



World Fair Trade Day 2008
Saturday, May 10
www.ftrn.org

❖ **What is World Fair Trade Day?**

On May 10th, people in 70 countries worldwide will hold events to mark World Fair Trade Day in order to highlight the importance and benefits of Fair Trade. Fair Trade guarantees a fair price and safe working conditions for producers and also supports sustainable practices that minimize our environmental footprint. Fair Trade enthusiasts worldwide will host Fair Trade food tastings, house parties, speakers, festivals, concerts, and fashion shows. Many communities are celebrating World Fair Trade Day over a period of two weeks, from May 3-18th, *America's First Fair Trade Fortnight*.

❖ **Are You Really Holding the World's Largest Coffee Break?**

For World Fair Trade Day 2008, we will set the world record for the World's Largest Fair Trade Coffee Break. On May 10, 2008 at 3 pm Eastern / Noon Pacific, people across the country will take a break to enjoy a cup of Fair Trade coffee or other Fair Trade beverage. We will be setting a new record that will serve as a benchmark for future years' challenges.

❖ **Is This Just About Coffee?**

Coffee is just the beginning – stop by and enjoy food and drink tastings ranging from Fair Trade fruit and chocolate to Fair Trade tea, banana bread, and lemonade. Celebrate the diversity within the Fair Trade movement through music and dance from around the world, and check out an array of Fair Trade hats, purses, bags, etc.

❖ **Why Should I Support Fair Trade?**

First and foremost, Fair Trade means the farmers and producers who grow and make the products you consume receive a fair share of the profit, have a fair say in how the company operates, and are treated fairly in the workplace. When you buy Fair Trade products, you're supporting the people who make those products and the communities they live in. Fair Trade also means green trade. Fair Trade guarantees that farmers use eco-friendly practices. Fair Trade products are responsibly grown, healthy for us, for farmers, and for the world we live in. What's more, Fair Trade products taste and look better. They're grown in small quantities or made by hand, by people who are invested in the company and care about what they're doing.

❖ **Who's organizing World Fair Trade Day?**

Fair Trade Resource Network, the national coordinator of World Fair Trade Day in the United States, has teamed up with the newly-launched Fair Trade Towns USA, a coalition of local initiatives focused on enhancing Fair Trade's presence in their communities, and other leading Fair Trade organizations to make World Fair Trade Day 2008 the biggest yet. Major sponsors include Catholic Relief Services, Fair Trade Federation, Lutheran World Relief, Oxfam America, TransFair USA, and World of Good. Numerous Fair Trade companies and organizations are also pitching in to make World Fair Trade Day 2008 a success, including A Greater Gift, Alter Eco, Canaan Fair Trade, Coop America, Cooperative Coffees, Dr. Bronner's Soap, Equal Exchange, Global Exchange, Global Goods Partners, Handcrafting Justice, Larry's Beans, Lucuma Designs, Maggie's Organics, Marketplace: Handcraft of India, Numi Tea, Oké USA, Peace Coffee, Sierra Club, and Ten Thousand Villages.