

## Fair Trade Coffee: Choose Justice in a Time of Crisis

# JOIN THOUSANDS OF PEOPLE IN A FAIR TRADE COFFEE DAY OF ACTION SATURDAY, DECEMBER 8

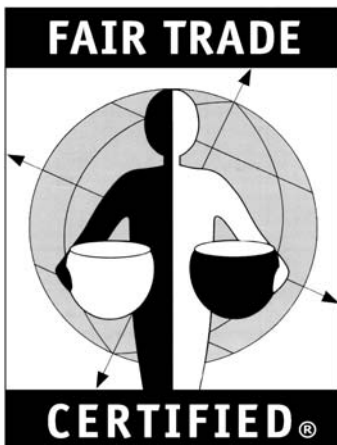
While the world confronts a terrorist crisis, Mexico and Central American peasants are facing a famine intensified by a crisis in the international coffee market. Today's world market coffee prices are at their lowest point in 50 years. While the gourmet coffee market is booming, millions of coffee farmers and workers face unemployment, land seizure, and starvation: Tens of thousands of Mexican coffee farmers have fled their fields in search of incomes to feed their families. The Salvadoran government acknowledged the loss of over 30,000 jobs due to the price slump. In Nicaragua, thousands of displaced coffee workers and farmers have set up makeshift refugee camps in regional cities to demand work, land, and food for their families.

The good news is that consumers have the power to make a difference NOW. **An alliance of concerned organizations (see below) urges you to support the world's coffee farmers in a Fair Trade Coffee Day of Action, December 8, by purchasing organic Fair Trade coffee in your local stores & cafes.** If we act together to buy Fair Trade Certified coffee, we can expand the market for Fair Trade and send a powerful message to the coffee industry that consumers want coffee that is free from social and environmental exploitation.



### TAKE ACTION DECEMBER 8<sup>TH</sup> (and beyond) TO MAKE A DIFFERENCE IN THE LIVES OF STRUGGLING FARMERS AND WORKERS IN COFFEE PRODUCING COUNTRIES:

- 1) Buy a pound of organic Fair Trade Certified coffee** from your local store or café. If you don't consume coffee, consider purchasing a holiday gift of Fair Trade Coffee for a friend. Please send an email to [fairtradeday@yahoo.com](mailto:fairtradeday@yahoo.com) to report your purchase and request more information about Fair Trade. See [www.transfairusa.org](http://www.transfairusa.org) for a list of stores/websites that carry Fair Trade coffee.
- 2) Stay informed** and learn more about getting involved. Contact Liam Brody [lbrody@oxfamamerica.org](mailto:lbrody@oxfamamerica.org), Deborah James at [deborah@globalexchange.org](mailto:deborah@globalexchange.org) or Erin Gorman at [erin@coopamerica.org](mailto:erin@coopamerica.org)
- 3) Spread the word** by joining other volunteers in front of supermarkets and cafes to educate consumers and/or announce this day of action to your friends and colleagues through email, websites and newsletters. For information on volunteering and/or for an email version of this flyer contact Morgan Guyton at [nicanet@afgj.org](mailto:nicanet@afgj.org) or Simon Harris at [simon@organicconsumers.org](mailto:simon@organicconsumers.org)



#### Fair Trade Certification:

- ◆ Guarantees farmers a fair price for their harvest
- ◆ Creates direct trade links between consumers and farmers
- ◆ Provides access to affordable credit and reduces farmers' debt
- ◆ Promotes environmentally sustainable practices

For more information, contact TransfairUSA, the independent certification and monitoring organization for Fair Trade products: [info@transfairusa.org](mailto:info@transfairusa.org) or visit their website at ([www.transfairusa.org](http://www.transfairusa.org))

This Day of Action is sponsored by: Nicaragua Network, Global Exchange, Mexico Solidarity Network, Organic Consumers Association, Oxfam America, Co-op America, Equal Exchange and Fair Trade Federation. Thank you for your participation and for spreading the word!

**Look for the Fair Trade Label**