

## LETTER FROM THE DIRECTOR



Welcome to the second issue of *For A Better World*, the Fair World Project's semi-annual publication. Our inaugural issue was a great success with stores, religious organizations and universities around the world requesting boxes of the publication to hand out. We went from printing 50,000 to 150,000 to meet demand!

This response is a sure sign of the growth of the fair trade movement and the need for more in depth analysis and stories of fair trade projects around the world.

In this edition contributing authors write about; fair versus conventional "free" trade; different fair trade craft production models to support artisans; vertically certifying fair trade apparel production from farm to factory in Central and North America; community-empowerment in Africa through fair trade Shea Butter production; the tragedy of the chocolate industry versus righteous chocolatiers; and who and what fair trade is for and about.

To a day when all trade is fair.

Sincerely,

*Dana Geffner*

Dana Geffner  
Executive Director

## CONTACT US

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## Distribute Fair World Project's *For A Better World*



Distribute "For a Better World" for free at your business or organization. "For a Better World," a free semi-annual publication, is the first of its kind. Featuring articles from a variety of perspectives; from farmworkers to 100% committed fair trade brands to deciphering certification schemes and trade organizations, "For a Better World" is an excellent resource to educate consumers.

Order now by visiting our website at  
[www.fairworldproject.org](http://www.fairworldproject.org)