



INTERDEPARTMENTAL CORRESPONDENCE
LEGISLATIVE REFERENCE BUREAU

MEMO

To: Ald. Tony Zielinski
From: Leslie Silletti, Legislative Research Analyst
Date: January 16, 2007
Re: **Summary of the Fair Trade Movement in the United Kingdom and the United States**

This memo provides information relating to Fair Trade Certification in the U.S., the Fair Trade Town initiative in the United Kingdom, and local government actions relating to Fair Trade initiatives in the U.S.

FAIR TRADE

The "Fair Trade" initiative focuses on the following principles: fair labor conditions, direct trade, democratic and transparent organizations, community development and environmental sustainability. TransFair USA is the only independent, third-party certifier of Fair Trade products in the U.S. Certification is currently available in the U.S. for coffee, tea, herbs, cocoa and chocolate, fresh fruit, sugar, rice and vanilla. When TransFair certifies a product, it guarantees that companies have complied with strict economic, social and environmental criteria. There are 20 Fair Trade labeling organizations internationally. Products that receive TransFair USA's certification have the following seal:



Attached is a list of local shops that sell products certified by TransFair USA. In addition to these, there are stores that sell goods, primarily artisan handicrafts, which are considered as Fair Trade but not certified. Notable among these is Four Corners of the World, a 100% Fair Trade store established by SWIFT, the Southeastern Wisconsin Initiative for Fair Trade. SWIFT is a non-profit organization established in 2005 with a mission of, "Working for peace by achieving justice through Fair Trade." The store is located at 5205 W. North Avenue, in the 10th Aldermanic District. Also attached is a brochure compiled by the Milwaukee Clean Clothes Campaign, titled, "A Shopping Guide to Fair Trade Coffee, Tea, Chocolate and Fruit in Southeastern Wisconsin."

Further information relating to the Fair Trade movement in the City of Milwaukee can be found at <http://www.FairTrademilwaukee.org/>.

FAIR TRADE TOWNS (United Kingdom/Europe)¹

The Fair Trade Town initiative began in the United Kingdom in 1999, when the town of Garstang campaigned to become, "The World's First Fair Trade Town." The initiative quickly spread across the United Kingdom and Europe. Currently there are 300 Fair Trade Towns in Europe and 150 in the United Kingdom. From the Fair Trade Towns Guide:

"A Fairtrade Town, City or Zone is a community which has made a commitment to supporting Fairtrade, and through it to support disadvantaged farmers and workers in developing countries. In practical terms, this means the community will have significant levels of awareness and understanding of the concept of Fairtrade, Fairtrade products will be widely available, bought and used, and a commitment will have been made to increasing sales and awareness further still, through promotional and educational activities."

In order to become a Fair Trade Town, the following goals must be met:

1. Local council passes a resolution supporting Fair Trade, and agrees to serve Fair Trade tea and coffee at its meetings and in its offices and canteens.
2. A range of (at least 2) Fair Trade products is readily available in the area's shops and local cafes/catering establishments. The target for number of retail outlets of the City of Milwaukee is one retail outlet per 10,000 persons, or approximately 60 outlets. The target number of catering outlets is one per 20,000, or approximately 30 outlets.
3. Fair Trade products are used by a number of local work places and community organizations.
4. There is media coverage and popular support for the campaign.
5. A local Fair Trade steering group is convened to ensure continued commitment to its Fair Trade Town status.

Once the goals are met, the Fair Trade Foundation presents a certificate to the town, making it a "Fair Trade Town." The Fair Trade Foundation is the organization that awards the "Fair Trade Mark" in the United Kingdom, which is similar to Fair Trade Certification by TransFair in the U.S.

FAIR TRADE TOWNS (United States)

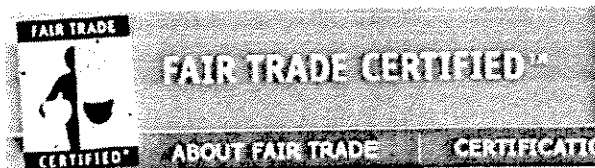
Since there is no comparable Fair Trade Town initiative in the U.S., the city of Media, PA, used the goals outlined by the Fair Trade Town initiative in the United Kingdom to label itself as the "First Fair Trade Town in the U.S." The City Council unanimously adopted a resolution in June, 2006. A committee of businesses, residents and the Idyll Development Foundation (currently named the Untours Foundation), which provides low interest loans in the U.S. and abroad, worked for a year toward establishing Media as a Fair Trade Town. San Francisco, Seattle, Boston and Chicago are also working toward becoming Fair Trade towns.

¹ Spelled "Fairtrade" in the UK and Europe.

OTHER FAIR TRADE INITIATIVES (United States)

- In July, 2005, the City and County of San Francisco passed a resolution to maximize purchase of Fair Trade goods. The resolution declares support for Fair Trade and assigns its Department of Environment with investigating purchasing practices and options and issuing recommendations that identify how the city can maximize purchase of Fair Trade Certified products. The City and County worked with a coalition of nearly 60 community groups.
- In June, 2005, New York City adopted a resolution that encourages the purchase of Fair Trade Certified coffee by city agencies and food service venues. More than 10 local groups, comprising the NYC Fair Trade Coalition, worked toward adoption of the resolution.
- Mountain View, CA, declared October, 2005, to be "Fair Trade Month." The City Council and Mayor committed themselves to educating the community about the importance of Fair Trade and to investigate ways to increase the city's purchase of Fair Trade goods.

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Find Fair Trade Certified® Products

Your search located the following retailers of Fair Trade Certified™ products:

Sort Results By

Where to Buy

Fair Trade Products

Anodyne

1208 E. Brady
Milwaukee WI 53202
414-276-2739

Comet Cafe

1947 N. Farwell Ave.
Milwaukee WI 53202
414-273-7677

Fuel Cafe

818 E. Center
Milwaukee WI 53212
414-374-3835

Coffee with a Conscience

1555 N. Rivercenter Dr.
Milwaukee WI 53212
414-276-4341

Milw Public Library Coffee Shop and Bookseller

814 W. Wisconsin Ave.
Milwaukee WI 53233
414-286-2142

Third World Handcrafts Shop

5229 W. Capitol Dr.
Milwaukee WI 53216
414-445-1650

Riverwest Cooperative

733 E. Clarke
Milwaukee WI 53212
414-264-7933

Outpost Natural Foods

100 E. Capitol Dr.
Milwaukee WI 53212
414-961-2597

Stone Creek Coffee

4106 N. Oakland
Milwaukee WI 53211
414-964-1608

Stone Creek Coffee

601 E. Silver Spring Dr.
Milwaukee WI 53217
414-332-2285

Altterra at the Lake

1701 N. Lincoln Memorial Dr.
Milwaukee WI 53202
414-223-4551

Beans And Barley

1901 E. North Ave
Milwaukee WI 53202

Node Coffee Shop

1504 E. North Ave.
Milwaukee WI 53202
414-899-6656

Boom Brothers Coffee Co.

2400 N Murray Ave.
Milwaukee WI 53211
4149671197

Altterra Coffee Roasters East Side

2211 N Prospect Ave
Milwaukee WI 53202
(414) 273-3753

Altterra Coffee Roasters U.S. Bank Center

777 E Wisconsin Ave -
Mezzanine Level
Milwaukee WI 53202
(414) 225-8970

Stone Creek Coffee

4106 N. Oakland Ave
Milwaukee WI 53211
414-964-1608

Stone Creek Coffee

275 W. Wisconsin Ave
Milwaukee WI 53203
414-298-9965

Stone Creek Coffee

2266 Kinnickinick Ave
Milwaukee WI 53207
414-481-4215

Jido Cafe

224 West Wells Street
Milwaukee WI 53202
414-324-6834

Anodyne

1208 East Brady Street
Milwaukee WI 53202
414-276-8081

Third World Handcrafts Shop

5305 West Capitol
Milwaukee WI 53216
414-445-2065

Coffee with a Conscience

1555 North Rivercenter Drive
Milwaukee WI 53212
414-276-4341

Riverwest Cooperative

733 East Clarke Street
Milwaukee WI 53212
414-264-7933

Plowshare Gifts

880 North Grand Ave.
Milwaukee WI 53186
262-547-5188

Sven's European Cafe

2699 South Kinnickinick Ave
Milwaukee WI 53207
(414) 517-8383

Altterra Foundry

170 S. 1st Street
Milwaukee WI 53202
(414) 765-9873

Can't find your favorite grocery store, online store, cafe or restaurant that offers Fair Trade Certified products? Suggest a retailer and TransFair will contact that retailer directly to confirm Fair Trade Certified product availability.

A Shopping Guide to Fair Trade

Fair Trade Products Are Available At:*

Alterra Coffee Roasters
All locations

Amaranth Bakery,
3329 W. Lisbon Av., Milwaukee

Anodyne Café
1208 E. Brady St. Milwaukee

Beans and Barley
1901 E. North Avenue Milwaukee

Boom Brothers Coffee
2400 N. Murray Milwaukee

Brewing Grounds for Change
2008 N. Farwell Milwaukee

Bruegger's Bagel Bakery
All locations

Coffee with a Conscience
All Locations

Comet Café
1947 N. Farwell Milwaukee

Fuel Café
818 E. Center St. Milwaukee

Good Harvest Market
1850 Meadow Lane Pewaukee

Node Coffee Shop
1504 E. North Ave. Milwaukee

Outpost Natural Foods
All Locations

Plowshare Gifts
301 West Main Street Waukesha

Riverwest Cooperative
733 E. Clark Street Milwaukee

Sven's European Café
2699 S. Kinnickinic Milwaukee

Sendik's Food Market
500 E. Silver Spring Dr Whitefish Bay

Stone Creek Coffee
All locations

Third World Handcrafts
5229 W. Capital Milwaukee

Wilson's Coffee and Tea
3306 Washington Ave Racine

FairTrade

Coffee, Tea, Chocolate and Fruit

*Not everything sold in these stores is Fair Trade so please ask in order to be sure.

Fair Trade Coffee is available at the following web sites:

Equal Exchange
www.equalexchange.com



Catholic Relief Services-
Just Coffee
www.justcoffee.net

Midwest ELCA Lutheran's
Mt. Meru Coffee
www.mtmerucoffee.org

TRANSFAIR USA

Transfair USA is an organization which certifies Fair Trade food products. You can find out how products are certified and find the locations in your area which carry Fair Trade coffee, tea, fruits and chocolate at

<http://www.transfairusa.org/>

Why Buy Fair Trade?

A Fair Price

The Fair Trade Certified label guarantees that farmers and workers received a fair price for their product. The Fair Trade price means that farmers can feed their families and that their children can go to school instead of working in the fields.

Quality Products

By receiving a fair price, Fair Trade producers can avoid cost-cutting practices that sacrifice quality. The Fair Trade producers' traditional artisan farming methods result in exceptional products.

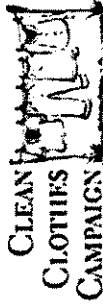
Care for the Environment

Most Fair Trade Certified coffee, tea and chocolate in the US is certified organic and shade grown. This means that the products you buy maintain biodiversity, provide shelter for migratory birds and help reduce global warming.

A Shopping Guide to Fair Trade

Coffee, Tea, Chocolate and Fruit

In Southeastern Wisconsin



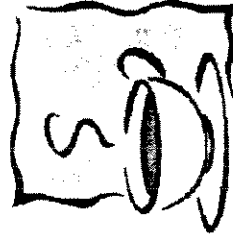
The Milwaukee Clean Clothes Campaign, a fair trade, anti-sweatshop organization, brings together labor, religious, environmental, peace, student and youth activists to work for a system of fair trade and economic globalization that puts labor standards, environmental quality and human rights first.

To Learn More

Contact: Mike Howden

Phone: 414-342-5284

E-mail: mike.mccc@sbcglobal.net

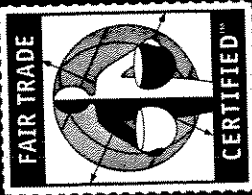


Brought to you by the Milwaukee



What is Fair Trade?

Look for this label.



Fair Trade provides farmers a fair price for their harvest with a guaranteed minimum, which means they can invest in their crops, their communities, and their future.

Fair Trade helps build economic independence for family coffee farmers by

- Guaranteeing a fair price for their harvest
- Providing affordable access to credit
- Promoting sustainable farming practices
- Improving the quality of coffee you drink

With a Fair Trade price for their coffee, farmers can afford food and healthcare for their families, and can keep their kids in school.

Fair Trade means a better quality of coffee for you, and hope for a better life for many. Ask for Fair Trade Certified™ coffee.

To learn more about Fair Trade coffee, please visit

www.FairTradeCertified.org
www.GreenMountainCoffee.com
www.Brueggers.com



printed on recycled paper

BRUEGGER'S
BAKED FRESH

Great coffee makes a world of difference™

Bruegger's offers Fair Trade Certified™ coffee every day.



**GREEN
MOUNTAIN**
COFFEE
ROASTERS

ROASTED FRESH

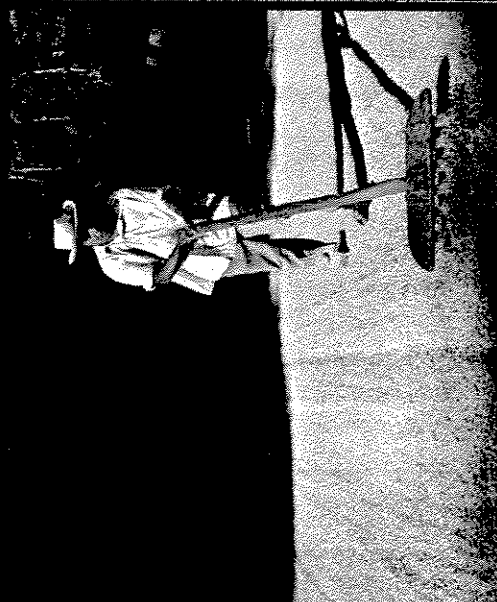


Great coffee makes a world of difference™

A great cup of coffee can make a world of difference. It can be just what you need to start your day, or a delicious afternoon pick-me-up.

It's also one of the world's largest crops, so the coffee you choose can make a big difference to millions of farmers around the globe.

Bruegger's is proud to give you the choice of Fair Trade Certified™ coffee every day. Fair Trade means coffee farmers receive a fair price for their beans, so they're better able to take care of their land, their families, and themselves.



All of Bruegger's delicious coffees are roasted by Green Mountain Coffee Roasters®, a company that is committed to improving the quality of coffee, and the quality of life, in coffee-growing communities throughout the world. Green Mountain Coffee Roasters donates at least 5% of all pre-tax profits to social and environmental initiatives.

When you're holding a cup of delicious Bruegger's coffee, the power to make a difference is in your hands.

Founded in 1983, Bruegger's began as a neighborhood bakery in Burlington, Vermont. Today, you can find Bruegger's authentic, freshly boiled and baked bagels in neighborhoods across the country. As we've grown, our menu has expanded to include custom-made sandwiches, signature soups, scrumptious desserts and incredible coffee. We still offer a wide assortment of secret-recipe cream cheeses, and always a warm, inviting atmosphere where you can enjoy good food at a great value.