

## Day 18 Fair Trade - Greener

After doing some research, I have found the story of a Malian man named Makandianfing Keita, who is a cotton farmer. He has been "Fairtrade-Certified" since 2005. He found himself struggling since the cotton prices were going down uncontrollably until he couldn't afford to sustain his family at all. He went through some very rough times but thanks to the Fair Trade he can sustain his family again. One of his main problems was that his children had to walk over 10 kilometers in order to get to school, but since he's been doing better in his farm, he built a school near their home for his children to go. Once his incomes were greater than what they needed, he decided to help his community and so they built a school. Not only did he focus on helping his family, but he also built a maternity centre for pregnant women, due to the high rated of child dying at birth. What Fair Trade made for her was that it increased the standards of his agricultural practices, they now dispose waste properly, and have drinking water available for his workers. This Fair Trade has not only been beneficial for his and for his business but for his community as well. I think that this testimony has really motivated me to never give up. I can only imagine the circumstances that this man was living under and he managed to turn things around and become a very successful entrepreneur. Maybe not the richest of them all but one worth admiring and analyzing. Not everyone has the courage and the guts to work things out no matter how bad things might be going.

### *Makandianfing Keita in his Cotton Farm*



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**Wayo Guajardo**  
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This is Makandianfing Keita, a cotton farmer in Dougourakoronni village, Mali. The village cotton farmers are members of the UC-CPC de Djidian cooperative, which has been Fairtrade-certified since 2005. This man is an example to all of us. He has been benefited from the Fair Trade and made a successful business.

Turning Green Freetrade Fair World Project

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