

*Team Swag Only Certified Freaks*  
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*Day Twenty-Two | Greenest Challenge*



# *What is Fair Trade?*

Fair Trade Certified defined fair trade as a "global movement made up of a diverse network of producers, companies, consumers, advocates, and organizations putting people and planet first".

In other words, Fair Trade consists of producers who create products that are environmentally-friendly and sustainable because they believe in saving our planet whilst also providing for the people, and consumers that believe that our planet must be our priority when buying products.



# Fair Trade Labels



*fair trade food pyramid*

\*Note: this pyramid does not reflect a nutritional diet\*



# *Fair Trade Labels*

The fair trade products seen above all contain different labels. These labels can be confusing for consumers, so here is a quick explanation of the 3 most popular certifications!



## **Fair Trade International (America)**

This label signifies that a fair cost has been paid to small farmers, and a Fair Trade Premium has been paid for social and environmental justice works in the region. Certified by FLOCERT. Products available in 120 countries.

## **Fair Trade USA**

This label signifies that the product has been certified by SCS Global Services. Fair Trade USA is a nonprofit organization that works to help consumers achieve a "Fair Trade Lifestyle" through ethical consumption. There are various logos for this label, so look out for this!



## **Fair for Life**

This label signifies that the product was created in an ethical relationship between consumer and seller! This label certifies that every step was in compliance with fair trade and nonprofit standards. They also certify entire companies through the Institute of Marketology (IMO).



# *Esperanza Dionisio Castillo*



- The article that resonated with us the most is titled, "Blazing Trails: an Interview with Esperanza Dionisio Castillo," and it resonated with us because we really were drawn by the women empowerment created by the teamwork between the cooperative and The Women's Committee
  - The Pangoa Coffee Cooperative produces coffee as the name suggests.
- Fair trade has affected their life by allowing for greater job security.
- really loved her story because it shows how strong and powerful women can be: able to get them out of a debt
  - also effectively leading the group through the transition to fair trade allowing for the success they have now



2  
What did you  
learn about Fair  
Trade?

1  
What  
did they know on  
the topic prior?

## *Questions for Audience*

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

4

3  
Is purchasing  
Fair Trade  
something that  
could be a part of  
your lifestyle?



# *Answers from One Audience Member*

1

Nothing

2

I learned the definition of fair trade and the labeling of fair trade and to make sure to look for it- \*nods\* I love Ben and Jerry's .

3

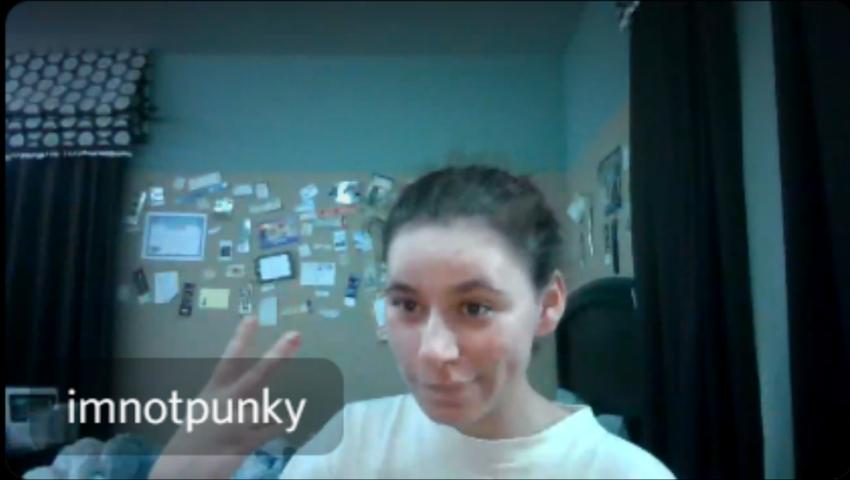
I think it can be part of my lifestyle. I am already doing 50 things while I shop. I will be aware of what I consume

4

You can advocate for companies to become fair trade, hit up trader Joe's and send them some emails and write some legislation that requires some sort of fair trade products.

# *Esperanza Dionisio Castillo Response*

The article that resonated with us the most is titled, "Blazing Trails: an Interview with Esperanza Dionisio Castillo," and it resonated with us because we really were drawn by the women empowerment created by the teamwork between the cooperative and The Women's Committee. The Pangoa Coffee Cooperative produces coffee as the name suggests. It initially transitioned to the fair trade market in around 2006 and began including sustainable aspects such as organic fertilizers, microorganisms and composts. Fair trade has affected their life by allowing for greater job security. Before their transition, a drop in coffee price could be detrimental as it is for many conventional agriculturists, but now they are protected by the extra price cushion due to their fair trade practices. I really loved her story because it shows how strong and powerful women can be. She was not only able to save the cooperative upon her introduction to the management position, she was also able to continue to succeed despite the treatment she received from the experienced male farmers. They did not believe that a woman was able to lead a cooperative and she was able to prove them all wrong by getting out of a debt issue created by the poor management and lack of protections before she was hired, and also effectively leading the group through the transition to fair trade allowing for the success they have now and being the manager for 20 years even though the plan was initially to work there for one.



imnotpunky

A young woman with dark hair pulled back, wearing a white t-shirt, is speaking. Her background is a room with a wall covered in various papers and photos.



jjisnotokig

A young woman with glasses and dark hair, wearing a dark top, is smiling. Her background shows a window with curtains and some indoor plants.



n8isokig

A young man with dark hair, wearing a red t-shirt, is looking towards the camera. His background is a room with a window and some furniture.



LIVE

n8isokig

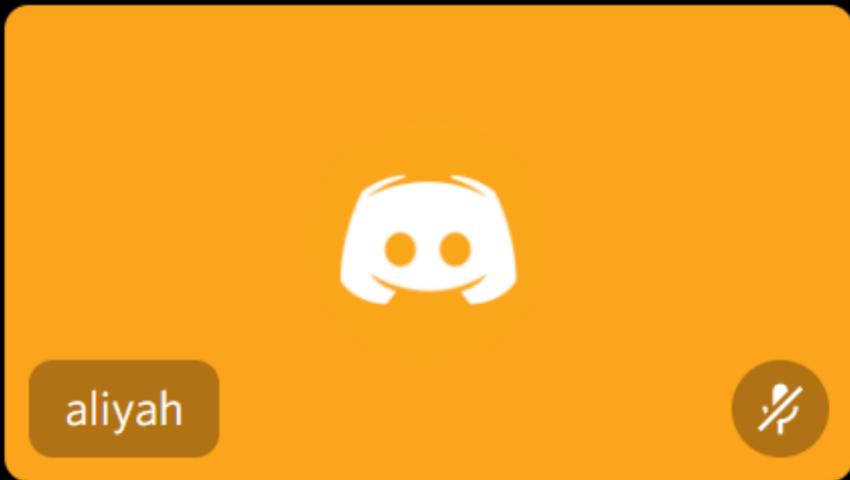
... (More options menu)

A presentation slide titled "Questions for Audience" is being shared. The slide features a central diamond shape with text and arrows pointing to four surrounding boxes. The text includes "What did you learn from the talk?", "What are your thoughts on the speaker's presentation?", "What are your thoughts on the speaker's presentation?", and "What are your thoughts on the speaker's presentation?". There are also decorative elements like butterflies and flowers.



quincee bee

A young woman with long dark hair, wearing a dark top, is smiling. Her background is a wall with various papers and photos pinned to it.



aliyah

🔇 (Muted icon)

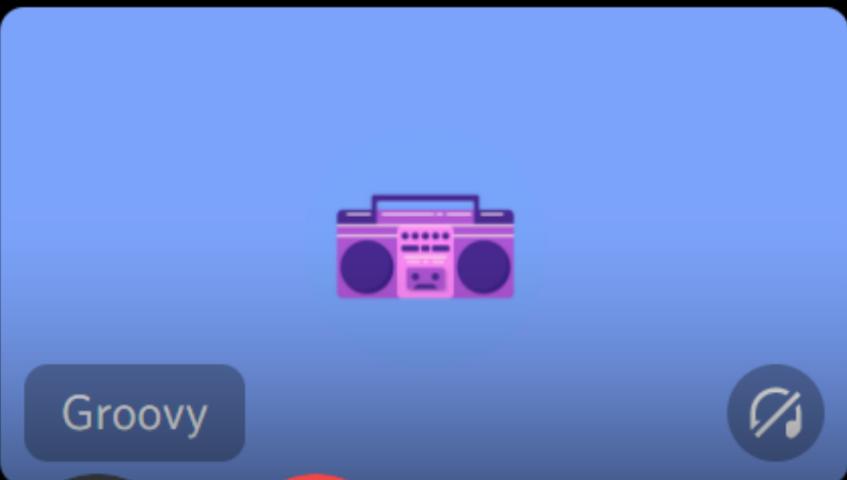
A solid orange background with the Discord logo in the center. A muted icon is visible in the bottom right corner.



cait

🔇 (Muted icon)

A circular profile picture of a green frog wearing a dark suit jacket. The name "cait" is displayed below the picture, and a muted icon is in the bottom right corner.



Groovy

🔇 (Muted icon)

A solid blue background with a purple boombox icon in the center. The name "Groovy" is displayed below the icon, and a muted icon is in the bottom right corner.

📷 (Camera icon)

📺 (Screen share icon)

🎤 (Microphone icon)

📞 (End call icon)

A row of four circular icons: a camera icon with a dropdown arrow, a screen share icon, a microphone icon with a dropdown arrow, and a red end call icon with a dropdown arrow.

🔗 (Share icon)

🖼️ (Fullscreen icon)

Two small icons in the bottom right corner: a share icon and a fullscreen icon.



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**s4s.project** Support fair trade products!

☆ @turninggreenorg @ftcampaigns @fairworldprj ☆

#PGC2020 #s4sproject #students4sustainability  
#intersectionalenvironmentalism  
#climatechangeisreal #fightclimateinjustice  
#fridaysforfuture #gogreen #ecofriendly #plantbased  
#meatlessmonday #savethefood  
#fairtrade

7 minutes ago

Caption: Support fair trade products!