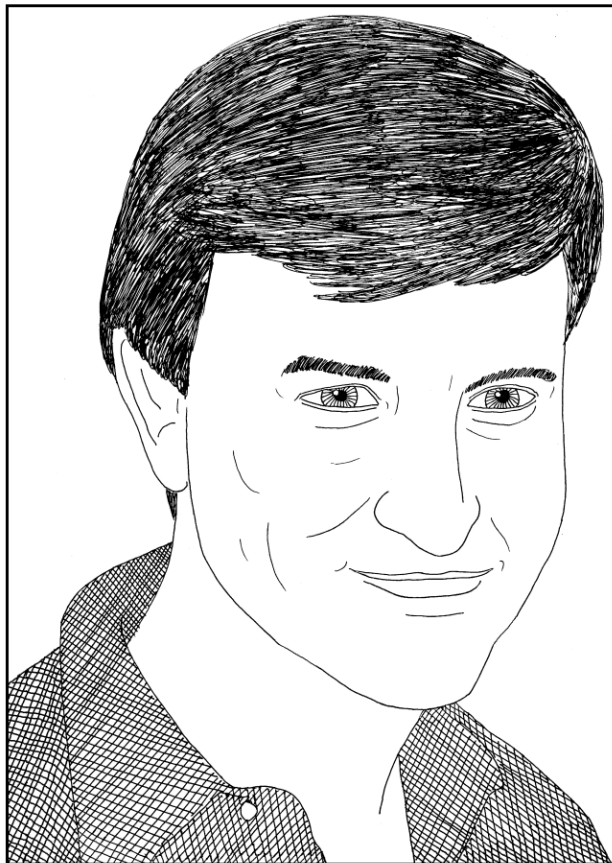


FAIR TRADE DAY 2ND SATURDAY IN MAY



"Fair Trade is a market-based, entrepreneurial response to business as usual: it helps third-world farmers developing direct market access as well as the organizational and management capacity to add value to their products and take them directly to the global market. Direct trade, a fair price, access to capital and local capacity-building, which are the core strategies of this model, have been successfully building farmers' incomes and self-reliance for more than 50 years."
-- Paul Rice, FairTrade USA

In the 1940s, some churches raised funds for poverty-stricken communities by selling the handicrafts created by the poor communities. This was the start of the Fair Trade movement. Now, Fair Trade goods, like coffee, tea, cocoa, wine, nuts, clothes, handicrafts and jewelry, amount to \$500 million in annual sales! The Fair Trade movement is growing as people realize that they can help alleviate poverty and protect the environment by choosing Fair Trade products.

Fair Trade means that the item has been made or grown by workers who work in safe conditions and are paid a livable wage. Fair Trade promotes gender equality and safe environmental practices. Workers are often part of a co-op, benefiting the entire community, and there is no middleman to take a cut of the profits. So, Fair Trade goods are generally not more expensive and are of equal or better quality than conventionally produced goods.

In the late-1980s, a "certified Fair Trade" label made it easy for consumers to identify fair trade goods. Today there are more than 3000 Fair Trade grassroots organizations in 60 countries working with over a million small-scale workers. Fair Trade products are sold in thousands of Fair Trade shops and in a growing number of traditional supermarkets, shops and restaurants.

Fair Trade Day, on the second Saturday in May, is an opportunity to educate your community about Fair Trade products, and the Fair Trade movement's goal to create a more equitable, just and sustainable model for ALL international trade.

Be A Hero For A Better World!

1. Find out more about Fair Trade
2. Buy Fair Trade products
3. Help organize a Fair Trade Fair to raise awareness about Fair Trade
4. Support organizations promoting Fair Trade

Fair Trade Links

- Equal Exchange (equalexchange.com)
- Fair Trade Federation (fairtradefederation.org)
- Fair Trade Resource Network (fairtraderesource.org)
- Global Exchange (globalexchange.org)
- International Fair Trade Assoc. (ifat.org)
- TransFair USA (transfairusa.org)
- World Fair Trade Day (wftday.org)

For more information: www.betterworldcalendar.com/fairtradeday.htm

BetterWorldCalendar.com

...every act of compassion makes a difference...every day counts for a better world...

© The BetterWorld Project - Distribute freely for non-commercial uses - No celebrity endorsement implied