

## FAIR TRADE TIMELINE

Contributed by the Fair Trade Resource Network ([www.ftrn.org](http://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

**1968**

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

**1972**

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

**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

**1994**

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

**1999**

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

**2004**

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

**2007**

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

**1948**

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

**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

**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

**1989**

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

**1997**

Fairtrade Labeling Organization (FLO) is formed

**2002**

FLO launches the international "FairTrade" certification mark

**2006**

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

**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



### Jocelyn Boreta, *Global Exchange*

Jocelyn has committed herself to arts, activism and economic justice through her undergraduate studies in Cultural Anthropology and long time work with Global Exchange's Fair Trade Program. Through her work targeting Levi Strauss in the settlement of the Saipan Lawsuit and as the director of the Fair Trade Retail Program, she supports grassroots craftsmanship and economically just production.



### Bená Burda, *Maggie's Organic*

Bená had spent 14 years in the organic food industry, when a farmer introduced her to organic cotton. She founded Maggie's Organics in 1992 to "save acres of cotton from chemical cultivation". In 1999, the company added "improving lives of apparel workers" to their mission. She continues to be a pioneer in the organic industry.



### Kai Huschke

Kai is an active professional involved in communications, strategic partnerships, community organizing and organizational development within the industries of outdoor recreation, publishing, human services and environmental justice. He currently works as a community organizer for the Community Environmental Legal Defense Fund in the Northwest, and is helping lead an effort to codify into law a Community Bill of Rights for the city of Spokane, Washington.



### Phyllis Robinson, *Equal Exchange*

Phyllis is the Education and Campaign Manager at Equal Exchange, a worker-owned Fair Trade co-operative selling coffee, tea, chocolate and bananas from small farmer co-operatives throughout Latin America, Africa and Asia. She began working at Equal Exchange eight years ago as the Producer Relations Coordinator and is now co-leading a new initiative, Principle Six Co-operative Trade Movement.



### Sean Sellers, *Coalition of Immokalee Workers*

Sean has been involved with efforts to improve labor conditions in U.S. agriculture since 2003. As a board member of Just Harvest USA, he works closely with the Coalition of Immokalee Workers (CIW), a community-based farmworker organization headquartered in Immokalee, Florida.



### Olowo-n'djo Tchala, *Allafia*

Olowo-n'djo is from Kaboli, Togo, West Africa. He dropped out of school in the sixth grade and worked beside his mother gathering and selling shea nuts. After moving to the U.S. he received his degree in 2004 from UC Davis in organizational theory and started Allafia Sustainable Skin Care with the goal of reducing poverty and gender inequality in his home country.



### Ryan Zinn, *Fair World Project*

Ryan is Campaign Director for the Fair World Project. He has worked in the food justice movement since 1996 at home and abroad. His work has taken him throughout Latin America while working for the Center for International Law, Friends of the Earth-Paraguay, Global Exchange and the Organic Consumers Association.

**Additional Contributors:** Cosmic Egg Studios