

INSERT UNIVERSITY NAME and Fair Trade INSERT PRODUCT

Each Valentine's Day, we give chocolate and flowers to someone in our lives in order to let them know that we care for them. Unfortunately, this thoughtful gesture often comes at the expense of those who produced the sweet or fragrant gift.

The global trading system enables us to purchase flowers and fruits that are grown out of season and imported to the U.S. However, the low prices we may pay do not reflect the human costs of this type of production:

A Problem:

Americans spend more than \$13 billion a year on chocolate and flowers combined, yet:

- Liberalization of the cocoa industry has led to more than 109,000 children in Cote d'Ivoire's working on cocoa farms in exploitative conditions. Many work for 12-hour days conducting hazardous types of work such as using machetes to open cocoa pods, carrying heavy loads and applying pesticides. Ten thousand of these children are victims of human trafficking or enslavement.
- Pervasive gender abuses exist in the flower industry. For example, 71 percent of the flower workers between the ages of 20-24 in northern Ecuador have been subjected to some form of sexual harassment, and forced pregnancy tests and sexual abuse are commonplace. Women earn between \$100-\$200 per month but it costs \$287 to meet their basic food needs (ILRF, 2005).
- Due to rampant pesticide use, flower workers experience higher-than-average rates of premature births, congenital malformations, and miscarriages.

An Alternative:

Luckily, fair trade products provide an alternative to those produced in exploitative or abusive conditions. Fair trade products are made by well-treated workers who receive a fair wage, and they are manufactured employing stewardship practices that protect, rather than harm, the environment. Help make Valentine's Day and EVERYDAY sweet, not bittersweet, for workers around the world—Promote Fair Trade.

An Opportunity:

INSERT UNIVERSITY NAME can take an active role in preventing these abuses by getting fair trade products on our campuses.



Fair trade products hold the potential to:

- create jobs
- protect the environment
- provide workers world-wide with high-quality, safe working conditions and a livable wage

We have a unique opportunity to procure INSERT PRODUCT (be it coffee, tea, sugar, chocolate, or fruit) on our campus, and simultaneously, secure the above-mentioned benefits.

Join us in our campaign to have INSERT UNIVERSITY purchase and provide INSERT PRODUCT on campus!

"A bite of fair Trade chocolate means a lot to farmers in the South. It opens the doors to development and gives children access to healthcare, education, and a decent standard of living." -K. Ohemeng-Tinyase, the Managing Director of Kuapa Kokoo cocoa cooperative in Ghana

INSERT GROUP NAME meets INSERT MEETING TIME, DAY, PLACE, AND CONTACT INFO.