

FAIR TRADE TIMELINE

Contributed by the Fair Trade Resource Network (www.ftrn.org)

1946 Edna Ruth Byler imports needlecrafts from low-income women in Puerto Rico, and displaced in Europe, laying the groundwork for Ten Thousand Villages, North America's first fair trade organization

1948 Church of the Brethren establishes SERRV, North America's second fair trade organization, to import wooden clocks from German refugees of WWII

1968 United Nations Conference on Aid and Development (UNCTAD) embraces "Trade not Aid" concept, bringing fair trade into development policy

1969 Oxfam and other

European humanitarian organizations open the first World Shop in the Netherlands to sell crafts, build awareness and campaign for trade reform

1972 Ten Thousand Villages opens their store, the first fair trade retail outlet in North America

1986 Equal Exchange is established as the first fair trade cooperative in North America, importing coffee from Nicaragua as a way to make a political statement with a high-quality, household item

1988 Farmers and activists launch the first fair trade certification system, Max

Havelaar, in the Netherlands to offer third-party recognition and a label for fair trade products

1989 International Fair Trade Association (IFTA), now WFTO, is established by fair trade pioneers as the first global fair trade network

1994 Fair Trade Federation is formed as the first network of fair trade organizations in North America

1997 Fairtrade Labeling Organization (FLO) is formed

1999 TransFair USA begins certifying fair trade coffee using the TransFair USA label

2002 FLO launches the

international "FairTrade" certification mark

2004 Producers form national and regional fair trade associations across Asia, Latin America and Africa

2006 The Institute for Marketecology (IMO) begins their "Fair for Life" certification program

2007 Fair trade retail sales top \$1 billion in the U.S. and \$2.5 billion worldwide

2010 Organic Consumers Association (OCA) launches Fair World Project, the first fair trade consumer organization, to promote and protect the integrity of the fair trade movement

CONTRIBUTORS IN THIS ISSUE



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of Wisconsin - Madison. He is the author of *The Making of a Human Bomb*, published by Duke University Press, and numerous articles on the subjects of development, landscape and political violence.



Rashmi Bharti is the co founder of the voluntary organization Avani and is based in the Himalayas in India. She has been

working with issues related to rural development for the past 15 years.



David Bronner is a ne'er-do-well scion of the notorious Dr. Bronner's Magic Soaps insane asylum. When not frothing incoherently at the mouth, he babbles about business as a catalyst for

positive social and environmental change. Best to run away quickly if you notice him anywhere around.



Jason Freeman founded Biohemp Environmental Technologies and in late 1999 Biohemp became the first company in North America to bring

to market a line of certified organic hempseed food. After selling Biohemp in 2001, Jason founded and became General Manager of Farmer Direct Co-operative Ltd. FDC is a farmer owned business that provides the world with ethically grown and traded food.

José Manuel Guzmán is a Lead Organizer with el Comité de Apoyo a los Trabajadores Agrícolas (CATA). Mr. Guzman is a former agricultural worker from Moroleon, Guanajuato, Mexico who worked as a mushroom harvester in Kennett Square, Pennsylvania beginning in 1978 and was one of the leaders in the Kaolin Mushroom Worker strike in April of 1993. Trained in the Popular Education technique, he was hired by CATA in 1994 as an organizer and educator.

Additional Contributors: Sue Kastensen and Cosmic Egg Studios

Elizabeth Henderson

is an organic vegetable farmer in western New York for over 30 years, a boardmember of NOFA-NY, and author of *Sharing the Harvest: A Citizen's Guide to Community Supported Agriculture* (Chelsea Green, 2007)



Gero Leson

coordinated the conversion of Dr. Bronner's raw material supply to socially responsible and environmentally sustainable sources. He set up certified "organic" and "fair trade" farmer groups and oil mills in Sri Lanka and Ghana. His MS in physics and doctorate in environmental science and engineering has helped him find solutions to technical, environmental, and economic problems.



Vivien Sansour

is the Media & Promotions Manager for Canaan Fair Trade, based in Jenin, Palestine. As a life style writer and photographer, she is capturing the stories of the farmers of the Palestine Fair Trade Association for the wider world. Her interest in agricultural and cultural identity has led her to work with farmers in South and Central America, as well as her native country of Palestine.

