[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, protecting people and planet in producer countries around the world. There are a wide range of Fair Trade certified products available on the market, including coffee, tea, sugar, chocolate, produce, apparel and more.

 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 Campaigns, a national network of towns, colleges, schools and congregations demonstrating their commitment to the principals of Fair Trade.

**By working with us, your business will benefit through:**

* Advertising on the Fair Trade Campaigns 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 and environmental criteria are met. Some principles include:

* Producer empowerment through equitable trading terms and safe working conditions
* Environmental protection through promotion of land conservation and sustainable farming techniques
* Transparency and democratic organization in governance and gender equity in decision making

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

* Fair Trade accounted for over $1 billion in sales in the U.S. in 2017.
* 70% of shoppers consider sustainability when making a purchase, and almost 50% would pay more for sustainable products.

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.

We look forward to the opportunity to work together to raise awareness in our community.

 Sincerely,

[CAMPAIGN NAME]

[CONTACT INFO]