Fair World Project was launched by the Organic Consumers Association (OCA) to promote fair trade in commerce, especially in organic production systems, and to protect the term “fair trade” from dilution and misuse for mere PR purposes, as conscious consumers expand the market for fairly-traded products.

What do consumers expect when we pick up a bottle of iced tea, drink a cup of coffee, eat a chocolate bar, use a bar of soap or buy a handicraft that claims to be “fair trade?” What is our money really doing? With new fair trade certifiers joining the movement, seasoned certifiers enabling unjustified fair trade claims and “fairwashing” practices becoming common, we intend to discuss and dissect:

- Fair trade criteria, including fair prices, wages and working conditions, and why they are necessary to uphold versus “Free Trade.”
- Why bringing fair trade criteria home to support farmers and farmworkers in North America and Europe is necessary.
- Why “organic” does not mean “fair trade.”
- Why transparent and rigorous third-party certification of fair trade claims that takes into account the local context is necessary.
- Various fair trade standards that are appearing in the market, considering in particular their certification approach, and their control of truth in fair trade advertising/labeling, or lack thereof.
- Examples of amazing mission-driven fair trade companies and projects.
- “Fairwashing” practices by prominent brands.

We will work through these and other complex issues with the goal of helping consumers, business owners, employees and activists make informed decisions about where and on what to spend their money and resources – to build a better and more just world.

FWP provides a space and forum at our Web site where we can discuss issues within the fair trade movement, ask tough questions and share information, so we as consumers can make educated purchasing decisions. We will celebrate corporations that are adopting fair trade into their business models, but at the same time hold “fairwashers” accountable and insist on keeping fair trade’s integrity.

We will make sure fair trade certifiers and membership organizations maintain high standards to keep fair trade meaningful, not just in the wording of their standards but also in their inspection and certification processes. We will pressure our schools, employers and other institutions to adopt fair trade purchasing practices with regard to food and other consumer products. We will confront corporations, especially those already dealing in certified organic products, and government agencies everywhere, and to compel them to implement fair trade practices in their supply chains.

We look forward to a day when all trade is fair.

Sincerely,
Dana Geffner
Executive Director

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For more Information on Fair World Project please visit www.fairworldproject.org or contact us at:

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