TransFair USA Highlights 2001

Education Consumers to Build the Market

Campaigns: To encourage awareness and demand for Fair Trade products, TransFair coordinated consumer campaigns across the country and at trade shows. The campaign was designed to increase consumer awareness of Fair Trade Certified products, positively influence consumer behavior and purchase Fair Trade products.

Economic Impact: In 2001, TransFair managed 44 separate consumer campaigns to promote Fair Trade Certified products.

Consumer Education: TransFair estimated that its campaigns reached 100 million people during or shortly after the campaigns.

Business Education: TransFair sponsored a lively reception for Fair Trade producers, buyers and allies. This event resulted in new sales and contacts for participating farmers, as well as growing industry awareness of Fair Trade.

TransFair supported a lively reception for Fair Trade producers, buyers and allies. This event resulted in new sales and contacts for participating farmers, as well as growing industry awareness of Fair Trade.

TransFair helped to define the role of the Fair Trade Certified label in USA markets. As one consumer group organizer stated, “TransFair is a great example of where to start your Fair Trade efforts.”

Marketing and Community Education: TransFair led a number of Fair Trade campaign panels at the Specialty Coffee Association of America trade show in Anaheim, California. TransFair’s Marketing Director, Kimberly Easson, spoke with Benjamín Cholotío, General Manager of the Guatemalan cooperative La Voz que Clama en el Desierto (the Voice that cries from the desert), at La Voz’s exhibit. The coffee booth and the Fair Trade晕式成功案例故事凸显在2001年。李安导演的《卧虎藏龙》获得了奥斯卡最佳外语片和最佳导演奖。同时，中国电影《英雄》也在奥斯卡颁奖典礼上获奖。这些成就展示了中国电影的国际影响力，并激励了更多中国电影制作人朝着更高的目标努力。

Fair Trade Supporting Family Farmers, Protecting the Earth

Benjamín Cholotío, La Voz, General Manager

At La Voz, we are all small producers, and through the co-op we export our organic coffee to international markets. TransFair’s Marketing Director, Kimberly Easson, spoke with Benjamín Cholotío, General Manager of the Guatemalan cooperative La Voz que Clama en el Desierto (the Voice that cries from the desert), at La Voz’s exhibit. The coffee booth and the Fair Trade story is a wonderful thing. We are interacting with nature, the shade and the birds, all of these regions in Central and South America.

Fair Trade helps to protect the land. We are always taking care of the land, fighting to protect it. This is something that we need to do. We need to protect the land.

Benjamín Cholotío, La Voz, General Manager


Research indicates that small-scale farmers are the best stewards of the land. Farmers who participate in Fair Trade use organic agriculture, thus enhancing the health of our land and providing a more sustainable future. We have a responsibility to support these farmers and the environment they rely on.

Fair Trade MEANS...SUSTAINABILITY

TransFair provided companies with marketing, promotional and public relations support to ensure the success of their Fair Trade Certified products.

6.7 million

120

Benjamín Cholotío, La Voz, General Manager

In the highlands of Guatemala, indigenous Tzutuhil Mayans in the La Voz cooperative are sending local kids to college for the first time. Empowering Farmers and Communities

In the highlands of Guatemala, indigenous Tzutuhil Mayans in the La Voz cooperative are sending local kids to college for the first time.

Empowering Farmers and Communities

TransFair USA provides companies with marketing, promotional and public relations support to ensure the success of their Fair Trade Certified products. TransFair helps to define the role of the Fair Trade Certified label in USA markets. As one consumer group organizer stated, “TransFair is a great example of where to start your Fair Trade efforts.”

For more information, visit TransFair.org.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.

TransFair USA, a non-profit organization, is working to ensure the success of Fair Trade Certified products. TransFair works with farmers and workers around the world to ensure that they receive a fair price for their products.
The Fair Trade Difference

The Fair Trade cooperatives I visited are faring far better. At a time when unorganized farmers are selling their coffee to local middlemen. Their small-scale coffee farmers are resorting to extreme measures to withstand the crisis — migrating to cities in search of work. One of the most tragic and widely publicized cases involved fourteen Mexican coffee pickers and farmers who died of dehydration, heat stroke, or exhaustion in the Arizona desert.

Fair Trade Means Solidarity

You don’t have to be a billionaire to make a difference. Even those of us with modest skills and resources can work toward social change, simply by choosing products that support the people who grow our food. One of the most effective ways to do this is to choose Fair Trade products.

Without your support, 250 men, women and children would not have been protected from the harshness of the weather. For them and for us, it is crucial that there are people who are willing to earn their living in a more just way. Thank you.”

Jorge Aguilar, ISMAM, Mexico