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Is Fair Trade a Fair Deal?

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Is Fair Trade a Fair Deal?

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Explorer Café
February 27, 2013

Issues to Cover

- What do we know about Fair Trade?
- Is Fair Trade a big deal?
- How do we feel about Fair Trade?
- *Should* we feel differently?

What Do We Know about Fair Trade?

- Basic facts, background, origins?
- Fair Trade Principles (Fair Trade USA, Fair Trade Federation, World Fair Trade Organization?)
- Myths about Fair Trade?
- Fair Trade USA



FAIR TRADE USA

EVERY PURCHASE MATTERS



Does Fair Trade Help Anyone?

- Controversies?
- Confusion?

How Much of What We Buy is Fair Trade?

- How often? How much?
- Do we seek out Fair Trade products?
 - Is it a priority?
- Why, or why not?

How does Fair Trade Stack Up

- Estimated U.S. Fair Trade retail sales in 2010: \$1.2 billion.
 - Consumer awareness of Fair Trade runs about 34 %.
 - Conscious Consumer: Fair Trade U.S.A. estimates that 15 to 40 % of American shoppers look for socially and environmentally responsible products on a daily basis, and are willing to pay a 5 to 10% premium.

How does Fair Trade Stack Up

- Estimated U.S. Organic retail sales in 2010: \$28.6 billion.
 - 85 % U.S. consumers agree that organics are more expensive than conventional products.
 - But most also feel that organic products are healthier (70%), more nutritious (52%), fresher (51%), better tasting (43%).

Fair Trade and Beyond

- CRS Fair Trade
- The Principles of Catholic Social Teaching
 - Dignity of the Human Person, Community and Participation, Rights and Responsibilities, Option for the Poor, Dignity of Work and Rights of Workers, Solidarity, Care for God's Creation.
- Conscious Capitalism

What's the Challenge for Fair Trade Products?



EVERY
PURCHASE
MATTERS

Quality Products. Improving Lives.
Protecting the Environment.

What's the Challenge for Us?

- Fair Trade Consortium, Cabrini College, 9- 4 p.m. on March 15, 2013.
- Purpose: Explore how to advance fair trade practices on our campuses and to raise consciousness at large.
- Sponsor: Philadelphia Area Catholic Higher Education Fair Trade Consortium
- Contact: Crystal Catalan, cgc48@cabrini.edu