

Fair trade towns reaches milestone

2,000 Fair Trade Towns Span the Globe

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Fair Trade Towns, an international, grassroots campaign to build solidarity between consumers and producers, raise awareness of Fair Trade, and drive institutional commitment to Fair Trade products, has reached a major milestone as there are now over 2,000 Fair Trade Towns in 29 countries on 6 continents. Starting in 2000 in Garstang, U.K., the grassroots campaign swept across Europe in the early 2000’s and then grew to many other countries including Costa Rica, the U.S., Ghana, Canada, Japan, Australia, Brazil and many, many others. The most recent Fair Trade Towns were declared in Finland, Germany and Canada.

*“The Fair Trade Towns movement is vital, and is making a huge difference. It is a grassroots social movement and together with the producer forms the beating heart of changing the world trading system.” - Harriet Lamb, Executive Director, Fairtrade Foundation 2006*

Led by various organizations at the regional and national level, the Fair Trade Towns movement recently held its 11th annual international conference in Saarbrucken, Germany where a new tally was taken and the milestone recognized. The U.K. and Germany are the countries with the most Fair Trade Towns - 631 and 500 respectively. In the last few years the movement has seen growth in new countries and regions with efforts in Ecuador, Honduras, Lebanon, Cameroon, and Switzerland. The growth of the movement continues to escalate. It took 11 years to reach the first 1,000 Fair Trade Towns and just 6 more to reach the next 1,000. With towns that have met the goals necessary to earn the title, *Fair Trade Town* in 29 countries, and active efforts in 7 more, the Fair Trade Towns movement has also expanded to include Fair Trade University, Fair Trade School and Fair Trade Places of Worship efforts. These collectively make up one of the largest international grassroots campaigns in the world.

*“It was a pleasure to participate in the Saarbrücken conference and meet so many different people from all over the world committed to a better world, a more just, and equitable world. People that work every day to defend Fair Trade and a decent life. The Fair Trade Towns campaign now has more than two thousand towns, thanks to the perseverance of consumers, activists, traders, producers, and volunteers, working for a common goal. We all walk together for dignity, leaving behind our differences”. - Rosa Guamán, small-scale fruits and herbs producer, President of the Small Producers Symbol (SPP) and member of the Local Fair Trade Town Committee in Riobamba, Ecuador.*

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If you would like more information about this topic, please contact your country coordinator or International Fair Trade Towns Steering Committee. The contact list is available on [www.fairtradetowns.org](http://www.fairtradetowns.org) .