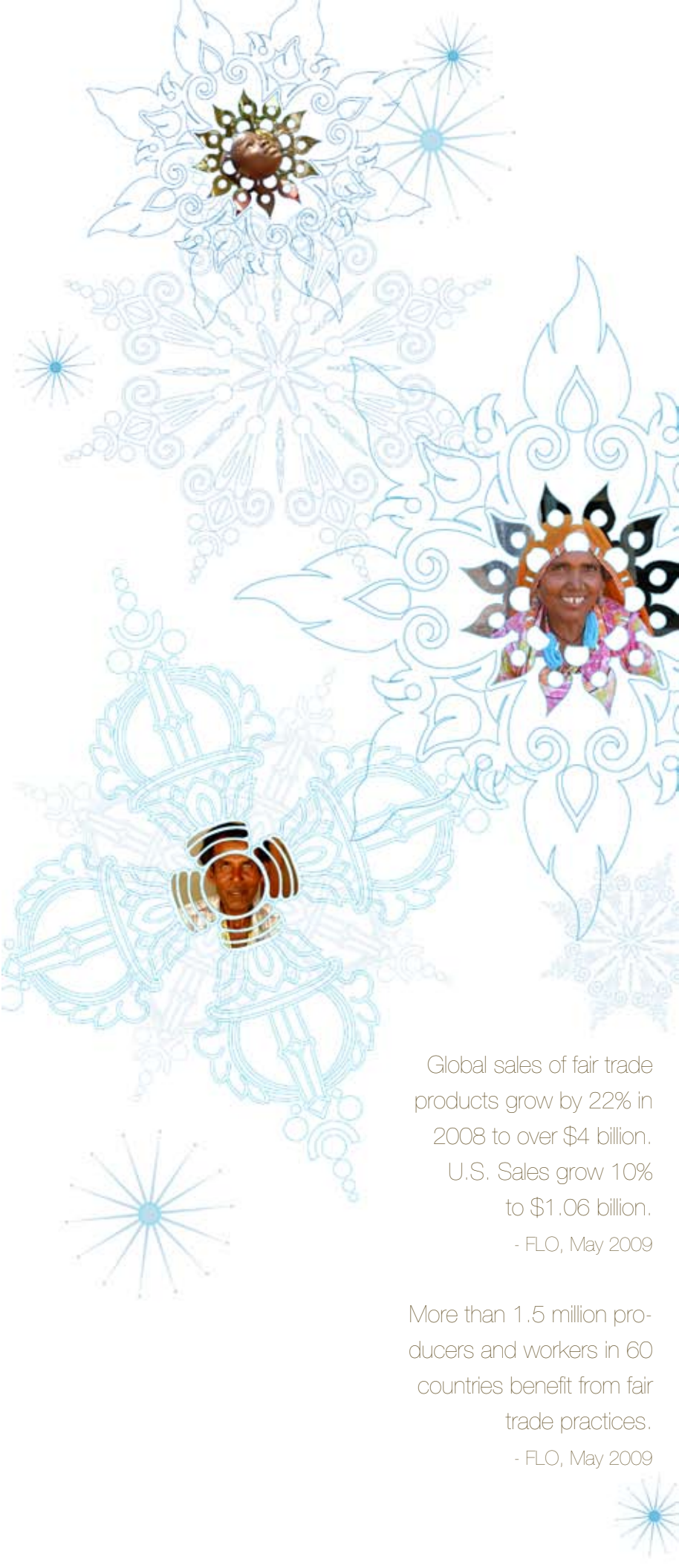
Campaign to make Seattle Fair Trade

<http://sites.google.com/site/seattlefairtradecity/>



Campaign to make Washington DC Fair Trade

dcmaketrade4fair.org



ABOUT FAIR TRADE

Global sales of fair trade products grow by 22% in 2008 to over \$4 billion.

U.S. Sales grow 10% to \$1.06 billion.

- FLO, May 2009

More than 1.5 million producers and workers in 60 countries benefit from fair trade practices.

- FLO, May 2009

A little history, a few facts and a chart...

...and that, my friends, is how one person saved the world. The End! What! You missed the fair trade story? It's a good thing we created a history time-line. Better get reading!



1946

Once a upon a time in America there was a woman with a vision: Edna Ruth Byler. While volunteering for the Mennonite Central Committee in 1946, Byler made a fate-filled trip to Puerto Rico. There she met a group of local women who, while trapped in poverty, produced totally cool linen needlework. Byler was struck by the idea that if these women could sell their goods in larger quantities to new audiences, their lives would improve through trade. Acting on that notion, Byler took home some of their handicrafts, quickly sold the items to friends and neighbors, made a very, very, very small fortune which was reinvested into the Puerto Rican artisans.



1958

But wait! There's more! Taking the idea from the trunk of a car, Edna Ruth Byler and colleague Ruth Lederach took the bold step of opening a storefront in Akron to sell more indigenous handicrafts and expand the idea of trading fairly, hence the etymological origins of the term "Fair Trade."



1964

Meanwhile (switch to British accent), the stirring of the European fair trade movement began progressing quite in earnest. In the UK, OxFam (Oxford Committee for Famine Relief) started "OxFam Trading," which later became the Fair Trade branch of the non-profit organization with the infamous slogan, "Make Trade Fair."



1968

Back in ye olde colonies, the concept of fair trading within retail continued to grow in the U.S. as Byler's store got a brand makeover with the new name, "SELF-HELP; Crafts of the World." Within four years, the SELF-HELP retail store expanded from a single location in Akron, to two locations with a new retail experience in Bluffton, Ohio. In case you were wondering, "Why Bluffton?", Bluffton is home to Bluffton University, which is affiliated with the Mennonite Church. Now don't you feel smart?



1987

On the international front, forty "Alternative Trading Organizations" joined together to form the "International Federation for Alternative Trade" whose acronym was IFAT. (Now you know why they changed their name in 2008 to "World Fair Trade Organization"). In the United States, ITHIN (sorry!), actually, the Fair Trade Federation was founded to bring together organizations fully committed to fair trade.



1988

The first Fair Trade certified label, "Max Havelaar," by was born through the joint efforts of Nico Roozen, a Dutch economist, Frans van der Hoff Boersma, a Dutch missionary, and Solidaridad, a Dutch "ecumenical development agency." By creating a label, a consumer would know if coffee farmers were getting a "fair return" for their efforts. Fair Trade coffee emerged as the first fair trade commodity which quickly gained market share and started quite a buzz.



1997

Fairtrade Labelling Organization (FLO), based in Bonn Germany, was founded, combining international Producer Networks and national Labelling Initiatives. Through a single voice, it was hoped that larger issues of the movement could be addressed, and greater change brought forth in consumer understanding. The move proved to be a good one, because the FLO label is now the most recognized fair trade label worldwide.



1998

In America, TransFair emerged as a certifier of fair trade goods. Guess which commodity was the first one that TransFair certified? If you said coffee, you win...errr...uh... something.



2000

England inspired the world by having Garstang become the first Fair Trade Town in the world, and sealed the deal in 2009 by attempting to set a world record for town residents to eat fair trade bananas for 24 hours straight. We are still checking the hospital records for an increase in "slip and fall" incidents.



2006

Media, PA broadcast to America the same message as Garstang, UK, by becoming the first Fair Trade town in the U.S. under the vision of Hal Taussig, Director of the Untours Foundation. Maybe time for a world record fair trade chocolate eating attempt?

In addition, Ten Thousand Villages, formerly SELF-HELP Crafts of the World proved that fair trade makes good economic sense and offers a unique business model that consumers will support, one that can help alleviate poverty in some of the most disadvantaged areas of the world.



2008

The UK outdid America again by having London become the largest Fair Trade Town in the world and the first national capital with that title. The United States must... take...back...the...title!



2009




In under two years, thirteen Fair Trade towns were certified in America. Now it is time to "Fair Trade the White House." Let's join together to invite the First Lady into the movement, and have the White House be the FIRST "Fair Trade Home." It all starts with you.

REFERENCES:

- America's First Fair Trade Town. (2008) <http://firstfairtradetownusa.org/towns>
- Garstang. (2009). Fair Trade Triangle contributes to world record attempt. <http://www.garstangfairtrade.org.uk/news/index.html>
- Jaffee, D. (2007). Brewing Justice: Fair trade coffee, sustainability and survival. University of California Press. p.12-14
- London Fairtrade Campaign: <http://www.fairtradelondon.org.uk/>
- SELF-HELP Crafts of the World. (1991). Case Study. http://aics.acadiau.ca/case_studies/selfhelpcrafts.html
- Ten Thousand Villages. (2009). About Us. <http://www.tenthousandvillages.com/php/about.us/about.history.php>
- TransFair. (2009). History: <http://www.transfairusa.org/content/about/history.php>
- Valbuena, R. (N.D.) History of Fair Trade. <http://www.fair-trade-hub.com/history-of-fair-trade.html>

INDUSTRY OVERVIEW

The Fair Trade movement has several North American and International independent, third-party organizations whose goal is to build consumer awareness by offering some form of guarantee that a company is following, or a product was made, with fair trade standards.

ORGANIZATION: COMPANY MEMBERSHIPS		ORGANIZATION: PRODUCT CERTIFICATION		
				
Fair Trade Federation (FTF)	World Fair Trade Organization (WFTO)	Fairtrade Labelling Organizations Int'l. (FLO)	Institute for Marketecology (IMO): Fair For Life	TransFair USA
The Fair Trade Federation (FTF) is the trade association which strengthens and promotes North American organizations who are fully committed to Fair Trade. Members strive to only source items according to Fair Trade Principles and undergo a rigorous screening process to evaluate their practices. Member organizations offer a broad product range, including accessories, coffee, decor, gifts, soap, tea, and much more.	Membership of the WFTO is limited to organizations that demonstrate a 100% Fair Trade commitment and apply its 10 Principles of Fair Trade. WFTO members who are monitored against these Principles are listed in the FT100 index of world-leading Fair Trade brands, businesses and organisations. Not just the pioneers of the movement, but the innovators of the market.	We are 24 organizations working to secure a better deal for producers. From our headquarters in Bonn, Germany, we set international Fairtrade standards and support Fairtrade producers.	"Fair for life" is a brand neutral third party certification programme for social accountability and fair trade in agricultural and non-agricultural production, manufacturing and trading operations. The IMO Social & FairTrade Certification Programme offers operators of socially responsible projects a solution for objective inspection and certification by a highly qualified external verifier. It combines strict social and fair trade standards with adaptability to local conditions.	TransFair USA, a non-profit organization, is the leading independent, third-party certifier of Fair Trade products in the United States. As one of 24 members of Fairtrade Labeling Organizations International (FLO), TransFair USA ensures integrity and compliance with international Fair Trade standards through a rigorous audit system, which tracks products from farm to finished product and verifies industry compliance with Fair Trade criteria.

Fair Trade Federation label is a trademark of Fair Trade Federation. All Rights Reserved.
 World Fair Trade Org.t label is a trademark of World Fair Trade Organization. All Rights Reserved.
 FLO Fair Trade label is a trademark of Fairtrade Labelling Organizations Inter. All Rights Reserved.
 Fair For Life label is a trademark of Institute For Marketecology. All Rights Reserved.
 Fair Trade Certified label is a trademark of TransFair. All Rights Reserved.