[RETAILER ADDRESS]

Dear [MANAGER/OWNER],

**We are writing to ask for your support for our campaign to make Quincy a Fair Trade City**.

We represent the Quincy Fair Trade Task Force, an all-volunteer grassroots group of local activists, community organizations, and socially responsible businesses united in raising the profile of the Fair Trade movement and promoting Fair Trade products within Quincy. As a Fair Trade City, our mission is to build long-term trade partnerships that are economically just and environmentally sound, that foster mutually beneficial relationships between producers and consumers, and that demonstrate the contribution of Fair Trade to a more sustainable world through international commerce. The Quincy Fair Trade Task Force is a member of Fair Trade TownsUSA, a national network of towns, cities, and other municipalities demonstrating their commitment to the principles of Fair Trade.

**Our coalition is working to enhance the visibility of Fair Trade businesses in the community** and we invite you to become part of our network. Here is what we currently offer to our coalition partners:

* Networking opportunities with Fair Trade vendors & supporters in the area
* Free advertising (with a location map) for your business on our website, including online links to your business
* Free public promotion for your business at our Fair Trade events
* Inclusion in our community initiatives related to Fair Trade education and outreach

**Indeed, Fair Trade is a fast-growing market segment that your business can gain access to**. Some facts:

* Fair Trade accounted for $3.62 billion in sales in the U.S. in 2007(a 48% increase from 2006).
* In 2015, Fair Trade cocoa sales grew 27%, Gold 45%, and Quinoa and Honey grew 19%. Stable market growth in Fair Trade is attributed to socially and environmentally conscious consumers that consistently purchase in line with their values.\*
* Fair Trade comprises the fastest growing segment of the coffee industry which earned 32.7 million in Community Development Premiums in 2015. But also in that same year we saw huge increases in other areas: Apparel and Home Goods increased 389% while fisheries saw an increase of 900%.\*
* Originating in the 1940s, Fair Trade is not a passing trend, but a steadily growing market segment.

More importantly, by offering a selection of Fair Trade products, your establishment will demonstrate its leadership in social and environmental responsibility while making a positive global impact by bringing Fair Trade to the local community.

There is no fee for joining the efforts of the Quincy Fair Trade Task Force. It’s as easy as offering a minimum of two Fair Trade products in your place of business.

Thank you very much for your time and consideration.

 Sincerely,

Quincy Fair Trade Task Force

**Let your purchasing power set the world free.**

\* <https://fairtradeusa.org/sites/default/files/FTUSA_Almanac2015.pdf>

<http://fairtradecampaigns.org/campaign/quincy-ma-fair-trade-campaign/>

For questions: Kristina@theriversouth.org