

Support Fair Trade!

What is Fair Trade?

Fair Trade is an equitable and fair partnership between marketers in North America and producers in Latin America, Asia, Africa, and other parts of the world. A fair trade partnership works to provide low-income artisans and farmers with a living wage for their work. Fair Traders are also committed to cooperative workplaces, consumer education, environmental sustainability, financial and technical support, respect for cultural identity, and public accountability. CRISPAZ distributes fairly-traded handcrafts from El Salvador and is a member of the Fair Trade Federation (For more information, visit their website www.fairtradefederation.org.)



Fair Trade or Free Trade:

What does it mean for small communities in El Salvador?

Fair Trade	v.	Free Trade
<i>Locally-run cooperatives offer work opportunities for people in their communities where they can also care for their families.</i>	↔	Multinational corporations offer jobs in large factories in urban areas. This forces people to leave their family and community for work in the city.
<i>Worker-run enterprises pay fair wages and create humane working conditions for their members.</i>	↔	Large corporations often exploit workers and employ anti-union tactics when their workers organize for better working conditions or higher wages.
<i>Cooperatives and their distribution partners are driven by more than profit. They work to ensure that everyone is paid a fair wage and that additional income is reinvested in the cooperative.</i>	↔	Multinational corporations are profit driven, sometimes at any cost. This may mean sacrificing workers' salaries and benefits and even international human rights standards.
<i>Fair trade organizations maintain long-term relationships with local artisans and communities, providing the cooperatives with cash advances, credit and other assistance in order to build and sustain their business.</i>	↔	International free trade agreements encourage an economic "race to the bottom" as corporations move production from country to country in search of lower wages.

The average household spends more than \$9,000* each year on food, clothing, furnishings and gifts. You have a choice about how you will spend yours. This year, challenge yourself to shift just 5% of that \$9,000 (about \$450) to products from Fair Trade businesses. This will make a big difference in the lives of artisans and farmers overseas.



* Average annual expenditure for households earning \$36,684 after taxes, U.S. Bureau of Labor Statistics, 1997.

Source: Fair Trade Resource Network

5% Fair Trade Challenge

What can I do?



- ☆ Hold a Salvadoran craft sale at your church, place of work, or home.
- ☆ Refer our line of products “The People’s Market” to local shops that may be interested in carrying Salvadoran handcrafts.
- ☆ Volunteer your skills in marketing, and/or small business development.
- ☆ For more information, contact CRISPAZ: 617-445-5115 or peoplesmarket@crispaz.org.

1.

**Support
artisan
cooperatives
in El Salvador!**

2. Buy Fair Trade!

- ☆ Buy fairly-traded Salvadoran crafts online! Shop online at www.crispaz.org!
- ☆ Exercise your power as a consumer. Ask your favorite local retailer, coffee shop, or campus cafeteria to stock Fair Trade items. The Fair Trade Federation website has a list of online catalogs and retail stores that practice fair trade. Go to www.fairtradefederation.org.
- ☆ Take the 5% Fair Trade Challenge! (*See reverse.*)

☆ Fair trade coffee companies pay coffee growers at least \$1.26 per pound of coffee. Most of the coffee that we drink is purchased from the growers at a fixed market price, which currently averages \$.60 - .70 per pound. Buying fair trade coffee makes a BIG difference!

- ☆ To find out where to purchase fair trade coffee (by the bag or by the cup) visit Global Exchange’s website: www.globalexchange.org/economy/coffee/retailers.html. You can also purchase fair trade coffee from Equal Exchange at www.equalexchange.com.

- ☆ If you aren’t a coffee drinker, encourage friends and family to buy fair trade coffee.

3. Buy fairly-traded coffee!



4. Educate yourself!

- ☆ Be an informed consumer by asking questions about where the things you buy are made.
- ☆ Order the booklet “The Conscious Consumer: Promoting Economic Justice Through Fair Trade” from the Fair Trade Resource Network (www.fairtraderesource.org).
- ☆ Subscribe to a Global Exchange’s list serve by sending an email to: fairtradelist-request@globalexchange.org with the word “subscribe” in the subject line.

5.

- ☆ Consider forming a Fair Trade group at your school. The Fair Trade Resource Network provides guidelines for a student action campaign (www.fairtraderesource.org/student.html).
- ☆ For more ideas on organizing, visit www.globalexchange.org/economy/corporations/campus/tools.

**Organize
a Fair
Trade
Student Group**