

What does that individual produce?

Esperanza Dionisio Castillo is a woman who has gone above and beyond stereotypes and became a leader within Peru's coffee industry, which is a male-dominated industry.

How have Fair Trade practices affected their life?

She has faced sexism and discrimination from the moment she decided to go to college, attending a university consisting of 150 men and 13 women. However, she managed to get through all the obstacles in order to get a better education and graduate.

After earning her college degree, she described how difficult it was to earn male trust in order to teach them how to produce more coffee. However, she was able to develop some efficient strategies to earn her customers' trust in order to carry out her obligations. Additionally, she was able to earn a management position, which she has worked in for twenty years. From there, she helped in the development of a fair-trade company. In 2008, the company started to invest in organic fertilizers, compost, and micro-organisms.

What about their specific story resonated with you?

The part of the story that most resonated with us was the fact that a woman is holding a leadership role in a male-dominated industry and still manages to make an impact by assisting in the development of a fair trade company in order to help her community. Esperanza is an inspiration to us because even though in the U.S. the feminist movement has been greatly recognized, in many other countries sexism is still a big part of their cultures, which leads many women to be repressed by their own cultural beliefs.

Presentation link:

[https://docs.google.com/presentation/d/1QnfXqq9iSM2UEI8aOijyyumSE0c7\\_1\\_CAO3RAhPhg48/edit?usp=sharing](https://docs.google.com/presentation/d/1QnfXqq9iSM2UEI8aOijyyumSE0c7_1_CAO3RAhPhg48/edit?usp=sharing)

We asked our friend, Alexandra Barbagallo, to answer the following questions after our presentation:

What did you learn about fair trade?

"I learned that there is a way to support small businesses by carefully choosing what products to buy. That is definitely something I will always take into consideration, and from now on I will be looking out for fair trade labels when going shopping."

What did you previously know about fair trade?

"I honestly did not know much about it. I had heard the name before but I did not know what it meant. With what I have learned from today's presentation, I will make sure to inform my friends and family about it as well because it is my way of making a difference."

Is purchasing Fair Trade something that could be a part of your lifestyle?

“Yes, definitely! I will implement what I have learned today into my shopping habits. Also, I will make sure to spread the word on the importance of fair trade and how to make a difference.”

How can one support fair working conditions, even if not always able to afford or find Fair Trade products all the time?

“I think that just by raising awareness with our friends and family is a way to make a change. Word of mouth is a powerful resource I will use to my favor!”

Screenshot of social media post:

