

Benjamin Prestis

Username: Benjamin

benprestis73@gmail.com

Tacoma Science and Math Institute

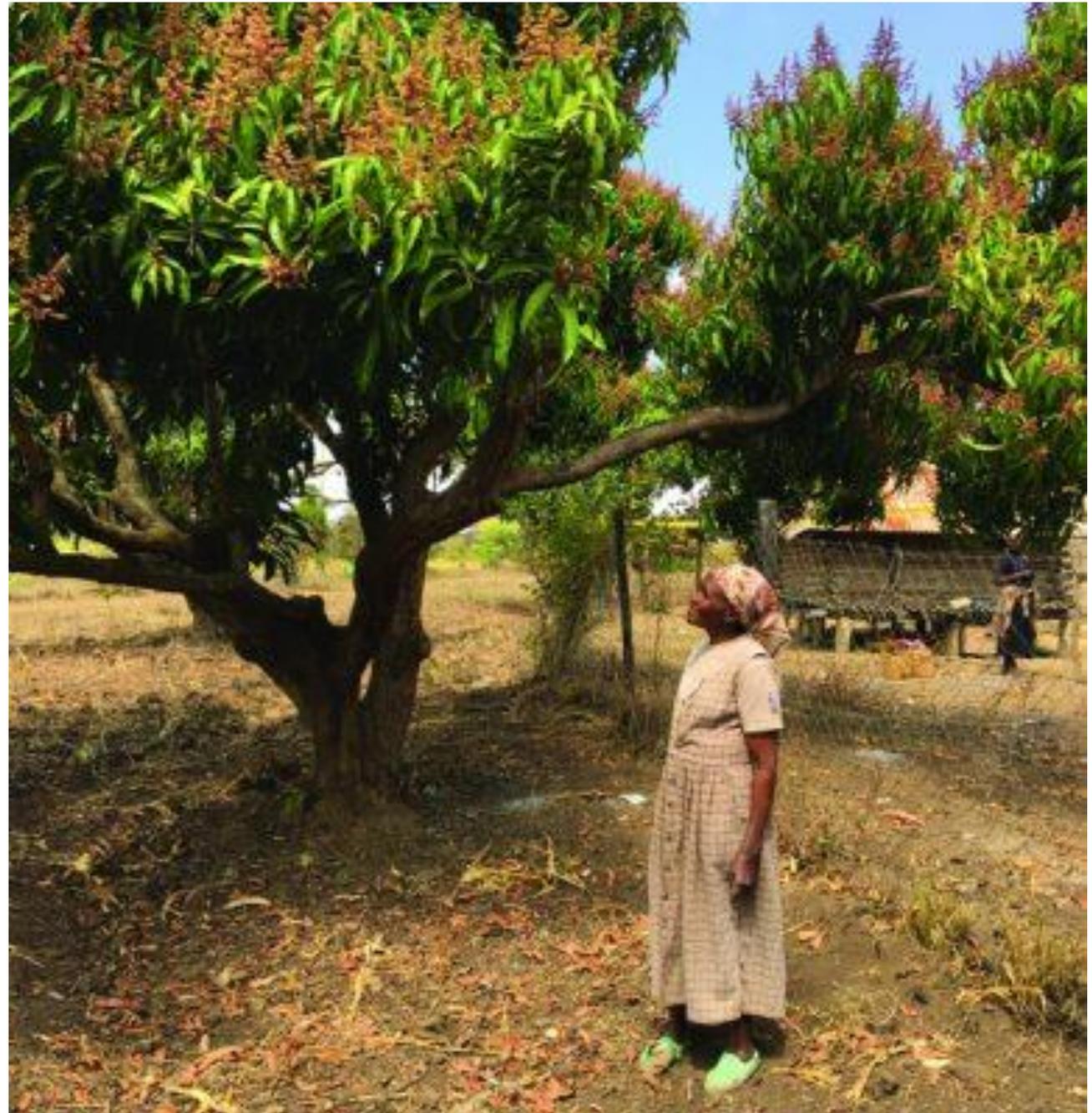
Fair Trade



What article from this publication resonated with you most and why?

The article I read was about how women in Kenya are having their lives negatively impacted by the poor laws on land rights. In Kenya, men are viewed as the land owners. Many times the women of the family do the planting, tending, and harvesting while the men get to decide what to plant and what to sell it for. This is a great injustice that needs to be resolved. If a women's husband dies, many times she is run off of the land that she has been farming for years by brother in laws taking advantage of the weak laws and harmful cultural norms of their communities.

Call to Action: Make sure that you buy from Fair Trade farms where people are payed enough to live and thrive.



Makandianfing Keita, Cotton Farmer, Mali



What do they produce?

Makandianfing is a cotton farmer in the West-African country of Mali. In his country, agriculture employs 70% of the population however 51% of the population is currently in poverty. This means that the free market system of producing goods for the rest of the world while barely making enough to survive is not working. There is a better solution.



How have Fair Trade practices affected their lives?

Before Fair Trade came in cotton prices would up and down sporadically based on the “Free Market.” When the prices would go down, the farmers would have to produce more cotton just to survive which would drive down the prices of cotton even further. However, when Fair Trade came in and helped to regulate industry, there were massive improvements to Mr. Makandianfing’s life. In the past, children had to walk 10 km to school. Fair Trade helped them to build a school. They have helped to build a maternity center aimed at reducing the high rates of infant mortality. Other impressive infrastructure projects are a food storage facility, drinking water pump, and a new road allowing them to travel without difficulty.



FAIRTRADE

What about their story really resonated with you?

Before today's challenge, I knew very little about where my food and products came from. Now I know that I am not actually paying for the stuff I buy, It is being paid for by the lives of hard-working people like Makandianfing Keita who did not make enough to survive. But, with the help of Fair Trade, his community was able to gain the necessary tools to progress. This is what resonated with me. No matter how small I am, the choices I make, even when I go to the grocery store could have a positive impact on somebody like Makandianfing.



**FAIR TRADE
CERTIFIED™**

“fair trade has really changed the life of my community. I feel as though I have a future, which I didn’t before. My wife is pregnant with our first child – this is how optimistic we are!”

- Makandianfing Keita





turninggreenorg

ftcampaigns

fairworldprj



ecowarrior6756

ecowarrior6756 Makandianfing Keita is a Cooton Farmer in Mali. Before joining up with Fair Trade, he barely made enough to stay alive and his village had a very low standard of living. Fair Trade helped to pay him a consistent salary he could live on as well as assisting in the building of a new school, maternity ward, food storage, well, and road in his town. Truly Astounding #pgc2018 #fairtrade



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