



Women & Fair Trade



▲ Primitiva Yuto Reuamani, one of the few women co-op members of the San Fernando Co-op in Peru.

“Fair Trade has also been extremely important for women in Nicaragua... We have been able to take power in an area that until recently had been controlled by men... Now women form a significant portion of coffee producers... We are found within the management structure, we are in administration. Fair Trade has helped this to happen.”



–Blanca Rosa Molina, CECOCAFEN Co-op

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Fair Trade

The majority of small-scale farmers around the world are isolated from markets, exploited by intermediaries and the little money they receive is often not enough with which to live. Equal Exchange offers a just alternative that brings you closer to the farmers and shares the benefits of trade by following Fair Trade standards. By choosing to buy our products you are helping to create a more just, green and healthy world.

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A Woman’s Work...

Fair Trade seeks to provide market access to the most marginalized communities around the world, including women. “Women farmers grow, buy, sell, cook food and feed their children. They perform the majority of the agricultural work and, on a global scale, women cultivate more than half of all the food that is grown,” said Yukiko Omura, of the International Fund for Agricultural Development. Women around the world spend at least twice as much time as men on unpaid activities, work longer hours in worse jobs and yet still earn less than men for the same work, according to the International Labor Organization. However, women are more likely to share their economic gains with their families and communities. When women are members of a Fair Trade cooperative they can gain access to training, education, leadership roles and health care. By contributing to the economic security of their families and communities they also often gain social standing.



▲ Binita Rai of Sanjukta Vikas Tea Co-operative took Equal Exchange staff on a tour of her farm.





Involve your Women's group!

LEARN TOGETHER

- Read an inspiring story about women farmers from the Equal Exchange website and discuss how your life is similar and different. If you have a large group, break off into smaller groups or pairs and ask groups to report back on one thing they learned. Go to www.equalexchange.coop and search for the keyword 'women'.
- Read and discuss an article or book about Fair Trade as part of a meeting, regular book club or adult forum. You can find some resources at www.equalexchange.coop/resources.
- Learn how coffee (www.equalexchange.coop/quality) and cocoa (www.equalexchange.coop/the-cocoa-journey) make their way to you and how you are connected with small-scale farmers.
- Show a movie about Fair Trade, such as Black Gold (www.blackgoldmovie.com) and adapt one of the activities from the Equal Exchange curriculum to do with your group – children optional. www.equalexchange.coop/win-win-solutions-1. *Suggestion: Unit 2: Class 2 What's Fair Game*

EAT TOGETHER

- Host a tasting! You can learn more and download a chocolate and coffee pairing guide at www.equalexchange.coop/pairing-chocolate-and-coffee
- Indulge in a Chocolate Lounge with a chocolate fountain, chocolate fondue or a chocolate tasting and information on cocoa farmers. How to's can be found www.equalexchange.coop/how-to-taste-chocolate
- Fair Trade Bake Sales are always a hit! Get double the brownie points when you make brownies, cakes, and chocolate chip cookies using Equal Exchange products. Contact us for a recipe booklet or check out our online recipes at www.equalexchange.coop/recipes

SHOP TOGETHER AND RAISE MONEY

- Staff a table to sell Fair Trade items before or after events. Contact us to order a cardboard fundraising display suitable for holding packages of coffee, tea, snacks, cocoa, or chocolate. You can download more information on our website at www.equalexchange.coop/interfaith-fundraising
- Farmers' markets, fairs, concerts, and other gatherings provide opportunities to sell coffee, tea, chocolate and snacks while building community and publicizing your group's social justice work.
- Sell or auction baskets at an event kickoff, festival, or for the holidays. Create theme baskets—for example put some Organic Mind, Body & Soul Coffee, Organic Spicy Hot Cocoa, Organic Dried Sweetened Cranberries, and our Organic Panama Dark Chocolate in a basket and you have the perfect Sukkot gift! Or create a "green" basket with Organic Love Buzz Coffee, Organic Green Tea, Organic Mint Chocolate Bars, and our Organic Tamari Roasted Almonds.
- Start a Buying Club. Find out what community members would like to buy, tally the orders, and buy the products wholesale.
- Host a Family Coffee House. Your youth group or other groups can ask members to sign up to play music, read poetry, or hold a talent show where you sell fairly traded coffee, tea, and cocoa by the cup. Sell baked goods made with our Organic Unsweetened Baking Cocoa, and Organic Dried Sweetened Cranberries while you promote Fair Trade.
- Throw a Fair Trade Fair. Gift fairs are a great way for community members to do their holiday shopping. In addition to selling Equal Exchange products, you can offer fairly traded crafts and clothing. More ideas can be found at www.equalexchange.coop/fair-trade-giftideas.

Let us know your ideas and what you are up to!
We love receiving pictures, stories, and your thoughts.
E-mail: interfaith@equalexchange.coop

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- **TO ORDER:** <http://interfaith.equalexchange.com> or 774-776-7366
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