



United for Health, Justice, and Sustainability

Our mission is to promote and protect the integrity of domestic fair trade principles and practices through education, marketing, advocacy, and endorsement.

Annual Report 2014



Board and Staff

Sue Kastensen, *Board President* Dr. Bronner's Magic Soap

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AJ Hess, *Treasurer*, New Orleans Food Co-op

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Ernesto Velez, Centro Campesino

Jason Freeman, Farmer Direct Cooperative

Marty Mesh, Florida Organic Growers and Consumers

Colette Cosner, Executive Director

Louis Battalen, Evaluator

2014 was a year of excitement and growth for the Domestic Fair Trade Association. Beyond the successful launch of our Fair Facts program and website, we held another inspiring Annual Meeting, this time in the New Orleans, LA. Our board, members, and staff had the opportunity to present everywhere from small rural towns in Massachusetts to San Francisco's City Hall about the importance of domestic fair trade principles in the creation of a just economies, workers rights, and sustainable agriculture. We even joined the World Fair Trade Organization to connect with domestic fair trade movements all across the globe. We look forward to 2015 with full plate and gratitude for our dedicated membership that lives out our mission everyday and inspires one another for the work ahead.

In Solidarity,

Colette Cosner, DFTA Executive Director





DFTA Annual Meeting 2014

From December 8th-10th, the Domestic Fair Trade Association gathered in New Orleans, LA for several days of learning, teaching, connecting and inspiring one another for the year ahead. Our gracious hosts the New Orleans Food Coop grounded our meeting in a deep sense of place and history with a day of site visits. We visited everyone from Vietnamese farmer cooperatives to urban farmers in the 9th ward, listening to their stories of struggle and hope as they build local food systems that are healthy, just and culturally appropriate for their communities. It was a great way to kick off our Annual Meeting!

Highlights:

- Welcoming Organically Grown Company (Wholesaler Stakeholder) and Ben & Jerry's (Associate Members) into the DFTA.

- Powerful keynote address from Rosalinda Guillen of Community to Community

Development and Patricio Ramirez of Familias Unidas por La Justicia focused on the role of domestic fair trade in the farmworker rights movement.

- An interactive peer review process that deepened our commitment to domestic fair trade principles and our community of accountability.

- Panels and workshops featuring speakers from *Farmworkers Association of Florida*, *RAFI USA*, *Eat Drink Politics*, *Greenstar Natural Foods Market*, *Agricultural Justice Project*, *Food Chain Worker Alliance*, *Brooklyn Food Coalition*, *Restaurant Opportunities Center*, *Olympia Food Co-op*, *Community to Community Development* and many more!

Next year our Annual Meeting will take place in Pacific Northwest!



2014 Presentations and Workshops

May 11th World Fair Trade Day and Launch of Fair Facts Website. *Members and allies promoted the www.fairfacts.thedfta.org on social media and during World Fair Trade Day events throughout US and Canada.*

February 24th Seattle Chefs Collaborative: Farmer, Fisher, Chef Connection. *Presentation and panel discussion about workers rights and domestic fair trade featuring DFTA Executive Director, Colette Cosner.*

April 11th Beyond Pesticides Conference. *Presentations and panel discussion featuring DFTA Board Members Michael Sligh (RAFI USA) and Nelson Carrasquillo (CATA The Farmworker Support Committee)*

July 2nd Western Massachusetts DFTA Gathering. *Presentation by DFTA Evaluator, Louis Battalen, and DFTA Executive Director, Colette Cosner, about Fair Facts Program at the Franklin Community Co-op in Greenfield Massachusetts.*

September 19th Consumer Reports Food Label Conference: Americas Most Wanted Labels. *Keynote panel moderated by DFTA Executive Director, Colette Cosner and featuring Marty Mesh (Florida Organic Growers), Jim Cochran (Swanton Berry Farm), and Dolores Huerta (Dolores Huerta Foundation).*

October 2nd Provender Alliance Conference. *"Farmworker Vision for the Food System" presentation by DFTA board member, Rosalinda Guillen, and DFTA Executive Director, Colette Cosner.*



Fair Facts Program

In May of 2014 the DFTA launched the website housing our evaluations of prominent fair trade and social justice market claims.

www.fairfacts.thedfta.org

The interactive platform serves as a consumer education tool to navigate the ever-confusing landscape of food labels and certification claims. **Since its launch the website has been visited by thousands of individuals and received regional and national media attention.**

“We are aware that there are a lot of claims of fairness that exclude farmworkers and we aim to educate the larger community that, if we want healthy and safe food, this must change. Not only should claims of fairness include the wages and living conditions of farmworkers but farmworkers themselves should be at the table when evaluating the legitimacy of those claims. The DFTA Evaluations of Fair Trade and Social Justice Market claims do just that.”

—Nelson Carrasquillo, CATA The Farmworker Support Committee



Evaluation Program Steering Team

In 2014 we formed the Evaluation Program Steering Team, an oversight body for the Fair Facts program made up of stakeholder groups throughout the DFTA. The EPST recommends programs to be evaluated, recruits reviewers from amongst our membership, and helps develop criteria language for our principles.

The launch of the Fair Facts website was a significant milestone for the DFTA and led to an invitation from Consumer Reports to facilitate a panel at their national food

labeling conference “Americas Most Wanted Labels” featuring DFTA members Jim Cochran (Swanton Berry Farm), Marty Mesh (Florida Organic Growers and Consumers) and special guest Dolores Huerta.

In addition to the launch of the Fair Facts website, in 2014 the DFTA evaluated the Equitable Food Initiative—a certification program that claims to develop standards and training processes to protect farmworkers and produce safer and healthier food. We look forward to publishing the evaluation on our website in early 2015 and evaluating more programs.



DFTA Principles

The criteria for evaluating fair trade market claims are based on our common vision for a more healthy, just and sustainable food and farming system

Contributions of all workers and farmers are valued

Human rights and dignity are affirmed and promoted

Fair trade is synonymous with fair wages, fair prices, and fair practices

Risks are rewards are equitably shared

Information is readily available on the origin, processing, and distribution of every product

All practices are environmentally sustainable and socially just

Direct trade and long term relationships dominate the economy

Strong local economies are the foundation of society

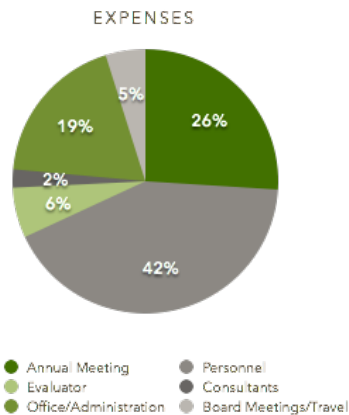
Development is community driven and cooperative

Cultural and indigenous rights are recognized, honored, and protected

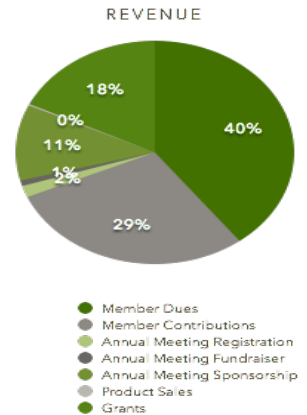
DFTA Current Members

Ben and Jerry's , Associate Membership
 Berkshire Co-op Market
 Bluff County Co-op
 Brooklyn Food Coalition
 CATA – El Comité de Apoyo a los Trabajadores Agrícolas
 Central Co-op
 Centro Campesino
 Community to Community Development
 Cooperative Development Institute
 Cooperative Fund of New England
 Discovery Organics
 Dr. Bronner's Magic Soaps
 Family Farm Defenders
 Farmworker Association of Florida
 Farmer Direct Co-operative
 Federation of Southern Cooperatives
 LandAssistance Fund
 Greenwillow Grains
 FLO (Fair, Local, Organic) Food
 Florida Organic Growers
 Food Chain Workers Alliance
 Food for Thought
 Franklin Community Co-operative
 Institute for Market Ecology
 Just Harvest USA
 Maggie's Organics
 Midwest Organic Services Organization
 National Cooperative Grocers Association
 New Orleans Food Co-op
 Northeast Organic Farming Association
 Olympia Food Co-op
 Once Again Nut Butter
 Organically Grown Company
 Organic Consumers Association
 Organic Valley
 Pesticide Action Network of North America
 Red Tomato
 Rural Advancement Foundation
 International
 Seward Community Co-op
 Swanton Berry Farm
 Upstream Natives

Financials



Total Expenses: \$74,834



Total Revenue: \$72,313

Thank You 2014 Supporters

CATA- The Farmworker Support Committee

Dr. Bronner's Magic Soaps

New Visions Foundation

Resist Foundation

Annual Meeting Sponsors: Farmer Direct Cooperative, Seward Co-op, Ben & Jerrys, Central Co-op, Seward Co-op, Olympia Food Co-op, National Cooperative Grocers Association, Dr. Bronner's , New Orleans Food Coop



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