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Day 18 – Fair Trade

The Courageous Cocoa Farmers of Côte d’Ivoire

<https://vimeo.com/139939002>

Fair Trade is a human rights, feminist, environmental, and all-around ethical issue. Fairtrade cooperatives provide education and support to promote fair compensation for producers and environmentally and economically sustainable practices.

25 women cocoa farmers in Côte d’Ivoire produced this film on the impact of fair-trade policies in their lives. In the rural villages around Daloa, women cannot own land and are discouraged from attending the local Fairtrade cooperative meetings. They farm and harvest cocoa, which the men sell. Awa Ouedraogo, a particularly inspiring, passionate woman in the video, explains, “The land, that belongs to the men. . . we don’t earn anything from it. . . We suffer too much.” Aya Solange Konan echoes the women’s hope for a better future, “If the [Fairtrade] cooperative could help us, our dream is that one day we will be landowners—that lots of women will become landowners.” Fairtrade has already seen some progress in this area, as Ama Sabine Sie now serves as the cooperative’s director. Sie explains that with “morale and strength” she gained the respect and support of the men in her community. Fair-trade practices are about creating opportunities for marginalized communities. As Awa proclaims, “Women and men, we all have the same potential,” and by receiving fair wages these women may be able to reach their dream of becoming landowners, educating their daughters, and leading the cooperative to help future generations of women.

After learning about several other Fairtrade producers, I was most inspired by the comradery and hopefulness that these women showed. I was particularly captivated by the vibrant spirit and drive of Awa Ouedaogo, who passionately advocated for equal opportunities for women in her community. These women embody the ethic of Fairtrade as they seek to promote ethical and fair treatment of all members of society, no matter their age, economic status, or gender.

Social Media Sharing!

Full version on Facebook, short version on Twitter!



Hope Lackey

Just now · 11

Here are some inspiring women to brighten up your day! 🌱🌿🍃
#PGC2017 #FairTrade Fair World Project Turning Green Fair Trade Campaigns

Fair-trade is a human rights, feminist, environmental, and all-around ethical issue. Fair Trade cooperatives provide education and support to promote fair compensation for producers and environmentally and economically sustainable practices. While there are many pressing issues today, by supporting fair-trade initiatives, you can do a little good for hard-working producers, such as the cocoa farmers who produced this video.

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Hope Lackey @HLKey92 · 39s

educate their daughters, and lead their communities. Their hard work and passion for equal opportunity while protecting earth is inspiring!

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25 women cocoa farmers produced this film on the impact of fair-trade policies in their lives. By receiving fair wages, they can own land. twitter.com/HLKey92/status...



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25 women cocoa farmers produced this film on the impact of fair-trade policies in their lives. By receiving fair wages, they can own land.

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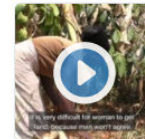
Check out these inspiring women of Côte d'Ivoire 🌱🌿🍃
vimeo.com/139939002
#PGC2017 #fairtrade @TurningGreenOrg @FTCampaigns @fairworldprj



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🌐 Translate from French



Growing our cocoa, raising our voices: a film made...

This is "Growing our cocoa, raising our voices: a film made by women cocoa producers in Côte d'Ivoire" by Fairtrade International on Vimeo,...

vimeo.com