



# FAIR TRADE

## AND HUMAN RIGHTS > THE PERFECT COMBINATION

Fair trade complements LWR's rights-based development work. The United Nation's Declaration on the Right to Development states that "every person is entitled to participate in, contribute to and enjoy economic, social, cultural and political development, in which all human rights and fundamental freedoms can be fully realized." Fair trade enables small farmers and artisans to participate in a more just economic process than the current one that too often is unfair to small producers.

By selling through fair trade, farmers and artisans build a better future for themselves, their families and their communities. By supporting fair trade, we make choices in line with our religious beliefs and affirm human dignity by promoting:

**FAIR WAGES >** Fair trade guarantees small farmers and artisans prices that exceed their production costs. This increased income, and programs that pay them before they sell their products, allow them to feed their families, stay out of debt and keep their land.

**CHILDREN'S RIGHTS >** Many children's rights are violated in situations of poverty when families are forced to choose between sending a child to sometimes-dangerous work instead of to school. Fair trade increases family income, helping families better afford education and health care for their children.

**WOMEN'S RIGHTS >** Most fair trade cooperatives are required to document how many women are members of the cooperative, how many hold leadership roles, and how many own or co-own land. They must also demonstrate that women have equal rights and responsibilities.



Photo: Phil Groul © 2003

**THE RIGHT TO ORGANIZE >** Fair trade promotes direct relationships between international buyers and producers. These democratically organized, producer-run cooperatives offer equal employment opportunities for men and women, facilitate access to buyers, provide credit, and offer training and technical assistance to members.

**ENVIRONMENTAL RIGHTS >** Fair trade helps promote organic farming which is better for the environment, encouraging chemical-free farming, composting, crop rotation and other beneficial practices. About 85 percent of Fair Trade Certified™ coffee sold in the U.S. is certified organic.

**INDIGENOUS RIGHTS >** Frequently, indigenous peoples face discrimination based on language, culture, religion and their ethnic identity. Fair trade cooperatives can serve as a way to address political, cultural, military and territorial assaults on their way of life.

# FAIR TRADE >



LWR's partner in the LWR Coffee Project is Equal Exchange, which adheres to fair trade standards on 100% of its products and donates a percentage of LWR Coffee Project sales to LWR. Through this Small Farmers Fund, LWR supports long-term development projects in coffee farming communities, extending still further the benefits of fair trade.

**A LOSING PROPOSITION >** Little justice exists in an international trade system that rewards the people between the farmer and consumers more than the farmers themselves. Yet that's the system supported by mass-marketed, non-fairly traded coffee, where as little as one percent of the retail price of a cup of coffee makes its way back to the farmer. Purchases made through inequitable systems such as these, and the chronic indebtedness and other hardships they foster, undermine the efforts of LWR and other humanitarian organizations to restore dignity and lift people out of poverty.



**A BETTER WAY >** Fair trade ensures farmers of a fairer price for their crops. It also makes low- or no-interest credit programs available through their co-op which help them cover family and farm expenses before the harvest and eliminate the need for high-interest loans from moneylenders that often begins a downward spiral of debt. Many also receive training on more sustainable farming techniques or on ways to diversify their income to lessen their dependence on sometimes-unpredictable agricultural outputs.



*The coffee that helps irrigate crops.*

**LEARN MORE >** at [lwr.org/coffee](http://lwr.org/coffee) or request brochures, videos and other materials at 1-800-LWR-LWR-2. The more demand there is for fair trade coffee, the more families and communities we can help—and the more human rights we can protect. It starts with you.



*Equal Exchange trades directly with co-ops whose members include farmers such as J.A. Minja from Tanzania.*

*All of the coffees, teas, cocoa and chocolate sold through these two LWR projects are traded in accordance with internationally recognized fair trade standards set by the Fair Trade Labeling Organization and monitored by groups such as TransFair USA.*



# the purchases felt

**THE PRIZE INSIDE** > For years, mass marketers have been putting prizes inside their products to get people to try them and to build loyalty. Imagine unwrapping a chocolate bar and finding...an elementary school. Or a mobile medical clinic! Yet that's exactly what each bar of chocolate available through the LWR Chocolate Project represents. And a whole lot more.

**FAIR TRADE CHOCOLATE'S JUST DESSERTS** > Like its coffee counterpart, fair trade chocolate can have powerful effects on the community that produces it. As part of a fair trade co-op, farming communities receive a premium to reinvest there. Many wells and schools and health resources have been funded this way. Fair trade not only guarantees fair prices, but it also helps protect the educational, health and cultural rights of participating communities.



**DIVINE INTERVENTION** > The LWR Chocolate Project features Divine Chocolate from the Day Chocolate Company—the world's first and only farmer-owned chocolate company. In addition to having a say in how the company is run and sharing in any profits it makes, farmers also must adhere to strict fair trade standards—many based on protecting human rights. These standards have been instrumental in promoting women's rights and in reducing forced child labor that is prevalent in many cocoa-farming operations. With guaranteed prices for their crops, families have the income to pay for school fees and better provide for their families... eliminating the need to have their children toiling on the farm.

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*The chocolate bar that helps feed a family.*

**FIND OUT MORE** > about the LWR Chocolate Project, how you can start it in your parish or at your office or in your community. It also makes a perfect educational fundraiser for youth groups, Sunday schools, scouts, choirs...you name it. Log onto [lwr.org/chocolate](http://lwr.org/chocolate), or call 1-800-LWR-LWR-2 to find out more.

Photo: Phil Grout ©2003



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*Isaac Amankwaa stirs cocoa beans as they dry, taking an active role in his community's future.*



A NONPROFIT  
**SER**  
INTERNATIONAL  
FAIR TRADE FOR THE

# 'round the world.

**WEAR YOUR HEART ON YOUR SLEEVE** > Or pin it to your lapel. Or hang it on your wall, display it on your coffee table or serve chips and guacamole from it. The LWR Handcraft Project is the perfect way to integrate your Christian thirst for justice into your everyday life...artistically!

Buying handmade items through the LWR Handcraft Project not only lets you choose high-quality handcrafts, but also promotes God-given human dignity for those who create them.



**TWO-FOR-ONE SPECIAL** > When you buy gifts and personal items through the LWR Handcraft Project, you're supporting two worthy causes.

- The artisans who created them benefit from the fair prices they receive for their creations—allowing them to educate their children, pay for healthcare and make improvements to their communities.
- LWR also receives ten percent of all sales through the LWR Handcraft Project to continue our support of our partners and projects overseas.

*The soda can that helps clothe a child.*

**“YOU’LL WANT TO PASS IT ON...”** > If buying handcrafts through the LWR Handcraft Project can have this kind of impact, imagine the good works you can support by getting others to do the same! We've made it easy to start the LWR Handcraft Project at your parish. You can use the LWR Handcraft Project catalog for your personal shopping, or host a parish or community sale with actual merchandise SERRV will ship to you for the event.

**CALL** > 1-888-294-9660 for a free LWR catalog and an information packet describing how easy it is to have a **Fair Trade Fair** in your parish or community. You can also learn more at [lwr.org/handcraft](http://lwr.org/handcraft).

*Joel Morisseau weaves baskets, and strengthens his future, in a small town in Haiti.*



*Photo: Richard Lord*

# IT ONLY TAKES A SPARK

Your purchase of fair trade products can have profound, far-reaching effects. And the whole process—including the human rights it affirms along the way—begins with something as simple as your buying a different brand of coffee, tea, chocolate or handcrafts.

**CONSIDER THIS** > Someone, somewhere in North America buys a fair trade product. Because it's fair trade, more of the purchase price reaches the family who produced it. The extra income helps that family buy a hen it could never afford before. The family sells some eggs for income, supplements its meager diet with the remainder and raises some of the chicks to sell, generating more income. Repeating the process, the family uses part of the income to pay school fees that they were unable to pay before. Because she returns to school instead of leaving the family to look for work in the city, the eldest daughter isn't lured into a lifestyle that puts her at risk of contracting HIV/AIDS. The math and literacy skills she gains in school come in handy when she starts her own small handcrafts business, generating further income and employing her brother. Because this family is part of a fair trade cooperative, success stories like this are repeated dozens of times within this small community. Using profits re-invested into it by the co-op, the community makes quality-of-life improvements such as digging wells, upgrading sanitation systems and building schools and churches. Gradually, the economic, educational and healthcare systems of several communities improve, which begin to be felt at regional and even national levels.

*The effects of fair trade can easily reverberate around the world. LWR's three fair trade projects represent easy, tangible ways for you to do God's work in protecting the human rights of our brothers and sisters.*

**THE LWR COFFEE PROJECT HAD FAIR TRADE COFFEE SALES OF MORE THAN 45 TONS IN 2002!**

*If all 17,000 Lutheran congregations participated at this modest level, sales would top 289 tons. Adding 54,000 United Methodist and Catholic congregations to this equation would generate demand for another 1,600 tons. That's exactly what's happening right now as these and other faith groups look to duplicate the success of the LWR Coffee Project.*

**YOUR ROLE IN FAIR TRADE >** Truly, through fair trade, we are presented with one way in which we can be part of God's solution to right some of the countless injustices that happen daily around the world. Don't let something so simple as a change in buying habits fool you, though. Fair trade is a powerful tool God has empowered us with to make an impact as his earthly disciples.

**START THE RIPPLE >** Your fair trade purchases fuel the demand that produce lasting environmental, social, cultural and educational benefits. Nothing speaks louder than your buying habits. Go out of your way to buy fair trade, and become a vocal supporter.

**DEMAND. TO BE HEARD >** Make your feelings about unfair trade practices known. Write or call local, state and national policymakers and urge them to start or continue honoring human rights by telling them how you want them to vote. Do the same at your local grocery store or coffee shop—tell them you prefer to buy fairly traded products. Tell your friends about fair trade, and urge them to speak out. Fair trade is a ministry that needs you. Go forth and spread the good word.

**GET (FAIR TRADE) WITH THE PROGRAM >** Use this supplement as a conversation starter in adult forums at your church. Swap out a few bags of coffee at your office with LWR Coffee Project coffee, with some well-written flyers about fair trade on the side. Fire up your youth group with a challenge to learn about fair trade and use one or more of the LWR projects as a fundraiser.

## **LEARN MORE ABOUT OUR PROJECTS, ADVOCACY EFFORTS AND FAIR TRADE AT LWR.ORG.**

*“Where, after all, do universal human rights begin? ...where every man, woman, and child seeks equal justice, equal opportunity, equal dignity without discrimination. Without concerted citizen action to uphold them close to home, we shall look in vain for progress in the larger world.”*

Eleanor Roosevelt