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 Fair Trade Labeling Organization (FLO) is formed.

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

2002 FLO launches the international “Fair Trade” 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:

Nasser Abufarha, PhD
is the founder and Director of Canaan Fair Trade Company, based in Jenin, Palestine. Abufarha has a PhD in Cultural Anthropology and International Development from the University 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. Guzmán 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.

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.

Additional Contributors:
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