

FAIR TRADE

“THE FAIR TRADE MOVEMENT IS GROWING AS PEOPLE REALIZE THAT THEY CAN HELP ALLEVIATE POVERTY AND PROTECT THE ENVIRONMENT BY CHOOSING FAIR TRADE PRODUCTS.” — ROBERT ALAN (AMERICAN WRITER)



RECOGNITION IN THE GLOBAL COMMUNITY:

Chicago Fair Trade, along with cities and towns around the world, works to increase support for fair trade, a development strategy which reduces global poverty. As we work toward the goals of becoming a Fair Trade City, consider the many benefits to the City of Chicago from achieving this status. Our Fair Trade City status would send the message to the world that Chicago wants global relationships based on fairness and mutual respect. Linked to over 35 countries through trade, many global leaders visit Chicago to promote their fair trade products.

Fair trade business leader visits since 2007 include a coffee producer from Ethiopia, artisans from India and Guatemala, coffee leaders from Mexico and Uganda, and cocoa producers from Ghana.

Fair Trade City recognition would communicate the nature of Chicago's global relationships to the 2016 Olympic Committee much like London's fair trade campaign did before they were awarded the 2012 Olympics.



FAIR TRADE LINKS CHICAGO NEIGHBORHOODS TO GLOBAL NEIGHBORHOODS:

Mexican, Filipino, Kenyan, Ghanaian and Indian and other ethnic residents of Chicago support their homelands through promotion of trade. Fair trade forges personal connections with producers. This ensures that consumers can trust the quality of their product, while knowing that those who made it were paid fair, living wages.



A PARTNER IN BUILDING A SUSTAINABLE PLANET:

As Chicago institutions develop their sustainability plans, they should include fair trade products, which not only protect the environment but also build healthy stable communities. These practices are supported by consumers who are increasingly becoming more conscious about the products they are buying. Demonstrating concern for people in other parts of the world, consumers want products that reduce global poverty, and care for the environment. Businesses are now moving forward to follow practices that respond to this trend.

GROWTH OF FAIR TRADE BUSINESSES:

Chicago can become a magnet, attracting fair trade business to Chicago as its leadership is recognized. Four new retail fair trade stores have opened in the metro area since 2008. Fair trade business is successful business.

MAINSTREAM USERS OF FAIR TRADE:

Rick Bayless

Chef promoting fair trade coffee

Carol Moseley Braun

CEO of Ambassador Organics, fair trade teas, coffees, and spices

National Chains

Including Corner Bakery, Dunkin Donuts, Einstein Bros Bagels, and Starbucks

Oprah's store

Features African made housewares, linens, and jewelry within her online store

CAN CHICAGO BE THE NORTH AMERICAN LEADER OF FAIR TRADE?

Fair Trade London:

www.fairtradelondon.org/uk

Fair Trade Towns Europe:

www.fairtradetowns.org

