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***Fair Trade for a Better World***

**FOR IMMEDIATE RELEASE**  
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## **Fair World Project & Rodale Institute Host Breakout Session on Climate Change, Regenerative Organic Farming and Small Farmers**

***Presentations & Group Dialog re: Intersection of Environmental Issues and Fair Trade to Occur at Natural Products Expo East***

**Portland, OR** – Fair World Project (FWP), a project of the Organic Consumers Association—the nation’s largest network of green and ethical consumers—will host a breakout session with the Rodale Institute on September 18<sup>th</sup> during Natural Products Expo East, to discuss the paramount issues of climate change, regenerative organic farming and small farmers, within the context of the fair trade movement. Specific points of discussion will include findings from the groundbreaking report recently published by Rodale Institute, “[Regenerative Organic Agriculture and Climate Change](#),” the connection between industrial agriculture and greenhouse gases; implications of climate change for small famers in the Global South; international policy considerations; and potential supply chain solutions to these problems.

**What:** Breakout Session on Climate Change, Regenerative Organic Farming and Small Farmers hosted by Fair World Project and Rodale Institute

**When:** Thursday, September 18<sup>th</sup> from 10:30am to 12:00pm

**Where:** Natural Products Expo East, Convention Center, Room 331

*\*No reservation or fee is required to participate for attendees of Natural Products Expo East.*

The breakout session will be lead by Mark “Coach” Smallwood, Executive Director of Rodale Institute, and Ryan Zinn, Political Director of Fair World Project and Organic and Fair Trade Coordinator with Dr. Bronner’s Magic Soaps. Presentations will be followed by group discussion.

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***Fair World Project*** is a non-profit organization whose mission is to promote organic and fair trade practices and transparent third-party certification of producers, manufacturers and products, domestically and abroad. Through consumer education and advocacy, FWP supports dedicated fair trade producers and brands, and insists on integrity in use of the term “fair trade”

*in certification, labeling and marketing. FWP publishes a bi-annual publication entitled For a Better World. For more information, visit: <http://www.fairworldproject.org>.*

**Rodale Institute** is a 501(c)(3) nonprofit dedicated to pioneering organic farming through research and outreach. For more than sixty years, we've been researching the best practices of organic agriculture and sharing our findings with farmers and scientists throughout the world, advocating for policies that support farmers, and educating consumers about how going organic is the healthiest option for people and the planet.