

Gerardo Arias Camacho



CAMACHO WITH HIS PRODUCE

Gerardo Arias Camacho is a coffee farmer from Llano Bonito, San Jose, located in Costa Rica. Once the price of coffee dropped in the 1980s, Camacho found it very difficult to live in Costa Rica. Therefore, he decided to move to America to earn enough money to support his family. After earning enough to buy some land for his parents to retire, he returned. However, conditions did not improve and he was forced to return to America. The coffee market was very unstable, preventing the construction of local schools, roads, or bridges. However, once his business was introduced to Fair Trade certification, his family's life has improved dramatically. Prices for

coffee have remained steady, especially since Fair Trade grants him a guaranteed premium. Now, He can spend money towards education for his children, environmental protection, and community development. Thanks to Fair Trade, Camacho could send his eldest son to college in America and allow his two other children to excel in school. Also important, Fair-trade has helped his farms become more environmentally friendly. More trees have been planted, pesticide use has decrease, and their farms get their energy from biofuel like coffee and macadamia nut skins.



SAN JOSE, THE CAPITAL OF COSTA RICA

Camacho's story really impacted my view on the products I buy. I had never heard of Fair

Trade before, but after researching its benefits and ethics, it really resonated with me. I had always thought that all products guaranteed rights and benefits like these, but after realizing they don't, I want to do all I can to support fair trade. It is so amazing and inspiring to hear that Fairtrade has helped Camacho, his family, his community, and the environment. After understanding how I can make a difference every time I go shopping, I want to purchase as many Fair-trade certified products as I can to improve individual's lives, societies, and the environment.



CAMACHO WITH HIS FAIR-TRADE CERTIFIED PRODUCTS

FaceBook Post



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