



LENTEN CAMPAIGN 2009

Initiative from the Justice and Peace group



Building Peace through Fair Trade

Fair Trade Original, incorporated in 1959, is the founder of development trade – an initiative which has since been adopted all over the world.

Development trade ensures that products made by farmers, craftsmen and companies with an appropriate social policy gain access to the export markets. This in turn creates employment that increases the prosperity of the people involved, their villages and, on occasion, of the entire region. And on the other side of the world we also develop ourselves as we change from indiscriminate buyers into **socially-aware consumers.**

Products

Fair Trade Original is the brand name of more than 2000 hand-crafted products such as home accessories, toys, table accessories and jewellery – as well of 200 food products such as spice mills, vinegar, chocolate, coffee, wine and groceries.

Fair Trade Original's product specialists ensure a balanced product range comprising a blend of Western trends and traditional patterns. **The Max Havelaar Seal of Approval** on our coffee, tea, juices, chocolate and honey guarantees that business is conducted in accordance with stringent guidelines.

All these products are available from outlets including the **Fair Trade Shops and Wereldwinkels.**



Solidarity

We are one human family. Our responsibilities to each other cross national, racial, economic and ideological differences.

We are called to work globally for justice.

Fair Trade Orange Juice

The manufacturer

Some of the oranges used to prepare this juice are grown in Cuba. The farmers in the Cuban José Martí cooperative work together on the cultivation of a plot of land with some 100,000 citrus trees. The income from the sales of oranges is paid directly to the cooperative. José Martí intends to further develop the cooperative by planting young citrus trees and modernizing the irrigation system.

Fair Trade Original is synonymous with trade that develops. For this reason they offer the fruit growers fair trade terms and conditions for the sale of their produce, thereby **ensuring for a substantial improvement in their living conditions.**



Fair Trade Original assists the farmers' organizations to **improve their businesses and develop social programmes:**



Dignity of Work

People have a right to decent and productive work, fair wages, private property and economic initiative.

The economy exists to serve people, not the other way around.

- They **provide training** in and advice on quality, organizational issues, and financial management
- They **contribute to social programmes**, such as vocational education for rural children
- They **advise the farmers** to avoid becoming dependent on *one* product. They can, for example, plant nut trees between their coffee bushes or begin bee-keeping operations.

More info:

www.fairtrade.nl
www.fairtrade.org.uk