

The Low-Down on Fair Trade

What is Fair Trade?

Fair Trade is a trading partnership, based on dialogue, transparency, and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers — especially in the South. Fair Trade organizations (backed by consumers) are actively engaged in supporting producers, in awareness raising, and in campaigning for changes in the rules and practices of conventional international trade.



How Fair Trade is Measured

With Fair Trade Certified™ commodities, producers are guaranteed a “floor price” for their crop that is designed to cover the costs of production and remains constant even as the market price drops. For uncertified products like crafts, a Fair Trade price is considered a living wage for the producer’s work in a local context.

Learn to Identify Fair Trade

A variety of third party organizations approve or certify that businesses and/or producers are indeed practicing Fair Trade. The following are symbols that represent that a business or product is Fair Trade:



Transfair audits transactions between US companies offering Fair Trade Certified™ products and the international suppliers from whom they source to guarantee that the producers behind Fair Trade Certified™ goods were paid a fair, above-market price.



The Fair Trade Federation screens businesses to verify that their members are fully committed to providing fair wages and good employment opportunities to economically disadvantaged artisans and farmers worldwide.



The International Fair Trade Association ensures that standards are being implemented regarding working conditions, wages, child labour and the environment by external verification.



Fair Trade Labelling Organization is an umbrella organization that unites Labelling Initiatives and Fairtrade Producer Organizations in Central and South America, Africa, and Asia.

Get Involved!

Adopt a Supermarket

Visit www.coopamerica.org/programs/fairtrade to get resources and information on how to get your grocery store to carry more Fair Trade.

Celebrate World Fair Trade Day

WFTD is the 2nd Saturday of each May. Plan an event to raise awareness or visit to www.ftrn.org to find already planned events in your area.

Educate Others

Give a talk on Fair Trade to friends, student and community groups, or faith organizations about the benefits of Fair Trade and responsible consumption.

Host a Partnership Sale

Contact Partners for Just Trade 314.773.7358 or www.partnersforjusttrade.org to sell Fair Trade products at festivals, events or even just to your friends.

Start a Fair Trade group

Form a coalition to work with local governments and officials to raise awareness about Fair Trade in your city or on your campus.

Watch the Documentary Black Gold

Find how to get a copy of the documentary at www.blackgoldmovie.com.

Fair Trade in St. Louis

Apparel, Clothing, and more

Partners for Just Trade*

773-7358

www.partnersforjusttrade.org

Visit our web site (launching in November!) to purchase Fair Trade products from Peru ranging from housewares, baby products, alpaca clothing and winter wear, bags, accessories, and religious and Christmas items from this non-profit organization located in St. Louis.

Plowsharing

6271 Delmar Blvd, 863-3723

137 W. Jefferson Ave, 909-9401

www.plowsharing.org

Plowsharing Crafts is a not-for-profit store designed to help needy and deserving craftspeople in the developing world. They are owned by the St. Louis Mennonite Fellowship, and are part of Ten Thousand Villages, which serves over 60,000 artisans and their families in over 35 different countries.

MacroSun International*

1310 Washington Ave, 421-6400

6273 Delmar, 726-0222 (coming in November)

www.macrosun.com

Extensive collections of Fair Trade jewelry, apparel, arts & home décor from our artisan-friends throughout South Asia. Fine sterling jewelry, vintage silk sari clothing, incense, masks, tapestries, Buddhist & Hindu artifacts. All price ranges. Building Fair Trade person to person since 1991.

Coffee Shops

Hartford Coffee

3974 Hartford St, 771-5282

Offers custom roasted, fair trade organic coffees and teas. A family-friendly atmosphere with free wireless Internet and a children's play area. Lunch and dinner café selections with delectable treats made fresh at their in-house bakery.

Kaldis

700 Demun Ave, 727-9955

120 S. Kirkwood Road, 821-0087

www.kaldiscoffee.com

Offers 17 different Fair Trade coffees at various locations throughout St. Louis and surrounding areas.

Velocity Cafe

286 DeBaliviere

www.velocitycafeandcyclery.com

Coming soon! Get your bike fixed while sipping on Fair Trade and organic coffee or tea in this green cafe and bike shop.

Grocery Stores

Local Harvest Grocery

3148 Morganford, 865-5260

www.localharvestgrocery.com

An independently operated grocery store that offers local produce and meats, organic foods of the freshest quality, and Fair Trade chocolate, rice, coffee, and more.

*Members of the Fair Trade Federation

Fair Trade Resources

Reading Materials

[Conscious Consumer: Promoting Economic Justice Through Fair Trade](#), by Rose Benz Ericson

A quick read offering a comprehensive overview of the North American Fair Trade movement.

[Fair Trade: A Beginner's Guide](#), by Jacqueline DeCarlo

Offers a solid overview of all things Fair Trade – from its history to key players and challenges.

[Guide to Fair Trade, 2007](#), by Co-op America

A brief guide helps you get involved in Fair Trade and has information about Fair Trade products and tips for taking action.

Websites

responsibleshopper.org – Alerts the public about the social and environmental impact of major corporations, and provides opportunities to vote with your dollars for change.

fairtradetowns.org – Information on how to become a Fair Trade city or town.

ftrn.org – Educational materials and information sharing.

greenpages.org – A National Directory of over 2,000 screened green and Fair Trade businesses.

usft.org – Learn how to get involved with the national student movement, United Students for Fair Trade.