



# Women's Engagement (WE) Circle

WOMEN HELPING WOMEN



**WE ARE STRONGER WHEN WE WORK TOGETHER**

At Fair Trade USA, we've championed workplace gender equity and sustainable business practices since our founding. Our committee structures, operating standards, and Community Development Funds have given women across the globe a voice and a vote since day one, empowering them to establish income stability while improving the lives of their families and protecting the environment.

When women help women, the impact is even greater.

That's why we're introducing our Fair Trade Women's Engagement (WE) Circle. It's our new Economic Empowerment & Engagement donor program for women leaders aimed at providing funding and counsel to women in fair trade businesses around the world.

## Women in sustainable fashion sustain families

Fair Trade USA's rigorous standards and Community Development Funds work to protect and empower women. For every Fair Trade Certified™ product sold, the producer earns an additional amount of money that goes into a worker-controlled fund at origin. From there, a committee of workers decides together how to spend their funds to meet their community needs. In order to access this fund, the workforce must elect a committee that is representative of the workforce in terms of gender and ethnicity.

At the Bestitch Factory in India, workers voted to use their Fair Trade Community Development Funds to start a fair trade store at the factory that sells products at wholesale prices. Many workers experience long commutes, so the ability to buy groceries at work and at affordable prices saves them precious time and money.



**75% of workers in global apparel production are women.**

*S. Kalavathi (left) and Suryalakshmi G. (right), are both members of their Fair Trade Committee. They help organize and serve a daily nutritious meal program for workers started by the committee.*





Isabel Uriarte Latorre, a founder of CECANOR and the revolutionary Café Femenino, Peru

**“Women gain confidence and status and are protected from marginalization. It even motivates them to develop new ventures.”**

Café Femenino was born in 2004 when 464 women farmers in northern Peru decided to separate their coffee production from the men’s production to give themselves income and product independence. This female-led cooperative promotes Fair Trade Certified coffee and supports social justice and empowerment for women coffee producers worldwide. They have critical access to technical assistance, marketing, and credit, helping them grow and build their brand. Café Femenino has since expanded to 9 countries with over 1,100 women-owned coffee farms and 120 women serving in leadership positions.

**Over 1 million pounds of coffee has been produced by women under organic and fair trade standards.**



To learn more, contact: Jenifer Botch,  
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## **When women help women, society is reshaped**

Experience and research show that when women are empowered and engaged, it makes a difference in their community. We can see women’s influence manifest in the community development projects that are being carried out, specifically investments like better food for their children, daycare centers, health, and education.

But WE cannot exist without YOU, and the impact is even greater when women help women.



## **Become a Fair Trade WE Circle Ambassador**

We’re inviting you to share your experiences with other women in the fair trade community to help them grow, learn to lead, and effectively represent themselves at work and at home.

WE Circle contributions between \$5,000–\$25,000 receive meaningful benefits, including educational events and Member Learning Journeys to Fair Trade USA partners in the USA and around the world where women are positively impacted by fair trade.