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DAY 22 - GREENER

# FAIR TRADE



# CONVENTIONAL



Reese's - Lack of transparency. Can't identify which farms their cocoa came from, possibility of child labor



Ghirardelli - does not source fair trade ingredients, lack of transparency



Lipton Tea - the company Unilever has ethical issues ranging from workers' rights, animal rights, environmental reporting, and more



Hunts - 100% natural tomato sauce, but no information found on fair trade practices

# FAIR TRADE



Unreal - farmers of cocoa are guaranteed a minimum price for beans, safe working conditions



alter eco - sources 100% of products from small-scale farmers



Numi Tea - contributed more than \$1 million in Fair Trade Premiums



Pie Ranch - committed to social/food justice and education.

# CONVENTIONAL



Purell - no information shows that this brand is fair trade



Pantene - not cruelty-free, uses toxic chemicals in their formula, lack of transparency



Pantene - not vegan, not cruelty-free, sells products in China where animal testing is a requirement.

# FAIR TRADE



Dr. Bronner's - uses pure organic and fair trade ingredients. Has funded around 1,000 fair trade projects.



Alaffia - demonstrated corporate responsibility. Products, including those with a primary base of shea or coconut are certified Fair for Life



Fair Squared - produces cosmetics and healthcare products that are certified fair trade, vegan, and organic.

# CONVENTIONAL



Ikea - several ethical issues, including age discrimination, workers rights issues, and corporate taxes.



Macy's - though they offer a few fair trade products (5) on their site, they do not have any fair trade certification and only label things as "eco-friendly." Looks to me like greenwashing.



Sleep Innovations Inc. - lack of transparency, no information found on any fair trade practices.

# FAIR TRADE



ten thousand villages - aims for greater justice in world trade with ethically /handmade goods



Pottery Barn - ensures fair & safe labor practices, improves livelihoods, and empowers workers to invest in their communities



California Cotton - cotton is organically grown in India and processed without harmful chemicals. Organic and Fair Trade!

# SOURCES

Thrive Market - Fair Trade

alter eco

Chocolate and Child Slavery.

Numi Tea

Unilever company\_(Lipton)

Dr. Bronner's

Aveeno

Fair Squared

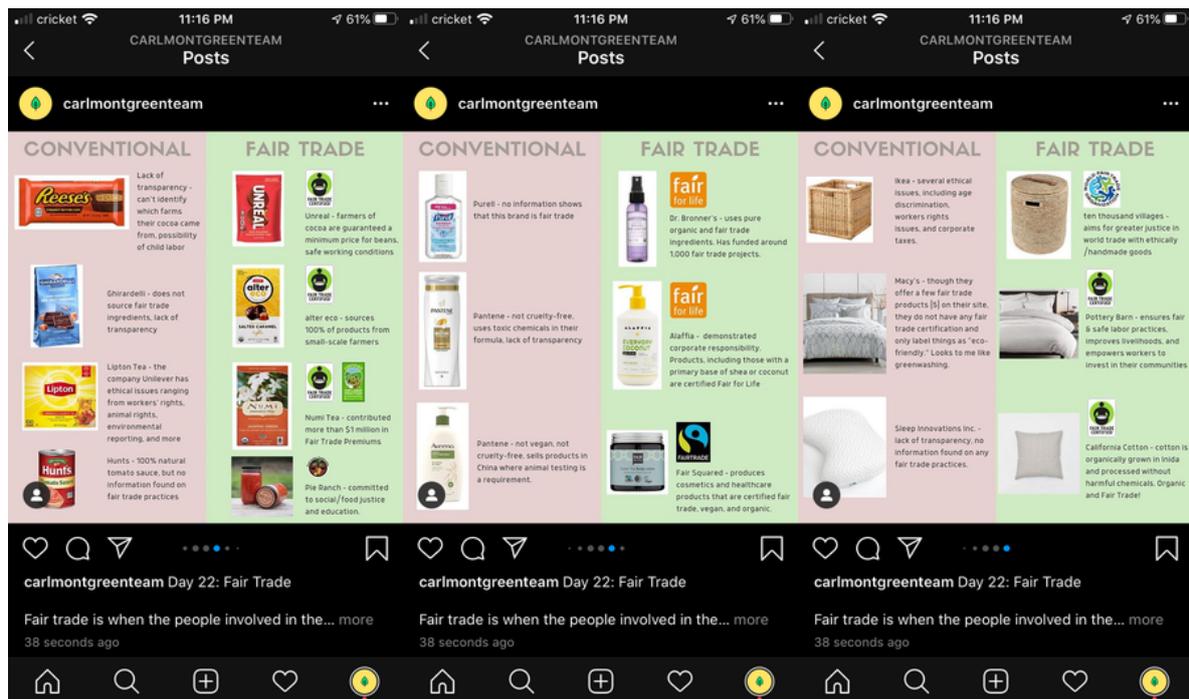
15 Fair Trade Home Decor Brands For The Conscious

Home

Ikea

Pottery Barn

# SOCIAL MEDIA



## Day 22: Fair Trade

Fair trade is when the people involved in the process of creating a product earn enough money to afford their basic needs. What more can we ask for? Unfortunately, many conventional products happen to be made by exploited workers under harsh conditions, similar to the fast fashion issue.

By spending our dollars on brands with Fair Trade certifications, we can help work towards benefitting everyone who was involved in making the products we purchase. Certain Fair Trade labels verify that a product met certain standards in its production. Keep in mind that not all Fair Trade labels are created equally, so some have lower requirements to be placed on a product than others. The Fair trade Certified label is used on more products than the rest because they have lower requirements. Check out the Reference Guide to Fair Trade and Worker Justice Certifications on [fairworldproject.org](http://fairworldproject.org) to see what I mean.