



Reach Out to Retailers

Best Practices from the Field

Chicago Fair Trade

One thing we found that is useful in working with retailers is to treat them like the experts instead of approaching them like you are the expert. The retailers know their customers, know their products and know buying trends – so inviting them to share their knowledge first (at events, as guest speakers, with you in their break room, etc) will help to open dialogue and build trust. After that relationship has been built you may have more ability to determine what makes sense for their store and thus how to ask them to make changes in support of Fair Trade. Building relationships is central to Fair Trade and that includes advocate-retailer relationships, too!

Fair Trade Winter Park

Don't be a Fair Trade bandit. Make a commitment to each store and organization that is part of your campaign to maintain a friendship through the upcoming years – not just when you sign them up!

Fair Trade Austin

Partner with existing businesses and organizations that may already have information on retail stores and cafes carrying Fair Trade products as a starting point for your outreach. In Austin, we are lucky to have a handful of Fair Trade wholesalers involved with our campaign who shared with us lists of local businesses and community organizations who purchase or serve their products, including coffee, tea, soda, kombucha, chocolate, clothing and handicrafts.

Fair Trade Chapel Hill

Be natural! Don't try to sound more knowledgeable about Fair Trade than you actually are. Answer questions and the ones you can't be forthright.