



World Fair Trade Day: Fair Trade People
(For immediate release)

Fair Trade consumers and producers are the drivers of the growing Fair Trade industry.

Fair Trade producers and the people buying their products are the real drivers of the growth of Fair Trade. Backed by promoters, advocates and hundreds of thousands of volunteers all over the globe, Fair Trade has become the leading movement promoting social justice today. World Fair Trade Day, on 10th May is a global day to celebrate this.

In six continents around the world World Fair Trade Day will be celebrated, led by members of the World Fair Trade Organization. From the Pacific islands to the Andes, Palestine to Bangladesh, Mongolia to Kenya, seminars, hunger banquets, fairs, concerts and drumming, and Fair Trade fashion shows mark the day to celebrate 'Fair Trade People.' Every year, this is the biggest Fair Trade celebration on the planet.

The People behind the Product

Fair Trade is a transparent trading system that supports economically marginalised people, fair prices, good working conditions, and long-term partnership through trade. Behind every Fair Trade product on the market there are real people. We tell their story through the WFTO Product Label, which was launched last year when the WFTO Membership approved the new WFTO Guarantee System.

The People promoting Fair Trade

Consumers and Fair Trade promoters are central to building the Fair Trade movement. By buying Fair Trade products, consumers have helped strengthen Fair Trade groups and supply chains, built a network of over 1,000 Fair Trade towns, cities and universities globally; and put pressure on governments and big businesses to improve their business practices.

Supporting the change

Fair Trade has produced change, and we will continue to do so. Fair Trade has improved the lives of several million small producers worldwide and their communities. Show your support.

Use our [web app](#) and show to the world that Fair Trade People are everywhere, by sharing it on social media channels with hashtags **#FairTrade** and **#WFTDay**.

"Fair Trade was established to enable producers, especially the smaller ones, to improve their livelihoods in a sustainable fashion. With the support of conscientious consumers, Fair Trade has grown to become a sustainable solution to fight poverty and economic crisis. Today, Fair Trade impacts not only producers but all of us. Fair Trade is a movement of the people, by the people and for the people." **Natália Leal, WFTO Chief Executive**

"Throughout the years in which I have been involved in Fair Trade, I have personally met ten thousands of people who have demonstrated how we can each make a difference. We are a movement of committed individuals working together towards a common goal and WFTDay celebrates the dedication of this movement and its achievements." **Rudi Dalvai, WFTO President**

"I initiated World Fair Trade Day in Japan, 1999, as a way of celebrating diversity, sustainability and incredible examples of justice through business – Fair Trade is a powerful movement with real proven examples that deliver social development. The public want to be part of the solution and people from every walk of life around the world will get involved May 10th!" **Safia Minney**

Notes to Editor:

The **World Fair Trade Day** is an initiative of the **World Fair Trade Organization (WFTO)** that takes place on the second Saturday of May of each year. It is an inclusive worldwide festival of events celebrating Fair Trade as a tangible contribution to the fight against poverty and exploitation, climate change and the economic crisis that has the greatest impact on the world's most vulnerable populations. The global crisis confirms the need for a fair and sustainable economy locally and globally. Trade must benefit the most vulnerable and deliver sustainable livelihoods by developing opportunities for small and disadvantaged producers. Millions of producers and traders, businesses and policy makers, supporting organizations and volunteers have contributed to the substantial growth of Fair Trade globally.

How people can support this World Fair Trade Day:

- Use our web app and be a Fair Trade Person
- Share your photos on all your social media channels using hashtags #FairTrade and #WFTDay
- Organise a World Fair Trade Day event in your community and publicise your event on our website http://bit.ly/WFTDAY_Calendar
- Buy Fair Trade products and be a Fair Trade consumer
- Help us spread the word of Fair Trade by following our social media channels: [Facebook](#), [Twitter](#), [Google+](#), [LinkedIn](#) and [YouTube](#)

For high resolution images, interviews and other queries, please contact Michael Sarcauga through email michael@wfto.com or give us a call +31345535914.



WFTO is an association of more than 350 fair trade organisations, in more than 70 countries around the world. Its members represent the entire supply-chain, including fair trading organisations, Fair Trade networks and Fair Trade support organisations.