



Getting back on Track with Fair Trade

Respectful and mutually beneficial
Direct Relationships with
Small-Scale Producer Coops



The *Fair Trade* movement has come to a critical moment – a time that could define its development or ultimate demise.

Can Fair Trade continue to present itself as an alternative to the conventional market while at the same time courting some of the companies most widely criticized for their destructive practices within a faceless and neutralizing neo-liberal model? Can small-scale producers work side by side with large plantation owners towards a common goal? Is there some solid middle ground to help navigate the movement through these turbulent waters? Growth for growth's sake is not going to develop Fair Trade, if those volumes are not accompanied by a real impact on the lives of producers.

It is time to stop... to reflect and to ask ourselves about the future of Fair Trade and the steps we need to take in order to maintain this valuable experiment alive and flourishing, and viable as an option for the sustainable development of producer communities in the global South and expanding consumer awareness in the global North.

Two-way Communication
Agile and accessible
Pre-financing
Sustainable and Engaged
Community-based Fair Trade
Innovative and Fun!
Putting People before Profits
+ Total Transparency
Now THAT = *Fair Trade!*



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