



fair trade fair & sustainable trade symposium



Cancun

September

10-12

2003

INTERNATIONAL STEERING COMMITTEE:

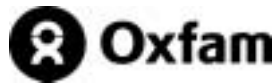
Institute for Agriculture and Trade Policy, USA

Comercio Justo Mexico

Équiterre, Canada

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Gerster Consulting, Switzerland



We are grateful to the very generous support of our sponsors who helped make these events possible:

Swiss Secretariat for Economic Affairs (SECO),

Canadian International Development Agency (CIDA)

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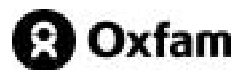
Ramsay-Merriam Fund

Commission for Environmental Cooperation

Presbyterian Hunger Project

Global Alliance on Commodities and Coffee (GLACC)

Green Mountain Coffee Roasters



WORLD BANK



WELCOME TO THIS HISTORIC EVENT!

Today you will have the opportunity to witness the exciting growth of sustainable and Fair Trade initiatives around the world. These models demonstrate how trade, under the right conditions, can help revitalize local economies while protecting the environment. We hope that these events will foster dialogue among producers, NGOs, businesses, governments and other international organizations on how to generate, improve and expand Fair Trade solutions through policy reform and international cooperation.

We choose this time, in Cancun, for obvious reasons. We believe strongly in the need for trade rules, and we are here to show what good rules—Fair Trade rules—can mean in the lives of poor people from many different countries.

At the same time, we are aware that the current dominant rules of international trade are not working. Nowhere are the failures of this system clearer than in agriculture—where farmers and rural communities in both the developed and the developing world—are being crushed by record low prices in nearly every major commodity. Agricultural commodity dumping by transnational corporations is destroying the livelihoods of millions of farmers from Burkino Faso to Brazil, the Philippines, and Canada. We are here both to promote fair trade and to advocate for improved trade rules which are desperately needed to end destructive agricultural trade practices.

At the Fair Trade Fair, you will have the opportunity to meet leaders from more than 70 farmer cooperatives and Fair Trade artisan associations and purchase many of their products including Fair Trade Certified coffee, tea, wine, chocolate, nuts, chips, fruit juices, mescal, crafts, textiles and jewelry. Through the Fair Trade system, these producers can sell high quality products directly to companies and consumers at prices that make it possible for them to provide for their families, preserve their culture, and invest in their environment and communities.

Our challenge and commitment is to help create the conditions that will enable many more producers and workers around the world to benefit from the international trading system—and to make sure that this system truly works for the interests of the poor and the environment.

This size and scope of an event would not be possible without the support and commitment of many organizations and governments. I want to warmly thank our major financial partners: the Swiss Secretariat for Economic Affairs (SECO), Canadian International Development Agency (CIDA), Swedish International Development Agency (SIDA), Oxfam International, the World Bank, and many others listed on the front cover of this guide. I also want to thank our partners in the international steering committee that worked so tirelessly to make this happen – Comercio Justo Mexico; Equiterre, Canada; Oxfam International, and Gerster Consulting, Switzerland.

Finally, we invite your comments and suggestions to help make future Fair Trade Fairs even more exciting. If you have any ideas or comments please email them to me at mritchie@iatp.org.

Thank you for coming by and again,

Welcome!

Mark Ritchie,
President,
Institute for Agriculture and Trade Policy

LOCATION OF EVENTS

International Fair Trade Fair

La Feria Mexicana

Address: K.m. 6.5 Playa tortugas

La Feria Mexicana is located next to Playa Tortugas Public Beach and is a 5 minutes bus ride (just three bus stops away) from the Convention Center. (Bus stop: Playa tortugas)

This charming Mexican artisan pavilion is a newly constructed indoor marketplace for Mexican artisan stands. It is well equipped with air conditioning, electricity, Fair Trade ice coffee, as well as a beautiful public beach, just steps away.

Sustainable Trade Symposium

Hotel Casa Maya

Boulevard Kukulcan Km. 5.5 Hotel Zone, Cancún

Tels: (998) 849 4555 / Fax: (998) 849 4445

Hotel Casa Maya is located next to the Hotel Gran Caribe Real. Take the WTO or public bus to Hotel Gran Caribe direction downtown. Hotel Gran Caribe Real Bus Stop. (about 5 bus stops from the convention center and 2 bus stops from the Feria Mexicana)

NGO Center - Hotel Sierra

Boulevard Kukulcan Km. 10 Hotel Zone, Cancún

Tels (998) 883 24 44, (998) 883 36 55 ext. 110 / Fax: (998) 883 20 92

Hotel Sierra is located 5 minutes by bus from the Convention Center, towards the airport.

Hotel Fiesta Americana

Boulevard Kukulcán Km 9.5 Lote 6, Hotel Zone, Cancún

Tel: (998) 881 32 06 / Fax: (998) 881 32 87

Hotel Fiesta Americana is located across the street from the Convention Center.

Fair Trade in the Americas Policy Forum

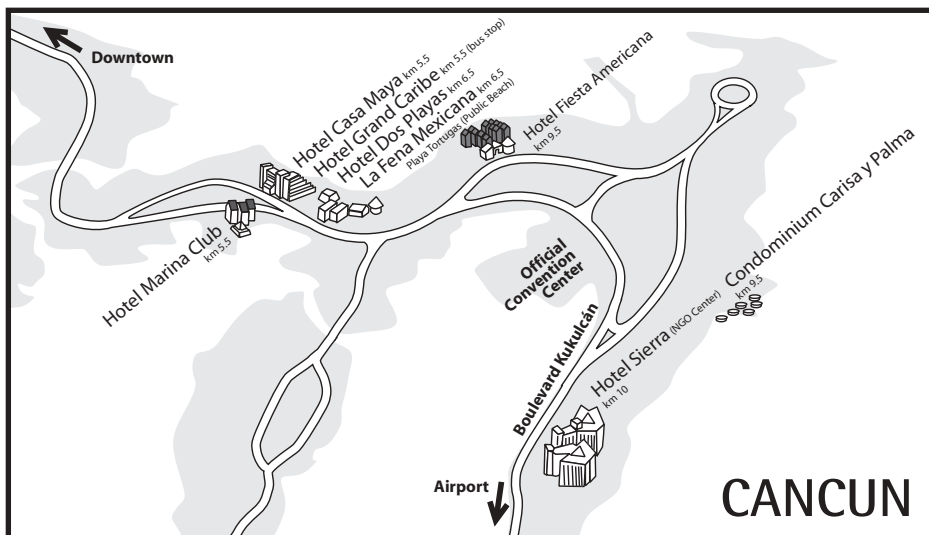
Hotel Casa Maya

Boulevard Kukulcan Km. 5.5 Hotel Zone, Cancún

Tels: (998) 849 4555 / Fax: (998) 849 4445

Hotel Casa Maya is located next to the Hotel Gran Caribe Real. Take the WTO or public bus to Hotel Gran Caribe Real, direction downtown.

**SPACE IS LIMITED.
PRIORITY WILL BE GIVEN TO
PREREGISTERED PARTICIPANTS**



Registered Guests

Hotel Dos Playas

Paseo Kukulcán Km 6.5. A. P. 293

C.P. 77500, Cancún Quintana Roo.

Tel: (998) 849 49 20 / Fax: (998) 849 49 21

Hotel Dos Playas is located right next door to the Fair Trade Fair at the Feria Mexicana.

Hotel Cancun Marina Club

Boulevard Kukulcan K.m. 5.5 Hotel Zone, Cancún

Tels: (998) 849 4999 / Fax: (998) 849 7071

Hotel Marina Club is located just a few blocks from the Symposium site, Hotel Casa Maya, on the other side of the street. It is also about a 15 minute walk to the Fair Trade Fair at Feria Mexicana.

Carisa y Palma Condominiums

Boulevard Kukulcan K.m. 9.5 Cancún

Tels: (998) 883 0287, 883 0211, 883 0265 /

Fax: (998) 883 0932

Carisa y Palma is located in the Heart of Cancun, it is a 5 minute walk from the Convention Center.

**These condominiums are located in the high security zone. Only guests from accredited organizations are staying here.*

Transportation

There are inexpensive public buses that run with frequency along Blvd. Kukulcan along the Hotel Zone where all of our events are located. There will also be a WTO-sponsored shuttle bus that stops very near the Symposium site at la Casa Maya. Use the Hotel Gran Caribe Real bus stop.

Contact Information

Event Organizers:

Kari Hamerschlag
044 (998) 107-2823

Georgette Sacree
044 (998) 844-9128

Kristi Laughlin
044 (998) 107-2769

Media Inquiries:

USA

Michael Straus,
Straus Communications
Michael@StrausCom.com
044 (998) 107-2813

Kari Hamerschlag
Institute for Agriculture
and Trade Policy
kariham@earthlink.net
044 (998) 107-2823

Europe:

Guillaume Albert-Fournier
gfournieralbert@wanadoo.fr
+33 6 03 24 05 82;
Cancun: 044 (998) 107-2769

Mexico/Latin America:

Esther Aduna Barba
meaduna@hotmail.com
85.90.44.72 // 044.55.11.16.20.87
(cell); Jorge Aduna Aduna Barba
044-55-1300-2070



VISIT THE WORLD AT THE FAIR TRADE FAIR!

SEPTEMBER 10-12, 2003

12 PM – 8 PM

FERIA MEXICANA, PLAYA TORTUGAS PUBLIC BEACH KM. 6.5,

We invite you to come and meet more than 100 producers, NGOs and businesses from over 25 countries that are participating in and supporting Fair Trade

- Enjoy Fair Trade food and beverage tasting, including delicious Chiapas coffee, Oaxacan Mescal and chocolate from Ghana.
- Purchase unique, high quality gifts and food items including: coffee, chocolate, fruits, nuts, jams, spices, crafts, forest products, textiles, jewelry and more.
- Meet leaders from farmer cooperatives, artisan associations and NGOs from around the world who are at the forefront of building sustainable economic alternatives.
- Visit the special Mexican Pavilion featuring products and people from diverse regions of Mexico, from Chiapas to the Yucatan Peninsula.
- View the latest Fair Trade documentaries and learn just how trade, under good rules, can work for the benefit of people and the planet.

JOIN US FOR AN INAUGURAL RECEPTION with Nobel Peace Prize Laureate Rigoberta Menchu, Mexican Foreign Minister Luis Ernesto Derbez, Canadian Trade Minister Pierre S. Pettigrew, South African Minister Ngubane, Swiss Ambassador Matthias Meyer, Vandana Shiva and other special guests.

Sept 10, 7-9 pm. Enjoy cocktails, hors d'oeuvres, music, and a traditional Mexican Pinata.

WHAT IS FAIR TRADE?

Fair Trade is a trading partnership, based on dialogue, transparency and mutual respect striving to bring greater equity to international trade. Fair Trade offers economic opportunity to millions of farmers, artisans, workers and other small-scale producers in the developing world, while providing consumers with high quality sustainable products. Based on a set of internationally-recognized criteria, Fair Trade guarantees producers a fair price and forges direct links between producers, companies and non profit organizations that market their products to consumers in the North and South.

Fair Trade (FT) is a business-based approach to development that generates economic self-reliance, enabling producers of coffee, cocoa, bananas and many other foods and artisan goods to lift themselves out of poverty, preserve their culture and invest in their businesses and communities.

With premiums generated through FT prices, communities are able to invest in environmental protection and services such as education, housing and healthcare, thereby reducing their dependence on foreign aid and creating stable and healthy communities.

Fair Trade is also good for consumers. Consumers are guaranteed high quality goods that are produced in accordance with labor and environmental standards that empower people, protect the environment, and stimulate economic growth.

FAIR TRADE FACTS AND FIGURES

- There are more than 5 million producers and workers worldwide that benefit from Fair Trade relationships.
- In 2002, sales of Fair Trade products are estimated to have surpassed US\$400 million, generating an estimated US\$30 million of additional income for producers and workers.
- Hundreds of Fair Trade products are now available in 43,000 supermarkets and an estimated 70,000 other sales outlets around the world.
- The Fair Trade Labeling Organization (FLO) is the largest internationally recognized Fair Trade certification organization comprising 17 national Fair Trade labeling organizations in the United States, Canada, Europe and Japan and 315 producer in over 40 countries in Africa, Asia and Latin America.
- There are 11 Fair Trade Certified products available internationally: coffee, tea, cocoa, honey, sugar, rice, bananas, mangoes, pineapples, orange juice, passion fruit juice, fresh cut flowers and soccer balls - serving as the basis for Fair Trade labeling for more than a hundred additional related products
- Hundreds of other products, from musical instruments and furniture to weavings and jewelry are sold through Fair Trade and socially responsible businesses, organizations and church groups.
- U.S. sales of Fair Trade Certified coffee grew 46% from 2001 to 2002, while international sales grew by an average of 21.2% over the same period.
- The fastest growing Fair Trade markets are in Austria, France and Norway, with growth rates of over 100% in sales volumes between 2001 and 2002.
- Fair Trade Certified coffee is currently available in the European Parliament, the British House of Commons, the World Bank and in the US Congress.

YOU CAN MAKE A DIFFERENCE WITH EVERY PURCHASE—BUY FAIR TRADE!

For more information and for a list of companies which offer high quality Fair Trade products in the US, see www.fairtradeexpo.org, www.fairtradecertified.org and www.fairtradefederation.org. In Canada, www.equiterre.qc.ca; In Europe, www.ifat.org, www.worldshops.org; www.eftafairtrade.org; www.fairtradenet.org.

PROGRAM AT A GLANCE

Time	Title	Place	Room	Sponsor	
Wednesday 10th of September 2003					
9:30	11:30	WTO Policy Plenary: Making Trade Work for Producers, Rural Communities, and the Environment	Casa Maya	Veranda	IATP & Oxfam International
12:00	1:45	Fair Trade: A Path Forward to the Millenium Development Goals	Casa Maya	Veranda	Women's Edge/ IATP
12:00	1:45	What's Behind the Label?	Casa Maya	Blue Ribbon	Swiss Secretariat for Economic Affairs (SECO)
2:00	4:00	Scaling up Fair Trade: What Will it Take?	Casa Maya	Veranda	Green Mountain
2:00	4:00	Fair Trade Within Borders: Creating Domestic Markets and National Policies to Support Small Producers	Casa Maya	Blue Ribbon	Comercio Justo Mexico
2:00	4:00	Sustainable Procurement: Key Strategies for Advancing Sustainable Development	Hotel Sierra	NGO Center, Rm 10A	Commission for Environmental Cooperation (CEC)
4:30	6:30	Trade Preferences and Environmental Goods and Services	Hotel Sierra	NGO Center, Rm 10A	Commission for Environmental Cooperation
4:30	6:30	Wearing Sustainability on Your Sleeve: Organic Cotton and Fair Trade in the Apparel Industry	Casa Maya	Veranda	Organic Consumers Association
7:00	10:00	Fair Trade Fair Inaugural Reception	Rooftop of Fair	La Feria	
Thursday 11th of September 2003					
9:30	11:30	WTO Policy Plenary: Social and Eco-labeling: Market Opportunities, Current Challenges & Future Strategies	Casa Maya	Veranda	Swiss Secretariat for Economic Affairs (SECO)
10:00	1:00	Corn at the Nexus of Debates over Trade, Hunger, Biotechnology, and Agricultural Subsidies	Fiesta Americana	Ballroom 3	Consumer's Choice Council
12:00	2:00	100% Fair Trade in Coffee: The Power of Commitment	Casa Maya	Blue Ribbon	Cooperative Coffees Inc.
12:00	2:00	Indigenous Trade, Tourism and the Environment	Casa Maya	Veranda	IATP
3:00	4:45	Making Trade Fair: Solving the Global Commodity Crisis (Part I)	Fiesta Americana	Ballroom 3	IATP/ISD
3:00	5:00	Innovative Fair Trade Models: Expanding Producer Participation in Business Development Strategies	Casa Maya	Blue Ribbon	Comercia Justo Mexico
3:00	5:00	Foreign Investment, Democracy and Sustainable Trade	Casa Maya	Veranda	Action Aid
5:30	7:30	Scaling Up: Effective Marketing Strategies from Small-scale Producer Organizations	Casa Maya	Blue Ribbon	Inter-American Foundation
5:00	7:00	Making Trade Fair: Solving the Global Commodity Crisis (Part II)	Fiesta Americana	Ballroom 3	IATP/ISD
5:30	7:30	Sustainable Trade: What Role do Governments and International Financial Institutions Play?	Casa Maya	Veranda	DANIDA
8:00	10:00	Rethinking US Agricultural Policy: Changing Course to Secure Farmer Livelihoods Worldwide	Casa Maya	Veranda	American Corn Growers Association
Friday 12th of September 2003					
9:00	9:15	Orientation/Introduction	Casa Maya	Veranda	
9:15	11:15	Exploring Fair Trade Policy and Programs in Producer Countries	Casa Maya	Veranda	Canadian International Development Agency (CIDA) and Department of Foreign Affairs and International Trade (DFAIT)
11:30	1:30	Exploring Fair Trade Policy and Programs in Consuming Countries	Casa Maya	Veranda	CIDA and DFAIT
1:30	2:30	LUNCH	Lunch	Lunch	Lunch
2:30	4:15	Fair Trade Marketing and Education	Casa Maya	Veranda	CIDA and DFAIT
4:30	7:00	Closing Session : Exploring Opportunities for Collaboration	Casa Maya	Veranda	CIDA and DFAIT

PROGRAM

September 8, Early Session

Chamaedorea Palm in the Floral Trade: Promoting Environmental Sustainability and Social Equity through Strategic Alliances between Producers and Christian Congregations – A Workshop

Sept 8, Aquamarina Beach Hotel

Major stakeholders will discuss issues related to marketing and certifying sustainable palm under fair trade terms, especially among faith-based groups and congregations in the US and Canada in a day-long workshop.

SPONSOR: Commission on Environmental Cooperation

MODERATOR: Chantal Line Carpentier, *Director of Environment, Economy, and Trade Program, Commission for Environmental Cooperation and Dean Current, Program Director, Center for Integrated Natural Resources and Agricultural Management, University of Minnesota*

September 10

WTO Policy Plenary: Making Trade Work for Producers, Rural Communities, and the Environment

Sept. 10, 9:30 – 11:30 a.m.,
Casa Maya Hotel, Veranda

Learn about the impact of current trade rules and practices, such as dumping and low commodity prices.

Explore the growth and benefits of Fair Trade in the North and South.

What lessons does the Fair Trade system hold for conventional trade?

What kinds of trade rules are needed to expand sustainable trade and make all trade fair?

SPONSOR: Oxfam International/IATP

MODERATOR: Mark Ritchie, *President, Institute for Agriculture and Trade Policy*

SPEAKERS:

Susan Whelan, *Minister, Canadian International Development Agency (CIDA)*

Phil Bloomer, *International Trade Campaign Manager, Oxfam International*

Isaías Martínez Morales, *Union of Indigenous Communities in the Isthmus Region (UCIRI), Mexico*

Kath Anderson, *International Federation of Alternative Trade*

Fair Trade: A Path Forward to the Millennium Development Goals

Sept. 10, 12:00 – 1:45 p.m.,
Casa Maya Hotel, Veranda

How does fair trade production work to meet the United Nations Millennium Development Goals (MDG's)? These goals include poverty and hunger eradication; universal primary education; gender equality, improving child and maternal mortality, combating diseases, and ensuring environmental sustainability.

How do WTO trade policies affect fair trade producers and artisans?

What are some policy options to ensure that trade is a tool for meeting the MDG goals?

SPONSOR: Women's Edge / Institute for Agriculture and Trade Policy

MODERATOR: Roberto Bissio, *Third World Institute**

SPEAKERS:

Marceline White, *Director, Global Trade Program, Women's Edge Coalition*

Alexis Marin Colindras, *Prodecoop, Nicaragua*

Christopher Sinckler, *Executive Director of the Caribbean Policy Center**

Flavia Cherry, *Chair of the St. Lucia National Working Committee on Trade and banana farmer*

What's Behind the Label?

Sept. 10, 12:00 – 1:45 p.m., Casa
Maya Hotel, Blue Ribbon

Explore the importance and goals of labeling/certification.

Examine key practical questions: How is certification obtained? What standards are used? What are the costs? How is the quality ensured? Is it possible and/or desirable to move from private to public standards? What would it take?

SPONSOR: Swiss Secretariat for Economic Affairs (SECO)

MODERATOR: Pierre Johnson, *Coordinator of the Fair Trade Workshop of the Alliance for a Responsible, Plural and United World*

SPEAKERS:

Chantal Havard, *Public Education Coordinator, Transfair Canada*

Mathew Sebastian, *Executive Director, Indocert*

Julio Ruiz Murrieta, *Latin America Director, Forest Stewardship Council**

Scaling up Fair Trade for Greater Impact: What Will it Take?

Sept. 10, 2:00 – 4:00 p.m., Casa Maya
Hotel, Veranda

What is the impact of Fair Trade on communities in the developing world?

What is needed to enable companies to expand their support for Fair Trade?

What is the role of financing in scaling up Fair Trade?

What are the barriers and opportunities—pricing, quality, financing, supply, certification, policy?

SPONSOR: Green Mountain Coffee Roasters

MODERATOR: Steve Sellers, *Chief Operating Officer, TransFair USA*

SPEAKERS:

Robert Stiller, *CEO, Green Mountain Coffee Inc.*

David Atkinson, *Representative, Inter-American Development Bank, Mexico**

Paola Ghillani, *President, Fair Trade Labeling Organization (FLO) International*

Rene Ausecha Chaux, *General Manager COSURCA, Fair Trade coffee cooperative, Colombia*

Fair Trade Within Borders: Creating Domestic Markets and National Policies to Support Small Producers

Sept. 10, 2:00 – 4:00 p.m., Casa Maya
Hotel, Blue Ribbon

Explore the development of national Fair Trade initiatives linking producers directly to lucrative domestic markets.

What are effective strategies for increasing consumer demand for Fair Trade and ecologically certified products, especially in Mexico and Brazil?

What kind of government and multi-lateral policies can expand domestic FT markets and facilitate marketing support for small producer groups?

ORGANIZER: Comercio Justo Mexico

MODERATOR: Albert Oosterhoff, *Advisor and Head of Economy Department at the Dutch Embassy in Mexico*

SPEAKERS:

Guadalupe Quiróz Jiménez, *President of Comercio Justo Mexico*

Héctor Velásquez Alcántara, *Ecológica, Perú*

Manoel José dos Santos, *Presidente National Confederation of Agricultural Workers (CON-TAG), Brazil*

Hannah Lewis, *Coordinator for the Domestic Fair Trade Working Group, USA*

Sustainable Procurement: Key Strategies for Advancing Sustainable Development

Sept. 10, 2:00 – 4:00 p.m., NGO Center, Hotel Sierra, Rm. 10A

Case studies demonstrate how government's green procurement practices have been good for the economy and the environment.

What are the constraints to green purchasing and how can they be eliminated?

How are WTO negotiations helping or hindering efforts towards green procurement?

SPONSOR: Commission for Environmental Cooperation (CEC)

MODERATOR: Chantal Line Carpentier, Director, Environment, Economy, and Trade Program, CEC

SPEAKERS:

Vesile Kulacoglu, Director, Trade and Environment Division, WTO

Robert Kerr, International Council for Local Environmental Initiatives (ICLEI)

Luz Aida Martinez, Mexican Environment and Natural Resources Secretariat (SEMARNAT)

Diego Masera Cerutti, ROLAC, United Nations Environment Program (UNEP)

Trade Preferences and Environmental Goods and Services

Sept. 10, 4:30 – 6:30 p.m., NGO Center, Hotel Sierra, Rm. 10A

Examine how current WTO negotiations are restricting trade preferences on environmental goods to capital-intensive environmental technologies which favor developed countries.

Explore the benefits to developing countries of expanding the range of products considered under the classification of environmental goods to include products such as organic food and sustainable forest and fisheries products.

SPONSOR: Commission for Environmental Cooperation (CEC)

MODERATOR: Enrique Lendo, Director General, SEMARNAT, Mexico

SPEAKERS:

Beatrice Chaytor, FIELD, UK

Kevin Gallgher, TUFTS University, USA

John Polak, President of the Global Ecolabeling Network; President, Terra-Choice, Canada

Annie Dufey, Chile, Resources and Research in Sustainable Development (RIDES)

Wearing Sustainability on Your Sleeve: Organic Cotton and Fair Trade in the Apparel Industry

Sept. 10, 4:00 – 6:30 p.m., Casa Maya Hotel, Veranda

How are trade rules affecting sustainable trade in cotton?

What are the policy and market challenges in creating sustainable models in the industry?

Learn about pioneering fair trade and ecological initiatives.

SPONSOR: Organic Consumer Association

MODERATOR: Chris Treter, *Clothes for a Change Campaign Coordinator, Organic Consumers Association*

SPEAKERS:

Traore B. Francois, *President of the National Union of Cotton Producers of Burkina Faso (UNPCB)*

Will Allen, *Organic Cotton Farmer and Founder of the Sustainable Cotton Project*

Bena Burda, *President of Maggie's Organics &*

Zulema Mena, *President, Maquilador Mujeres, a Fair Trade Sewing Coop in Nicaragua (producer of t-shirts for Maggie's Organics)*

Roian Atwood, *Community Relations Coordinator, American Apparel, the largest US-based sweatfree t-shirt manufacturer*

Press Briefing: Fair Trade Solutions to Global Trade Failures

September 10, 6:15–7:00, Fair Trade Fair, Playa Tortugas, km 6.5

From Guatemala to Ghana, Fair Trade demonstrates successful market-based solutions to growing poverty and trade inequities. By guaranteeing fair prices and employment opportunities to millions of producers of coffee, chocolate, and many other products, Fair Trade meets growing market demand for quality goods that respect people, communities and the environment.

Experts will announce new international economic trends data, and discuss Fair Trade proposals to governments and the WTO in the context of the global commodity crisis.

Press conference will be followed by a special tour of the Fair Trade Fair with interviews with industry leaders, farmers and producers.

SPEAKERS:

Mark Ritchie, *Institute for Agriculture and Trade Policy*

Rigoberta Menchu, *Nobel Peace Prize Laureate and Fair Trade pioneer*

Renate Kunast, *German Minister of Agriculture*

Chris O'Brien, *Fair Trade Federation*

International Federation of Alternative Trade Comercio Justo Mexico

Fair Trade Fair Inaugural Reception

September 10 at 7–9 p.m.,

Feria Mexicana, Blvd. Kukulcán km. 6.5 Playa Tortugas

Come and celebrate at the Fair Trade Fair with more than 70 producers from over 20 countries who have traveled to Cancún to exhibit their high quality goods and speak about their challenges and successes in building economic alternatives.

Enjoy cocktails, hors d'oeuvres, music and a traditional Mexican Pinata.

GUEST SPEAKERS INCLUDE:

Nobel Peace Prize Laureate and Fair Trade pioneer, **Rigoberta Menchu**, Mexican Foreign Minister **Dr. Luis Ernesto Derbez**, Canadian Trade Minister **Pierre S. Pettigrew**, South African Minister **Ngubane**, Swiss Ambassador **Matthias Meyer**, **Vandana Shiva**, and other special guests

September 11

WTO Policy Plenary: Social and Eco-labeling: Market Opportunities, Challenges & Future Strategies

Sept. 11, 9:30 – 11:30 a.m., Casa Maya Hotel, Veranda

How can WTO and regional/bi-lateral trade agreements support the expansion of ethical, sustainable, and fair trade?

What kinds of policies and resources are needed in order to enable governments in the South to develop their social and environmental investment and compliance capacities?

SPONSOR: Swiss Secretariat for Economic Affairs (SECO)

MODERATOR: Daniel Wermus, *Journalist, Infosud, Switzerland*

SPEAKERS:

Dr. BS Ngubane, *South African Minister of Arts, Culture, Science and Technology; Chair of Sustainable Trade and Innovation Center (STIC)*

John Polak, *President, Global Ecolabeling network and Terra Choice Environmental Services Inc., Canada*

Luzius Wasescha, *Delegate for Trade Agreements, Swiss Secretariat for Economic Affairs (SECO)*

Froilan Beltran Condori, *General Manager, and Bernardo Apaza, Marketing Manager, El CEIBO, Cocoa cooperative, Bolivia*

Corn at the Nexus of Debates over Trade, Hunger, Biotechnology, and Agricultural Subsidies

September 11, 10:00 a.m.–1:00 p.m., Fiesta Americana Grand Coral Beach Hotel, Grand Coral Room 3

Corn is important to developing and developed countries for many reasons. What are some of the challenges posed to farmers, export markets, food security, and biodiversity by the advent of genetically engineered and subsidized corn?

The purpose of the symposium is to shed light on these issues for WTO delegates and the press.

SPONSOR: Consumer's Choice Council

MODERATOR: Barbara Unmuessig, *President of the Heinrich Boell Foundation*

SPEAKERS:

Gustavo Alanis, *Mexican Center for Environmental Law (CEMDA), Mexico*

Pat Mooney, *ETC Group, Canada*

Kathleen Delate, *Iowa State University, USA*

Gonzalo Fanzul, *Intermon (Spanish member of Oxfam International)*

Paul Kwengere, *ActionAid, Malawi*

100% Fair Trade in Coffee: The Power of Commitment

Sept. 11, 12:00 – 2:00 p.m., Casa Maya Hotel, Blue Ribbon

Learn the story behind the success of various 100% Fair Trade companies

Explore the operations, philosophy and mission of cooperatives and businesses committed to the 100% Fair Trade model.

What are the main challenges of being 100% Fair Trade in a highly competitive environment?

What is the impact on the ground?

ORGANIZER: Cooperative Coffees, Inc.

MODERATOR: TBA

SPEAKERS:

Dean Cycon, *Dean's Beans Organic Coffee Co.*

Beth Ann Milardo, *Equal Exchange*

Scott Patterson, *Peace Coffee*

Representative, *Maya Vinic Cooperative, Mexico*

Indigenous Trade, Tourism and the Environment

Sept. 11, 12:00 – 2:00 p.m., La Casa Maya Hotel, Veranda

Learn about the wide range of initiatives in support of sustainable trade that have been launched by indigenous people all over the planet.

Explore ways that current rules of trade impact these efforts.

SPONSOR: Institute for Agriculture and Trade Policy

MODERATOR: Oscar Chacón, *Director, Enlaces América, USA*

SPEAKERS:

Antonia Rodríguez de Moscoso, *ASER-BOLSEM, Bolivia*

Deborah McLaren, *Executive Director, Indigenous Tourism Rights International, USA*

Francisco Cali, *Board President, International Indian Treaty Council; Director, IITC Office in Guatemala*

Maritza de Carmen Parra Cordoba, *community leader, Colombia*

Jose Antonio Gomez Diaz, *Biotrade (UNCTAD), Colombia*

Press Briefing: Fair Trade Solutions to the Global Commodity Crisis

September 11th, 2:00 2:45 pm, Fiesta America Hotel (across from the convention center)

Farmers and rural communities in the developing and developed world have been crushed by record low prices in nearly every major commodity. Agricultural commodity dumping is destroying the livelihoods of millions of farmers from Burkino Faso in Africa to Brazil to the Philippines. Though Fair prices and direct trade, Fair Trade enables millions of producers of coffee, chocolate, cotton, sugar and many other commodities to lift themselves out of poverty and invest in their environment and communities.

International experts will discuss the implications of the international Fair Trade system on the dumping and commodity price crisis and make concrete proposals for expanding this system and making all trade fair.

MODERATOR, Mark Ritchie, *President, Institute for Agriculture & Trade Policy (USA)*

SPEAKERS

Institute for Agriculture and Trade Policy
Oxfam International

Ambassador Samuel Amehou* Benin
Equiterre (Canada)

Fairtrade Labeling Organizations
International (Germany)*

Latin American Fair Trade Coordination*
Network of Peasant Organizations and Producers in West Africa



Making Trade Fair: Solving the Global Commodity Crisis (Part I)

Sept. 11, 3-4:45 p.m., Fiesta Americana, Grand Coral Ballroom 3

What are the principal causes of the crisis?

What are the environmental, social and gender impacts of chronically low commodity prices?

How are producer organizations and developing country governments responding to the crisis?

SPONSOR: Global Alliance on Commodities and Coffee (GLACC)

MODERATOR: Meredyth Ailloud, *Founding Director, Strategic Development Initiative, France*

SPEAKERS:

Ambassador Samuel Amehou, *Permanent Representative, Benin, World Trade Organization.*

Ibrahima Coulibaly, *Member of the Executive Council of ROPPA and Member of the Association of Peasant Farmers Professional Organizations (AOPP), Mali*

Paul Nicholson, *Spanish-Basque farmer, European Farmers Confederation and Via Campesina*

Simon Battestin, *coffee producer and coordinator of the Youth Organization of CONTAG, Brazil*

Innovative Fair Trade Models: Expanding Producer Participation in Business Development Strategies

Sept. 11, 3:00 – 5:00 p.m., Casa Maya Hotel, Blue Ribbon

Examine different models of Fair Trade that give greater participation and ownership to producers.

Explore issues of value-added production and vertical integration of producer cooperatives.

ORGANIZER: Comercio Justo, Mexico

MODERATOR: Antonio Sánchez Díaz de Rivera, *Sub-Secretary of Social and Human Development (SEDESOL)*

SPEAKERS:

Blanca Rosa Molina, *Président, Cecocafen, Nicaragua*

Carmen León, *Central de Cooperativas Agrarias (COCLA)*

Daniela Solis, *Agromercados, Mexico*

Abraham Appiah-Kubi, *Kuapa Kokoo, Ghana*

Foreign Investment, Democracy and Sustainable Trade

Sept 11, 3.00-5.00 p.m., Casa Maya Hotel, Veranda

What is the impact of foreign investment on sustainable trade in developing countries? Case studies from Africa, Asia and Latin America

What are the effects of arm-twisting practices in the WTO in trade negotiations and how does it exclude sustainable trade?

Whose interests do the WTO really benefit? Developing countries or global corporations?

What reforms of the current trade practices are needed to achieve sustainable trade?

SPONSOR: ActionAid

MODERATOR: TBA

SPEAKERS:

John Hilary, *ActionAid UK*

Aileen Kwa, *Focus on the Global South*

Adriano Campolina Soares, *ActionAid Brazil*

Kristin Dawkins, *Vice President for International Programs, IATP*

Making Trade Fair: Solving the Global Commodity Crisis (Part II)

Sept. 11, 5:00 – 7:00 p.m., Fiesta Americana, Grand Coral Ballroom 3

What lessons does the Fair Trade system offer for more stable and sustainable commodity trading?

What are the key proposals put forth by civil society?

What is the role of the WTO and other multilateral agencies such as FAO and UNCTAD in creating and potentially solving the problem of chronically low commodity prices and monopoly control?

SPONSOR: Strategic Development Initiative, IATP

MODERATOR: Mark Ritchie, *President, Institute for Agriculture and Trade Policy*

SPEAKERS:

Rubens Ricupero, *Secretary-General, UNCTAD **

NDiogou Fall, *President of ROPPA (Network of Peasant Organizations and Producers in West Africa), Senegal*

Pedro Camargo, *former WTO negotiator from Brazil*

*Representative from Food and Agriculture Organization, (FAO), Italy**

Sustainable Trade in the Marketplace: What Role do Governments and International Financial Institutions Play?

Sept. 11, 5:30 – 7:30 p.m., Casa Maya Hotel, Veranda

What government and multilateral development programs are most effective for promoting socially and ecologically responsible trade?

What investments and capacity programs are needed to enable developing countries to compete effectively in Northern social and ecological markets?

SPONSOR: Danish Agency for Development Assistance (DANIDA)

MODERATOR: Katherine Anderson, *International Federation for Alternative Trade*

SPEAKERS:

Agnes van Ardenne, *Dutch Minister for Development Cooperation**

Guillermo Perry, *Chief Economist for the Latin American Region, World Bank Representative*

Victor Ferreira, *Director, Max Havelaar France*

Robert Devlin, *IDB, Deputy Manager, Integration and Regional Programs Dept.**

Scaling Up: Successful Strategies from the Field

Sept. 11, 5:30 – 7:30 p.m., Casa Maya Hotel, Blue Ribbon

Producer cooperatives will share their successful strategies for expanding the size and scope of their distribution channels.

What are the principle challenges faced by producers and what kinds of support and resources are needed to increase production, distribution and sales?

SPONSOR: Inter-American Foundation

MODERATOR: Kevin Healy, *Inter-American Foundation*

SPEAKERS:

Arun Raste, *International Resources for Fair Trade, India*

Freddy Ticona, *General Manager, Cecaot Ltda., Central Cooperativa Campesina Agricola Operacion Tierra, Bolivia*

Catalina Sosa, *Fundacion Sinchi, Ecuador**

Tolentino Martinez Pérez, *The Oaxacan State Coffee Producers Network (CEPCO)*

Rethinking US Agricultural Policy: Changing Course to Secure Farmer Livelihoods Worldwide

Sept. 11, 8:00 – 10:00 p.m., Casa Maya
Hotel, Veranda

Agricultural Economist, Daniel De La Torre Ugarte, will give a power-point presentation summarizing this recently released study of the impacts of U.S. agricultural policy on farmers around the world. The study, conducted by the Agricultural Policy Analysis Center at the University of Tennessee, examines:

Why US domestic farm price matters.

Why the changes in US policy brought about by the 1996 Farm Bill produced declining revenues.

Why the solution to global low prices involves considerably more than just eliminating subsidies.

A policy blueprint that would raise crop prices universally, thus contributing to a healthy and vigorous worldwide agriculture industry.

SPONSOR: American Corn Growers Association with other farm groups

MODERATOR: Mark Ritchie, *President, Institute for Agriculture and Trade Policy*

SPEAKERS:

Daniel De La Torre Ugarte, *Agricultural Economist, Peru*

John Dittrich, *a policy analyst with the American Corn Growers Association*

FAIR TRADE IN THE AMERICAS POLICY FORUM

Expanding Fair Trade Through Policy and Cooperation

September 12

La Casa Maya Hotel, Boulevard Kukulcan Km. 5.5 Hotel Zone, Cancún

This ground-breaking Forum aims to bring together farmer and artisan groups, NGOs, certification organizations, businesses, government and multilateral agency representatives to explore key policy and market challenges and to identify successful strategies for expanding the Fair Trade system in the Americas.

The Forum workshops are designed to be highly participatory. The Forum will provide a preliminary opportunity for identifying longer-term strategies for enhanced cooperation and collaboration across the Americas. While the focus of these workshops will be on Latin America, issues discussed are expected to be of immediate relevance to the global Fair Trade system as well.

The Fair Trade Policy Forum is sponsored by the Canadian International Development Agency (CIDA) and Department of Foreign Affairs and International Trade (DFAIT)

Simultaneous English/Spanish translation will be provided.

Plenary: Outline of the Day

9:00-9:15

Introduction to the day's objectives, organizers, sponsors and participants

Exploring Fair Trade Policy and Programs in Producer Countries

9:15 – 11:15 a.m.

This workshop, based on a background paper, will explore “production side” obstacles to expanding the benefits of Fair Trade to producers as well as corresponding policy tools and programs for addressing such obstacles. Participants in this workshop will assess the need and/or feasibility of policies such as:

Building organizational capacity of small producers.

Alleviating costs associated with Fair Trade and other certifications.

Increasing quality of Fair Trade products.

Improving access to credit for small producers involved in Fair Trade.

MODERATOR: Hillary Abel, *Fair Trade Federation*

PRESENTER: Ileana Cordon, *CRECER, Guatemala - presenter*

RESPONDENT: *Representative of Inter-American Development Bank (IDB)**

Lorenzo Castillo, *Junta Nacional del Café; Global Alliance on Coffee and Commodities (GLACC)*



Photo: Fair Trade Foundation, UK

Exploring Fair Trade Policy and Programs in Consuming Countries

11:30 a.m. – 1:30 p.m.

This workshop, based on a background paper will explore obstacles to expanding distribution, awareness and consumption of Fair Trade as well as corresponding policy tools and programs for addressing such obstacles. Participants in this workshop will assess the need and/or feasibility of policies such as:

Fair Trade preferential government procurement policies.

Fair Trade based development policies and programs.

Financing consumer education and impact research on Fair Trade.

Relationship between WTO policy and Fair Trade.

MODERATOR: Mark Ritchie, IATP

PRESENTER: Jason Potts, Coordinator, Sustainable Commodity Initiative Trade and Investment Program, International Institute for Sustainable Development

RESPONDENT: Paola Ghillani, President, Fair Trade Labeling Organization (FLO) International

Lunch

1:30 to 2:30

This Policy Forum
is organized by
Equiterre, Canada,
the Institute for
Agriculture and Trade
Policy, and Comercio
Justo México.

Fair Trade Marketing and Education

2:30.p.m. – 4:15 p.m., Casa Maya Hotel

This workshop will share materials and approaches to successful consumer education and marketing campaigns from the Americas and Europe. Participants will exchange lessons learned relative to different audiences, products, and regions of the world. Participants will review previous campaigns to look for elements of success and tactics for making future efforts stronger.

MODERATOR: Jacqueline DeCarlo, Fair Trade Resource Network

SPEAKERS:

Glayson Ferrari dos Santos, *World Vision-Brasil*

Isabelle St. Germain, *Equiterre, Canada*

Isaac Grody-Patinkin, *United Students for Fair Trade*

Laurent Levard, *Artisans du Monde, France*

Closing Session: Exploring Opportunities for Collaboration

4:30 p.m.-7 p.m., Casa Maya Hotel

This session will begin with a summary of the previous workshops and will continue with an open a discussion regarding how the impact of Fair Trade might be expanded through improved multi-stakeholder dialogue and collaboration at the global and regional levels.

Participants will have an opportunity to consider, in particular, the potential need and possible process for developing a “Fair Trade Strategy” for the Americas region.

MODERATOR: Hillary Abel, *Fair Trade Federation*

PARTICIPANTS INCLUDE:

Paola Ghillani, *President, Fair Trade Labeling Organization (FLO) International, respondent*

Representative from *International Federation for Alternative Trade (IFAT), respondent*

Chris O'Brien, *Fair Trade Federation, respondent*

Latin American Fair Trade Coordinator

*invited



By selling coffee
at Fair Trade
prices my children
are eating better
and staying in
school. Greater
income has
allowed me to
buy a mule and
reinvest in my
farm.

Santiago Rivera,
Prude Coop member, Nicaragua

EXHIBITORS AT THE INTERNATIONAL FAIR TRADE FAIR

Ape Café/El Salvador is a second tier organization made up of 11 small farmer coffee co-ops and in El Salvador. APECAFE sells 14% of its coffee to the Fair Trade market, is certified by TransfairUSA and 22% of its production is organic certified (OCIA, Naturland). Apecafe@mixmail.com

APPTA (Asociación de Pequeños Productores de Talamanca)/Costa Rica Founded in 1987 by a non-governmental organization called ANAI, this 1,500-member cooperative joined the Fair Trade system in 1997 and has approximately 1,030 cocoa-producers, almost 25% are women APPTA sells most of its certified organic cocoa internationally to processors, particularly in the US. It is currently seeking fair trade certification of its banana production. apptager@racsa.co.cr

ASARBOLSEM (Señor de Mayo Handcraft Association of Bolivia)/Bolivia is a non-profit cooperative producing traditional and non-traditional goods for local and international markets. ASARBOLSEM produces mostly textiles, but also musical instruments, pottery and jewelry. All products are marketed through their website. Member of International Federation of Alternative Trade (IFAT). eibo.entelnet.bo

Banelino (Bananeros de la Línea Noroeste)/ Dominican Republic is a banana cooperative made of small farms in the Dominican Republic that sells mainly to the European market. Banelino has connections with FLO (Fairtrade Labeling Organization International) and EUROBAN (European Banana Action Network). banelino@codetel.net.do

Biotrade/Columbia is a program set up by the United Nations Conference on Trade and Development (UNCTAD). The Biotrade initiative seeks to enhance the capability of developing countries to produce value-added products and services from biodiversity for both domestic and international markets. Currently, BIOTRADE programs are being developed in: Bolivia, Colombia, Ecuador, Peru and Venezuela. Rik.Kutsch.Lojenja@unctad.org

Bolsa Amazonia/Brazil is a regional program for Amazon Basin countries, marketing organic, and natural Amazonian products such as acai pulp, banana flour, copai-ba oil, art paper, honey, heart of palm, brazil nuts, and handicrafts. Available through SIMBA. amazonpaper@bolsaamazonia.com

Bolsa Nusantara/Indonesia Modeled after the successful Brazilian "Bolsa Amazonia" initiative (see above) that fostered NGO and private sector partnerships working towards sustainable development and production of international bio-products trade, Bolsa Nusantara seeks to do the same in Indonesia. The products they work with include organic coffees, honey (from bees and coconut), handicrafts, stola (using natural dyes), candles (bamboo and coconut), and natural herbal products. nsbarwa@marthatilaar.net

Cafenica/Nicaragua, is one cooperative organization under the umbrella of Cecocafen, which represents about 6,000 small coffee producers in 9 Nicaraguan organizations. phaslam@ibw.com.ni

CCCH (Central Coffee Growers Cooperative of Honduras)/Honduras formed in 1997 with the objectives of direct coffee exportation and rural development, is a technical team coordinating commercial activity, administration, rural development projects, training, and communications between cooperatives. Members total over 6000 small to medium-scale organic coffee producers and their families. ccch@sdnhon.org.hn

CECAOT Ltda. (Central Farming Cooperative "Land Operation")/Bolivia is composed of 560 producers of Royal Quinoa in Bolivia. The principal markets of export are the United States, Holland, Germany, and Switzerland. Cecaot@ceibo.entelnet.bo

Cecocafen (Center of Northern Coffee Cooperatives)/Nicaragua is made up of 12 smaller coffee producer groups and uses its revenue from the fair trade label for community development projects including a micro-loan program, a community conservation program, and a dry mill for coffee processing. They mainly distribute to the United States. 20% of co-op member/growers are women. cecocafen@tmx.com.ni

CIAP (Centro Interregional de Artesanos del Peru)/Peru is a non-profit, self-managed cooperative organization founded to help crafts men and women living in the poorest urban areas of Peru. The group exports craft pieces made in these impoverished areas to stores around the world, where they are sold for a fair price. Products are marketed through the Bright Hope Store and Shared Interest Society Ltd. ciap@amauta.rcp.net.pe

COAPROCL/Honduras represents 38 small organic coffee producers who came together recently in the face of the current global coffee crisis. COAPROCL is assisting these producers in finding markets for their coffee. perez_nestor@hotmail.com

COCLA/Peru Agrarian Coffee Cooperative, Ltd. is a second tier coffee cooperative joining 7 co-ops in southern Peru. This farmer owned company is formed by more than 5,000 producers in 30 organizations including cooperatives, associations and grower committees. Their farmers have approximately 12,000 hectares growing exclusively Arabia coffee, with an annual production of 7,000 tons of coffee. COCLA provides warehousing, processing, sales and financing services. cocla@infonegocio.net

Commission for Environmental Cooperation (CEC) is an international organization created by Canada, Mexico and the United States under the North American Agreement on Environmental Cooperation (NAAEC). The CEC addresses regional environmental concerns, helps prevent potential trade and environmental conflicts, and promotes the effective enforcement of environmental law. The NAAEC complements the environmental provisions of NAFTA. elloyd@cceintl.org

Compassion in World Farming (CIWF)/UK is an organization campaigning to end the factory farming of animals and their long distance transport through political lobbying, research, and public education campaigns. abby@ciwf.co.uk

CONTAG (National Confederation of Agricultural Workers)/Brazil was founded in 1963 and is a large national umbrella union of agricultural laborers in Brazil. contag@contag.org.br

Coocafe/Costa Rica was founded in 1988 with the support of the German governmental agricultural and economical organization Friedrich Ebert Foundation. Coocafe is an integration of nine coffee cooperatives in Costa Rica and markets the coffee brands Paz, Autentico, and Forestal. It is currently working on marketing yucca (cassava, yarrow root) and plantain chips to Belgium and macadamia nuts to Germany and the United States. gerencia@coocafe.com

Coopecanera/Costa Rica is devoted to assisting 600 members, with over 8000 participants in growing large amounts of sugar to sell to Fair trade companies. They offer technical assistance to growers in buying seed, growing, processing and selling sugar as well as access to credit. ingenio@racsa.co.cr

Cooperativa COPALAR/Venezuela is a small coffee growers' cooperative exporting mainly green coffee to the Fair Trade market. It is a member of the Latin American Association of Small Coffee Producers, who are better known as Frente Solidario. gumilla@cantv.net

Cooperativa Maquiladora Mujeres de Nueva Vida, Internacional/Nicaragua is a sewing cooperative in Nicaragua founded and run by women that was established with the support of Maggie's Organics (see below). The co-op currently employs more than 45 people producing mostly t-shirts made of 100% certified organic cotton. They now offer silk-screening as part of their full package service. jhc@ns.sdnnic.org.ni

Cooperativa Productoras de Molas/Panama represents more than 1,500 members in the area called Kuna Yala, the homeland/islands of the Kuna Indians who produce *molas*, a traditional art of the Kuna. They sell their wares directly through a cooperative-owned store in Panama City. This organization has existed for more than 34 years and became a cooperative 10 years ago.

Corsuca (Empresa Cooperativa del Sur del Cauca)/Columbia was established with the support of USAID and the UN Development Program. Corsuca coffee production program is composed of 14 grassroots associations and cooperatives representing approximately 650 families in Columbia. It sells certified organic and Fair Trade Certified coffee directly to European and North American markets. They are certified by TransFair USA. cosurca@caucanet.net.co

COSATIN (Cooperativa de Servicios Agropecuarios Tierra Nueva) / Nicaragua is a base level cooperative uniting 369 producers in 21 communities. They produce mostly of coffee, both organic and conventional, and some honey, organic and conventional. cosatin@sdnnic.org.ni

Crecer/Guatemala organizes and supports artisans and producers from Central America, Mexico and the Caribbean. Crecer works with textile producer cooperatives in Guatemala and markets through IFAT to Europe. crecer@intelnet.net.gt

Dean's Beans/USA is a founding member of Cooperative Coffees, Inc., Dean's Beans is a U.S.-based internet seller retailing 100% fair trade kosher organic coffee. dean@deansbeans.com

El Ceibo/Bolivia is a second tier organization of 36 cooperatives of organic cocoa producers and processors in Bolivia. El Ceibo annually exports of \$1,300,000 worth of organic cacao beans and chocolate products. El Ceibo chocolate is popular among ATOs (Alternative trade Organizations) in Western Europe and health food stores in the United States. El Ceibo also sells its chocolate in various forms domestically to national industries, small shops, and street vendors in Bolivian cities. elceibo@ceibo.entelnet.bo

Enlaces América/USA is an initiative of the Chicago-based Heartland Alliance for Human Needs and Human Rights. Enlaces América helps empower and support transnational communities (particularly Latino immigrants in the U.S), in their commitment to building an equitable, sustainable, and dignified way of life for peoples in the Americas. ashannon@enlacesamerica.org

Equiterre/Canada is a non-profit organization promoting environmental responsibility and social justice. Equiterre works in the areas of fair-trade, ecological agriculture, transportation, and energy. info@equiterre.qc.ca

Fair Trade Resource Network/USA is an informational resource hub born out of the Fair Trade Federation (FTF). The Fair Trade Resource Network's goal is to raise consumer awareness about improving people's lives through Fair Trade alternatives. jackie@fairtraderesource.org

ForesTrade of Guatemala/Guatemala is a large producer and distributor of organic spices and Fair Trade coffee. ForesTrade's products are carried by brands such as Green Mountain Coffee Roasters, Tazo Tea, Frontier Natural Products, and New Chapter. The company's business model, which integrates social and environmental concerns, earned ForesTrade the World Summit Award for Sustainable Development Partnerships from the United Nations and International Chamber of Commerce. fernando@forestrade.com

FTO (Fair Trade Organisatie)/Netherlands is an independent non-profit organization established in 1959 that has developed in to an Alternative Trade Organization (ATO). They buy, coffee, tea, other food products, textiles and handicrafts directly from producers in the South for distribution in Europe. FTO's sister organization, Fair Trade Assistance, supports organizations of small producers with technical assistance, training and credit. S.Durwael@fairtrade.nl

Fundacion Sinchi Sacha/Ecuador is a foundation that supports Amazonian populations in Ecuador, particularly indigenous peoples, in their self-directed development plans and promotes and disseminates the cultural riches of these communities. They work with more than 100 producers from all over Ecuador and have successfully raised funds to install a hydraulic ceramic plant in the Amazon Rainforest for a Quechua community, producing mugs and jars with ethnic designs. fabmallet79@yahoo.fr,

Fundacion Solidaridad/Chile is a non-profit organization of the Chilean Catholic Church. The Foundation has been supporting and helping to develop handicraft workshops for groups and individuals since 1976. The artisans represent marginalized groups such as co-operatives, women's organizations, indigenous youth groups, artisans with mental difficulties and small family businesses in poor neighborhoods. The foundation offers training and assistance in handicraft design, support in the production process, and marketing services for sales at home and abroad. wira@fundacionsolidaridad.cl

Gerster Consulting/Switzerland was formed in 1998 and is committed to international cooperation. They are active across a large range of development issues. Some of their key areas include: poverty; trade, in particular WTO rules and fair trade; finance, in particular the role of the Bretton Woods Institutions, technology; environment; development cooperation; and globalization. Core concerns are research, policy analysis and advocacy as well as the dissemination of information on all these aspects of international cooperation, on North-South-relations and on achievements and problems faced by developing and transition countries. info@gersterconsulting.ch

IFAT (International Federation for Alternative Trade) Established in 1989, IFAT is a worldwide network of fair traders in more than 50 countries. Its members include producer associations in Latin America, Africa and Asia, and Fair Trade marketing organizations from North and South. kanderson@ifat.org.uk

Institute for Agriculture and Trade Policy (IATP) is a global research and advocacy NGO working to promote Fair Trade and good trade rules that are fair for producers and consumers in the North and South. In 1995 IATP created TransFair USA to bring Fair Trade certification to the US. It also created Peace Coffee, one of the first two certified Fair Trade coffee companies in the US. For more info see www.iatp.org or www.tradeobservatory.org

International Fair & Advertising Company/Vietnam is a Vietnamese goods and tourism promotional group which represents 8 producers and companies involved in Fair Trade agriculture, fisheries, and medicine.

Junta Nacional del Café de Peru (Peruvian Coffee Farmers' Organization) is An advocacy group and second tier small coffee growers cooperative. The Junta represents 280 small producer organizations located in 47 provinces and 210 of Peru's coffee growing areas. Member of FIPA. jncperu@terra.com.pe

Kuapa Kokoo/Ghana is a cocoa growers cooperative established in Ghana in 1993. Kuapa Kokoo has over 35,000 farmer-members from 937 societies and spanning 5 out of the 6 cocoa growing regions in Ghana. The co-op is a co-owner of the Day Chocolate Company, based in London, through which it markets many of its products. admin.@kuapakokoo.com

Maggie's Organics/USA is an American organic fibers clothing producer founded in 1992. Maggie's Organics works only with certified organic producers and unionized, or Fair Trade co-op manufacturers. benab@organicclothes.com

MCCH (Maquita Cushunchic Comercializando como Hermanos)/Ecuador was founded in 1984 by church communities. MCCH's membership includes around 800 small cocoa farmers in Ecuador whose cocoa is marketed through MCCH's export company, Agroexportadora Maquita (Maquita). It also works with many artisan groups. artesanias@fundmcch.com.ec

Monkeybiz/South Africa was founded by three women who desired to create employment and empowerment for disadvantaged women in Cape Town. The 200 women involved in the project are currently producing exquisite handbeaded artwork, each one its own unique creation. Each woman is paid for every doll produced and since they can work from home, they look after their families and avoid transportation costs. www.monkeybiz.co.za

Mujeres en Accion (MEA)/Guatemala was founded by indigenous women in the province of Chimaltenango, Guatemala to organize and empower those left widowed and destitute by the 36-year civil war. Their 26 affiliated groups are involved in literacy and health promotion, as well as producing and selling vegetables, poultry and crafts. meai@internetdetelgua.com.gt

Navdanya/India is a public education and advocacy program initiated by the Foundation to Conserve Agricultural Diversity. Navdanya works to empower farmers to be the center of conservation, encouraging them to take control over the political, ecological and economic aspects of agriculture. The organization saves seeds, promotes chemical-free organic agriculture, creates public awareness on biosafety and genetic engineering, defends public knowledge from biopiracy, and people's food rights and food sovereignty. BijaVidyapeeth@vsnl.net

OCA (Organic Consumer's Association)/USA is a focused grassroots non-profit public interest organization founded in 1998. The OCA deals with issues of food safety, industrial agriculture, genetic engineering, corporate accountability, Fair Trade, and environmental sustainability. ryan@organicconsumers.org

Oxfam International is a confederation of 12 organizations working together in more than 100 countries. Oxfam seeks global socio-economical change through direct developmental and humanitarian aid, extensive research, direct lobbying, and broad popular campaigning. With the Make Trade Fair campaign, Oxfam is focused on changing the rules to make trade work for everybody and lift millions out of poverty. Visit www.maketrade.org for more information.

Pacific-Asia Resource Center/Japan Founded in 1973, PARC is a secular, non-profit, multifaceted organization working together with the various people's movements in Japan to facilitate development of solidarity links with people in struggle in Asian, Pacific and other countries. With more than 750 dues-paying members among NGO staffs, researchers and professionals all over the country, PARC is an advocacy NGO, a publisher of Japanese periodicals, a research and documentation center, and an educational institution, as well as an organizer of people's networks. office@parc-jp.org

Peace Coffee/USA is a U.S. based internet seller retailing 100% organic shade grown coffee. Peace Coffee buys from co-ops certified by Transfair USA. scott@peacecoffee.com

Presbyterian Hunger Program/USA is a ministry of the Presbyterian Church. The Hunger Program has for 35 years provided ways for Presbyterians and others to help alleviate hunger and its root causes. It facilitates direct food relief and community development programs in the US and internationally. abartlet@ctr.pcusa.org

PRODECOOP (Promoter of Cooperative Development in the Segovias)/Nicaragua is comprised of 71 coffee farmer co-ops and collectives in northern Nicaragua. PRODECOOP ships more than 50 containers annually, 10% of which it sells to Equal Exchange. It also has some organic production. prodecoop@nicarao.org.ni

Pro-Natura/ Brazil was established in Brazil in 1986, and is currently also in France. Pro-Natura is a non-governmental organization that specializes in sustainable development. In Brazil, Instituto Pró-Natura has been awarded the status of Public Utility by federal decree.

Q'antati/Bolivia is an association representing 12 Aymara Indian cooperatives in Bolivia with over 450 artisans producing a wide selection of traditional handicrafts, musical instruments, ceramics and textiles. Marketing and selling is managed without any intermediaries. qantati@qantati.com

RAAA (Red de Acción en Alternativas al uso de Agroquímicos)/Peru is a civil society-based organization in Lima that engages in different activities to promote direct trade between Peruvian small producer-groups and Peruvian consumers. It is dedicated to "bioferias" in coordination with local governments and they provide technical assistance, research, organic commercialization and the promotion of agroecology. RAAA forms alliances with over 75 producers and promotes organic agriculture of fruits and vegetables. They are associated with over 45 other NGOs in Peru.

Rights Action/Derechos en Accion/Guatemala is a non-profit human rights and development organization that organizes relief projects in Southern Mexico, Central America & Peru while educating in North America about global development and human rights issues, and working to form north-south alliances. jpelly@rightsaction.org

RUGMARK/USA is an international non-profit organization working to end child labor and offer educational opportunities to children in India, Nepal and Pakistan. RUGMARK monitors producers and labels rugs with the assurance that they were made without the use of child labor. RUGMARK carpets are sold in Europe and North America and are promoted through offices in the U.S., U.K., and Germany. nina@rugmark.org

Rural Coalition/Coalición Rural/USA is an alliance of regionally and culturally diverse organizations promoting social justice and sustainability within the food system. Rural Coalition works mostly in the US and Mexico. Its programs include advocating for national policies that support these goals, as well as economic development efforts such as bridging the digital divide, and helping their diverse members market the products of their farmers. bouapha@ruralco.org

State Secretariat for Economic Affairs, seco, Switzerland The seco Department of Development and Transition is responsible for Switzerland's economic and trade policy measures on behalf of developing countries in the South as well as states in Eastern Europe and the CIS. It aims to reduce poverty by promoting a market economy and sustainable growth, by better integration within the world economy and by greater mobilization of private resources. SECO represents Switzerland in the large multilateral trade organizations as well as in international negotiations. info@seco-cooperation.ch

SEWA (Self-Employed Women's Association)/India is a women's trade union registered in Ahmedabad, India since 1972. SEWA has nearly 700,000 members, 362 producer groups, and about 72 cooperatives, ranging from fish vendors, to those who raise cattle, to weavers and women who hand-rolling the small Indian cigarettes called bidis. They have sold textile products in France, and their movement is spreading to Yemen and Turkey. sewatfc@sancharnet.in

Street Wires/South Africa Streetwires is helping to ensure a brighter future for many formerly destitute South Africans by providing the training, support and raw materials necessary to enable people to channel their natural creative abilities into the most African of all art forms, wire art. www.streetwires.co.za

Talon Sports/Pakistan is based in the world sporting goods production center of Sialkot, Pakistan. This fair trade producer makes high quality soccer balls, volleyballs, handballs, sports garments, gloves, shin guards, and sports shoes. It encourages female employment, while discouraging child labor. Talon exports its own products with offices in the USA, UK, and Sweden. info@talonsports.com

Viva Rio/Brazil is a Brazilian non-governmental non-profit organization in Rio de Janeiro spearheading social welfare, human rights, and peace programs, with a particular focus on youth. Viva Rio works together with local organizations in some 350 *favelas* and other low-income communities. larronda@vivario.org.br

World Vision/Brazil is part of World Vision International, a non-profit Christian relief and development organization which provides emergency relief, education, health care, economic development and promotes justice. World Vision Brazil manages a Fair Trade program that is promoting and marketing Fair Trade products in Brazil. World Vision has helped some 3,000 family farmers grow organic peppers and melons while last year, farmers exported nearly 80,000 pounds of produce to other Latin American countries and Europe. haidy_eardupuy@wvi.org

MEXICAN PAVILION

*This is a partial list

Agromercados S.A. is a Fair Trade Certified organization composed of dozens of small producer cooperatives and handicraft workers who are dedicated to the cultivation and distribution of Fair Trade products such as coffee. The cooperatives associated with Agromercados come from 17 different Mexican states and are comprised of 65,000 farmers.

Alternativa Solidaria Chiapas, A. C. is a civic association that offers financial and social services to local women with insufficient resources in Chiapas. This group offers micro-loans, literacy classes, and professional development programs to artisans. Products of sponsored artisans include scarves, tablecloths, dolls, blouses and bags.

Asociación para el Desarrollo Sustentable S.C. de R.L. de C.V. is an initiative that supports producer groups and artisans in areas of technical assistance, merchandizing and training human resources to strengthen integral development efforts throughout Chiapas.

Asociación Nacional de Empresas Comercializadoras de Productores del Campo (A.C. ANEC) is an association of 120,000 producers from 18 different Mexican states. Together these producers form 194 commercial growing operations and 18 integrated farm businesses that specialize in the production and marketing of basic grains such as corn, sorghum, wheat and beans, and tortillas sold in local markets.

Barzón Movimiento Jurídico Nacional is an NGO comprised of 100 sister organizations that support human rights and constitute part of the Frente Mexicano Pro Derechos Humanos.

Campeños ecológicos de la Sierra Madre de Chiapas S.C. CESMACH is a cooperative supporting small coffee producers by means of granting organic certification and helping the producers gain fair trade and organic market access.

Certificadora Mexicana de productos y procesos ecológicos S.C Certimex is a civil society organization that inspects and certifies organic and fair trade products.

Comercio Justo México A.C. is a Fair Trade certification organization focused on promoting and expanding the distribution and sale of Fair Trade certified goods within Mexico. Comercio Justo puts a Fair Trade seal on the products that conforms to international Fair trade standards and works closely with many small-scale farmers throughout Mexico.

Consejo Civil Mexicano para la Silvicultura Sustentable, A.C. is an association of producers and others who are involved in the production, promotion and certification of sustainable forestry and the promotion of sustainable wood products.

Coordinadora Estatal de Productores de Café de Oaxaca AC CEPCO is composed of 42 regionally integrated organizations engaged in coffee production. These producers operate as a self-financed, single trading unit, producing and trading traditional and unprocessed organic coffee.

Corporación Proteína Americana, Sociedad Cooperativa de R.L. Quali is a group of socially responsible businesses that legally operate as a cooperative supporting the marketing of amaranth products, as well as offering water, health, and nutrition workshops to communities.

Federación Indígena Ecológica de Chiapas S.S.S. FIECH, is an intermediary organization made up of 12 small certified organic coffee producers that make Biomaya Coffee, a gourmet quality finished product.

ISMAM "San Isidro Labrador" S.S.S. is an organization consisting of 1380 coffee producers that process and market organic coffee, as well as promoting social and ecological tourism.

IXIM ANTSETIK ST'IKOS SWOKOLIL SC DE RL (Mujeres de Maiz en Resistencia) is a women's society of indigenous Tseltales and Tsotsiles from different regions of Chiapas. These women produce and market artisan goods made of wool cotton, and necklaces made from natural seeds and chaquira.

Kiee Lu'u S.S.S is a community-based organization adapted to meet the needs of small producers and indigenous growers from Oaxaca. The organization markets organic jamaica, jam and concentrates, and supports ecologically sound growing practices.

Mano a Mano Cooperativa de Comercio Justo, is a merchandising cooperative that sells coffee, honey and vanilla products from the Cholula Puebla of San Andreas, internationally and in local markets.

Paluch'en Sociedad Cooperativa de R.L. de C.V. is a cooperative composed of 122 organic coffee producers, mostly indigenous Tseltales growers, dedicated to organic methods of production and marketing.

Productores Agropecuarios de la Selva Lacandona S.S.S. is a solidarity society that produces, stores, markets honey and coffee.

Red de Ecoturismo Comunitario Maya is an organization composed of 7 community groups, 2 NGOs and a local tour operating business, providing eco-tourism services in the maya macewal region of Quintana Roo.

Red Bioplaneta consists of a network of 58 producers and cooperative members, representing 10,000 people, 10 NGOs and an administrative team based in Mexico City.

Representatives from Mexico City conduct courses, workshops, assessments and certification processes, training members of the network in the process. The organization supports its members' marketing, sales, and exportation efforts across the artisan, agriculture, processing and eco-tourism industries.

Tierra Humana A. C. is a not-for profit organization made up of three members groups that work to encourage rural sustainable development. The Tierra Humana de Cancún Quintana Roo provides equipment and materials necessary for community development and social welfare.

Triple S Roca Firme is a public organization made up of 30 members from the Tapilula and Chiapas regions. This group focuses on marketing organic coffee and encouraging community solidarity.

Tssooka-Teyoo de la Sierra A. C. is an organization joining members of SSS status, cooperatives, and legally unrecognized community groups to market and distribute agricultural and artisanal goods. Membership consists of indigenous Nahuas and Popolucas, as well as other growers and craftspeople. Goods typically produced by organization members include reed baskets, woodwork and medicinal plant products.

UAPEÉIS TZIJIB BABI Federación de Sociedades Solidaridad Social represents 14 organizations and over 714 individual members of SSS from the Yajalón, Tumbala, Ocosingo, and Chiapas regions. Uapeéis Tzajib Babi members produce organic coffee and honey, and distribute raw materials necessary to produce honey, organic "green" coffee, and market-ready roasted and ground coffees.

Unión de Comunidades Indígenas de la Región del Istmo, de R.I. is an organization fundamentally dedicated to growing, processing and marketing coffee.

Unión de Ejidos San Fernando is an organization committed to producing organic coffee in Chiapas.

Unión Regional de Ejidos de Prod. Y Com. Agropecuaria Costa Chica (Guerrero URECH) is an organization of 150 members from 35 communities and 7 different municipalities of the Costa Chica region. The majority of the URECH member groups are rural, indigenous producers from the most marginalized areas of the Republic of Mexico. The producers grow and collectively package organic honey that provides earnings for more than 150 families in the Guerrero region.

Xochipilli A.C. Centro de Promoción y Desarrollo para el Sector Artesanal is a group composed of members from the province of Morelos. The center promotes products made in local neighborhoods and trains artisans in an effort to help strengthen the formation of the artisanal goods sector.

YENI NAVA S. de PR. De RL is an organization based in Oaxaca, composed of coffee cultivators from 44 communities and 3 different regions. For 11 years, delegates from 6 ethnic groups have internationally distributed fair trade coffee produced and marketed by the organization's members.

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