## **Gerardo Arias Camacho**



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.



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.

## **FaceBook Post**



Meet Gerardo Arias Camacho. He is a coffee farmer from Costa Rica. The coffee industry, however, is not very reliable, and he was forced to move to America to earn money. He returned to Costa Rica to buy land for his parents to retire. Camacho then returned to America to continue to to earn a living. Then, Fairtrade changed his life. Fairtrade allows for producers and farmers to get fair compensation and working environments. Fairtrade helped Camacho send his son to college, improve roads and bridges, and even power his farms with biofuel from coffee and macadamia nut skins. Fairtrade helps millions of people like Camacho, which is why you should purchase more Fairtrade-Certified products. You can change someone's life just by shopping for groceries! @FTCampaigns Turning Green @Fairworldpri #PGC2017 #FairTrade

