

FAIR TRADE

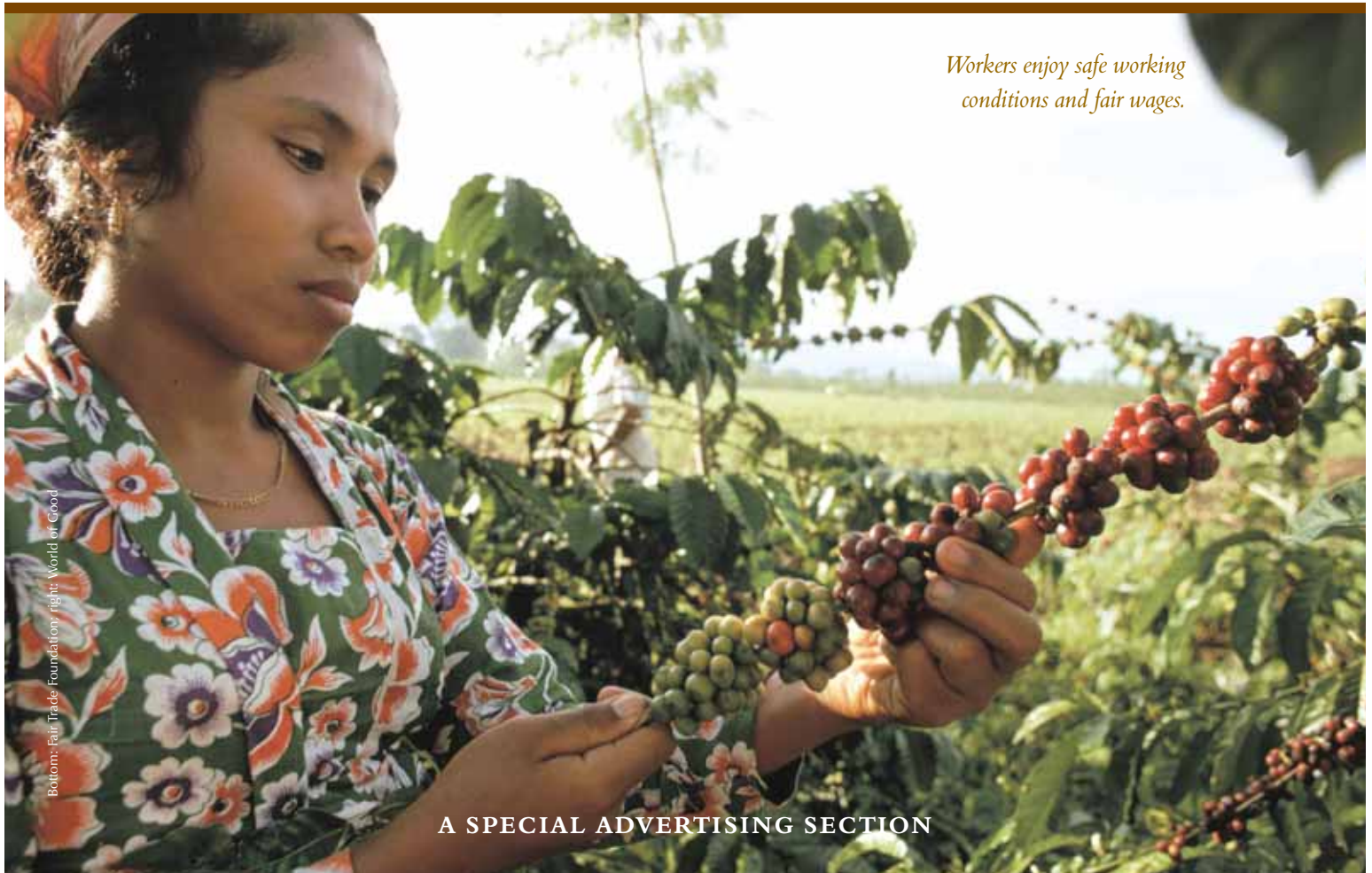
Who profits from the things you buy? Everyone from the farmer or craftswoman in a faraway village to the store owner in town when you choose certified and labeled fair trade goods.

BY GORDON JAMESON

When you look at all of the products and produce in your home, you probably have only the vaguest idea where they all come from or who grows or makes them. Amazingly, each item in an average neighborhood store travels some 1,500 miles on average from producer to distributor to you. Bamboo bowls from Vietnam, coffee from Mexico, cocoa or handwoven baskets from Africa. It's truly a modern-day marvel and a booming industry, but the profits generated rarely find their way back to the little guy, the poor artisan or farmer whose efforts enable the whole enterprise to flourish.



beyond organic



Workers enjoy safe working conditions and fair wages.

Bottom: Fair Trade Foundation; right: World of Good

A SPECIAL ADVERTISING SECTION



One small thing.

One huge difference.

World of Good partners with 150 artisan groups in 31 countries who, through their craft, are preserving their culture, contributing to their communities and building sustainable, environmentally-friendly local economies. We bring their unique, handcrafted jewelry, accessories, housewares and gifts to you while ensuring our artisans earn a living wage.

Choose consciously. Help us build a true world of good. Ask your local stores to carry World of Good products, refer a friend or if you know of an artisan group—tell us.

Look for World of Good at your local retailer or visit us online at www.worldofgood.com to give a gift that benefits us all.

world of good™
Make beautiful things happen.





And that's where the Fair Trade movement and Fair Trade Certification (FTC) come in.

The movement got its start in the 1940s and '50s when religious groups—the Mennonite Central Committee and the Church of the Brethren—and socially-active non-governmental organizations worked in developing countries to ensure that producers of handicrafts received a fair price for their work. During the '60s, politically active Europeans developed the Fair Trade concept as we know it today—a means of helping people in developing countries better their lives by forming partnerships between those who produce goods and those who distribute and sell them to consumers.



Used by TransFair USA since 1998 to determine who complies with internationally recognized fair trade standards, this label is generally known by all resellers as the industry standard for the US market.

LOOK FOR THIS LABEL!

A GIFT WITH MANY LAYERS

A World of Good gift-giving experience is unique. Along with the beautiful product comes a sense of the artisans who crafted it, the ancient traditions that influenced it, and the exotic lands and materials that contributed to its making.

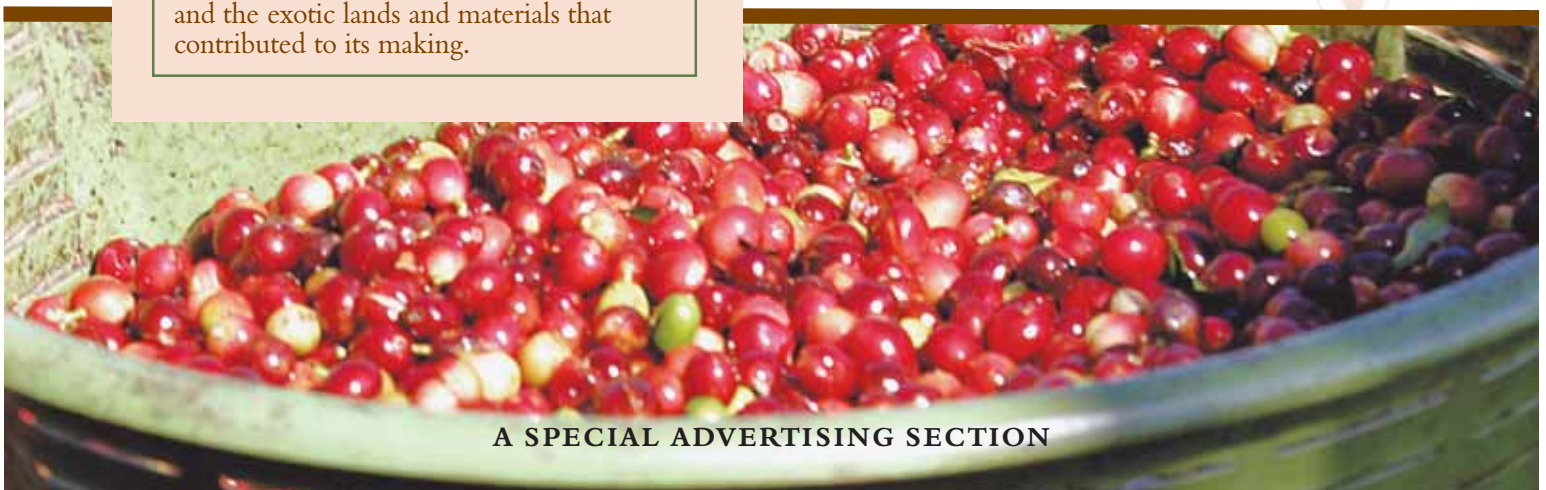
The Fair Trade movement remained fairly small—limited to special fair-trade shops—until it expanded its vision to include agricultural products and devised a certification and labeling system that allowed fair trade products to become available in more mainstream channels. Coffee and tea were the first certified goods traded, and coffee retains the largest share of certified fair trade activity.

Free trade may be the phrase on every politician's (and businessman's) lips, but *fair* trade actually has a larger focus than corporate profits. It's an innovative, market-based approach to sustainable development that helps small, disenfranchised producers and farmers in developing countries gain direct access to international markets. By learning how to market their own harvests and receive a fair price for them, the farmers raise their living standards and help their communities prosper—which harkens back to the '60s slogan "Trade, Not Aid."

When applied to artisans in developing countries, fair trade business principles can also create sustainable cottage industries that help women and the elderly support themselves and create alternatives to highly mechanized production that drives women into the cities for work. Fair trade handicrafts and jewelry account for 20 percent of the fair trade market in the US, second only to coffee.

What fair trade represents

Just as the organics movement helps consumers think about what is in the food they eat and products they buy, fair trade helps reassure them that the person behind what they eat and buy is treated fairly. The basic principles of fair trade include:



A SPECIAL ADVERTISING SECTION

Top photos L to R: Max Havelaar France for Fair Trade Foundation, Corbis, Fair Trade Foundation; Bottom: Corbis



Fair Trade by the Numbers

90 the percentage of Americans that say companies should be mindful of their impact on the environment and society.

500 and 35,000 the number of companies licensed to sell FTC products and the number of retail locations nationwide they sell them to, respectively.

\$80 million the amount of additional, above-market revenue that TransFair USA has helped channel to more than one million farmers and workers in 50 countries since 1999.

85 the percentage of handmade fair trade items that are made by women who support 3.5 children and use their earnings for education and nutrition.

75 the average percentage that fair trade coffee imported into the US has grown each year for the past six years—from less than \$50 million in 2000 to more than \$500 million in 2005.

187 the percentage that Fair Trade Certified (FTC) tea grew in 2005.

Source: TransFair USA

>>**Fair Price** For the farmer—the democratically organized farmer groups are guaranteed a stable, minimum price (with an additional premium for certified organic goods). For artisans—local prices are set in partnership with artisan groups.

>>**Fair Labor Conditions** Producers enjoy freedom of association, safe working conditions, and fair wages. Forced child labor is strictly prohibited.

>>**Access to Credit** Fair trade groups are eligible for pre-financing to produce their handcrafts or farm their produce.

>>**Democratic and transparent organizations** determine democratically how to invest fair trade revenue in their community.

>>**Environmental sustainability** Harmful agrochemicals are strictly forbidden. Instead, fair trade producers use methods that protect farmers' and workers' health and preserve local ecosystems for future generations.



World of Good



Together we can make a difference.

Every time you choose a Fair Trade product you're helping farming communities around the world to dramatically improve their quality of life. The Fair Trade label stands for commitment to quality and social responsibility. When you buy our Fair Trade coffee, pineapples and bananas, you ensure farmers get paid at a fair price. This allows millions of people around the world greater access to improved health care, education and housing.



Wild Oats is proud to be the first food retailer in the U.S. to support certified Fair Trade programs and feature high quality

Fair Trade products in our stores. We continue to source new products in addition to the bananas, mangoes, coffee, tea, sweeteners and chocolate already on our shelves.

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WILD OATS
NATURAL MARKETPLACE

Better Food. Pure & Simple.™



Organic Produce



Holistic Health



Free Range Poultry



Artisan Cheeses



Fresh Seafood



Bread Baked Daily



Groceries & Bulk



Natural Meats

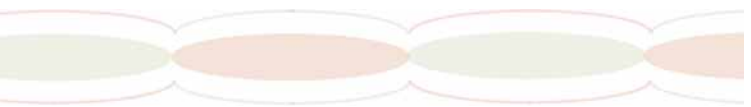


Deli & Take-out



Fresh Flowers

For a store nearest you, visit www.wildoats.com or contact us at 800.494.wild.



>>Community development Fair trade premiums support social and business development projects like scholarship and healthcare programs, organic certification, and quality improvement.

>>Direct trade Fair trade helps producers gain direct access to international markets and develop the business capacity they need to compete in the global marketplace. US importers purchase from fair trade producers as directly as possible, eliminating unnecessary middlemen.

Fair trade certified products in the United States are monitored by TransFair USA, the only independent verifying organization (www.transfairusa.org). These products follow the highest audited international standards for fair trade and environmental compliance. Organizations that practice fair trade in other, non-certified categories like handicrafts and clothing become members of the Fair Trade Federation, based on their fair trade organizational practices. For more information, visit www.fairtradefederation.org.

Amy Hansen for Fair Trade Foundation

Companies that practice FAIR TRADE

A Different Approach

www.adifferentapproach.com
NICARAGUAN AND PERUVIAN CRAFTS

A Greater Gift

www.agreatergift.org
INSTRUMENTS, RUGS, HOLIDAY DECORATIONS, BEDDING, GAMES, GARDEN DECOR

Ahaar Organic Foods

www.ahaarorganic.com
RICE, LENTILS, BEANS

Aid Through Trade

www.aidthroughtrade.com
SILKS, VEGETARIAN FOODS, GIFTS

Alter Eco

www.altereco-usa.com
COFFEE, RICE, SUGAR, TEA

Avatar Imports

www.avatarimports.net
MEN'S AND WOMEN'S CLOTHING

Baladarshan Fair Trade and Exports

www.balafairtrade.com
INCENSE, PAPER, PUPPETS, DOLLS, CUSHION COVERS

Black Wells Organic

www.blackwellsorganic.com
ORGANIC, VEGAN SOY GELATO AND FRUIT SORBETTO

Bright Hope International

www.brighthope.org
STATIONARY, OFFICE SUPPLIES, BASKETS

Cheppu Himal

www.cheppu.com
MEDITATION AND YOGA SUPPLIES, CLOTHING

Coffee Enterprises

www.coffeeextracts.com
COFFEE-BASED PRODUCTS AVAILABLE FOR THE DAIRY, BAKERY, AND BEVERAGES

Dagoba Organic Chocolate

www.dagobachocolate.com
THE NAME SAYS IT ALL!

Elan Organic Coffees

www.elanorganic.com
COFFEE, OF COURSE!

Equal Exchange

www.equalexchange.com
CHOCOLATE, COCOA, COFFEE, SUGAR, TEA

Frontier Cooperative

www.frontiercoop.com
COCOA, TEA

ForesTrade

www.forestrade.com
COFFEE

Friends of the Third World

www.friendsofthethirdworld.org
CHOCOLATE, COCOA, COFFEE, TEA

Success stories

By sharing the revenues and investing them in their communities, fair trade producers have been able to improve everything from the tools they work with to housing and healthcare.

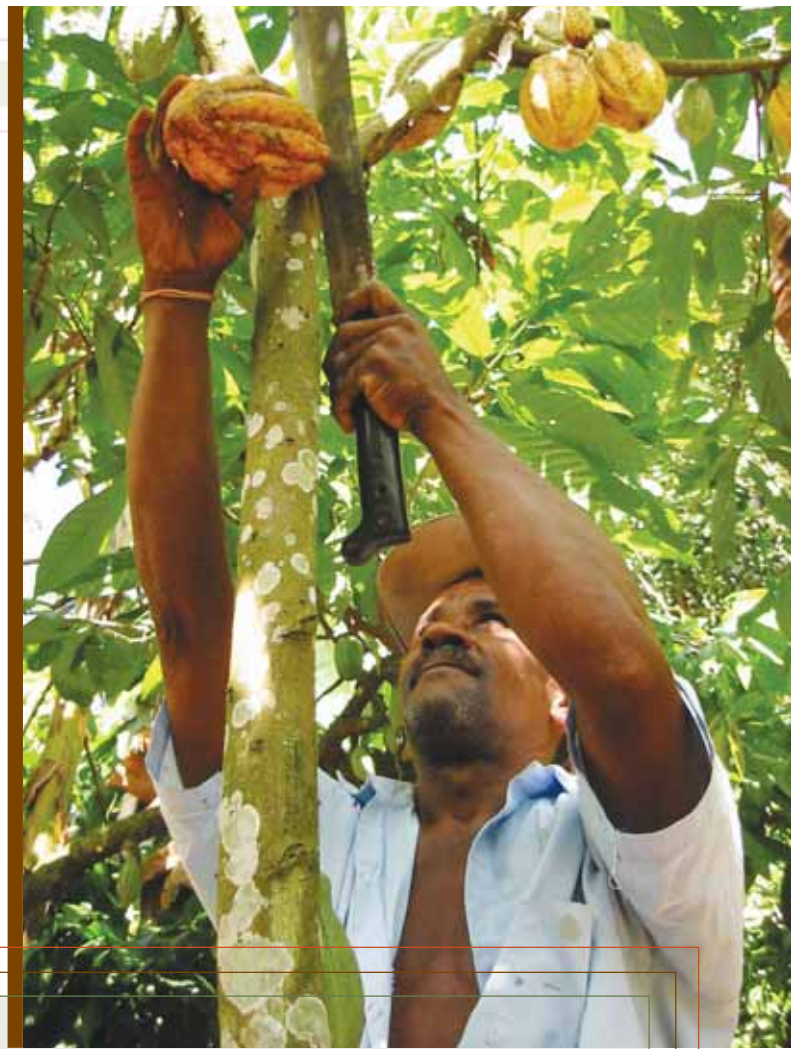
In El Salvador, for example, a fair trade cooperative led local reconstruction efforts to rebuild 500 homes damaged or destroyed by the 2001 earthquake.

The CCT cooperative in East Timor used fair trade premiums to build and staff 33 healthcare clinics that provide free services to its 18,000 members monthly.

Fair trade has even helped a group of 600+ tea workers in Darjeeling to create a community loan fund. The fund has made more than 100 small loans for housing, medical needs, education, livestock, and small businesses. The fund has enjoyed a 100 percent repayment rate.

If, as the pundits say, we vote every time we spend our money, then buying fair trade foods and products casts a ballot for improved living conditions, sustainable development, and environmental stewardship throughout the developing world. ●

Transfair USA and World of Good contributed to this section.



Fair Trade Foundation

Gecko Traders Inc.

www.geckotraders.com
SILK HANDBAGS AND ACCESSORIES

Global Crafts

www.globalcrafts.org
AFRICAN ARTS AND CRAFTS

Glory Bee Foods Inc.

www.glorybeefoods.com
HONEY, HONEY-BASED PRODUCTS,
BEEKEEPING SUPPLIES, CANDLES

Honest Tea

www.honesttea.com
TEA (ICED + BOTTLED, BAGGED)

Jamtown

www.jamtown.com
INSTRUMENTS, GAMES, RHYTHM KITS

Jonathan's Organic

www.jonathansorganic.com
BANANAS, GRAPES

Mercado Global

www.mercadoglobal.org
HANDBAGS, GIFTS, JEWELRY, CLOTHING

Mad About Bags

www.madaboutbags.com
BAGS AND HATS

Mont Blanc Gourmet

www.montblancgourmet.com
CHOCOLATE SYRUP

New Harvest Organics

www.newharvestorganics.com
CITRUS, MELONS, APPLES, GRAPES, STONE
FRUITS, SQUASH

Ten Thousand Villages

www.tenthousandvillages.com
HANDICRAFTS FROM AROUND THE WORLD

The Groovy Mind

www.thegroovymind.com
CANDLES, CHOCOLATE, COFFEE, JEWELRY,
SOAP, TEA, TOYS

To-Go Ware

www.to-goware.com
SUSTAINABLE UTENSILS, FOOD CONTAINERS,
BAGS

World of Good

www.worldofgood.com
HANDBAGS, SCARFS, JEWELRY, GIFTS,
HOUSEWARES

The Fair Trade Wage Guide

THIS FREE WEB-BASED TOOL, CREATED BY WORLD OF GOOD, CAN BE ACCESSED VIA THE INTERNET FROM ANYWHERE IN THE WORLD (WWW.FAIRTRADEWAGEGUIDE.ORG). FAIR TRADE ARTISANS AND BUYERS MAY USE THIS GUIDE TO HELP DETERMINE A MINIMUM COMPENSATION FOR ARTISANS THAT IS FAIR.

Here's just a sampling of the companies that have made a commitment to fair trade practices. To get a more comprehensive list, go to www.transfairusa.org or www.fairtradefederation.org

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