[RETAILER ADDRESS]

Dear [MANAGER/OWNER],

**We want to help you increase your Fair Trade product offerings and support you in our campaign to make [TOWN] a Fair Trade Town.**

We represent [CAMPAIGN NAME], a campaign seeking to increase awareness and availability of Fair Trade products in our community through events, education, and outreach. Fair Trade products meet strict enviromental, social, and economic standards and are imported from developing countries in Africa, Asia, and Latin America. Many of which include coffee, tea, sugar, bananas, cocao, and handicrafts. have been , sugar, bananas, cocao and handicrafts.America many of which include or screening process to make sure that farmers

[CAMPAIGN NAME] is a member of Fair Trade Towns USA, a national network of towns, cities, and other municipalities demonstrating their commitment to the principals of Fair Trade.

**Why become a part of our organization?**

* Advertising on website through our retail map
* Free public promotion for your business at events, including Fair Trade Month in October and World Fair Trade Day in May
* Inclusion in our [CAMPAIGN NAME] Fair Trade Buying Guide

**What is Fair Trade?**

Fair Trade organizations verify that economic, social, & environmental criteria are met. Some principles include:

* Producer empowerment through equitable trading terms, fair pay & safe working conditions
* Environmental protection through promotion of land conservation & sustainable farming techniques
* Transparancy, democratic organization, and decision-making

**Fair Trade is a fast-growing market segment** **that your business can gain access to.**

* Fair Trade accounted for $1.2 billion in sales in the U.S. in 2010(a 70% increase from 2009).
* Fair Trade comprises the fastest growing segment of the coffee industry.

More importantly, by offering a selection of Fair Trade products, your establishment will demonstrate its leadership in the larger sustainability movement.

There is no fee for joining the organization. All we require is that you make at least two Fair Trade products available in your store.

Please contact us and let us know what we can do to assist you!

 Sincerely,

[CAMPAIGN NAME]

[CONTACT INFO]