



**DOMESTIC  
FAIR TRADE  
ASSOCIATION**

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

## 2013 Annual Report

### Board and Staff

Michael Sligh, *President* **RAFI – USA**

Marla Carlson, *Vice President* **Farmer Direct Cooperative**

Grace Cox, *Treasurer* **Olympia Food Co-op**

Sue Kastensen, *Secretary* **Dr. Bronner's Magic Soap**

Nelson Carrasquillo **CATA – The Farmworker Support Committee**

Willow Coberly **Willamette Seed & Grain**

Rosalinda Guillen **Community to Community Development**

Dana Geffner **Fair World Project**

Tirso Moreno **Farmworker Association of Florida**

Allison Meyer **Seward Co-op**

Kristen Woodhouse **Organic Valley**

Colette Cosner, *Executive Director*



## What a Year

2013 was year of major transition and development for the Domestic Fair Trade Association, beginning with the hire of a new Executive Director, Colette Cosner, in early February. In addition to the reorganization and rejuvenation of our operations, 2013 ushered in several important milestones in our movement for health, justice, and sustainability. Beyond the near completion of our work to evaluate fair trade marketplace claims (slated for publication in early 2014), we also held a successful annual meeting to recommit us to our principles and foster deeper relationships between members and allies. Outside our organization, consumer demand for domestic fair trade products is growing. In 2013 we saw the first domestic fair trade certified products hit the marketplace with booming success. We look forward to 2014 with excitement and a full plate with plans to expand our membership and strengthen our organization.

### Domestic Fair Trade in Marketplace!

Farmer Direct Cooperative is a cooperative of sixty organic family farms on the Canadian Prairies and is the first organization to be domestic fair trade certified to the Agriculture Justice Project Social Justice Standards. Farmer Direct's bulk products are now available throughout the US and Canada at Whole Foods Markets.





# DFTA Annual Meeting 2013

Hosted by Farmworker Association of Florida

From December 11<sup>th</sup>-13<sup>th</sup>, the Domestic Fair Trade Association gathered in Gotha, Florida for several days of learning, teaching, connecting, and inspiring one another for the year ahead. Our gracious host, Farmworker Association of Florida grounded our meeting in a deep sense of place and purpose by taking us on a toxic tour of Lake Apopka. Exposure to the human and environmental impact of pesticides, but also the resiliency of the farmworker justice movement, set a tone of urgency and hope for us in the following days of discussions about the future of domestic fair trade.

## Highlights:

- Welcoming our newest members New Orleans Food Co-op, Brooklyn Food Coalition, Upstream Natives, and Greenwillow Grains into the DFTA.
- An interactive peer review process that deepened our commitment to domestic fair trade principles and the creation of an authentic community of accountability.
- The approval of an Associate Membership category to grow our movement beyond the current stakeholder groups.

-The presentation of our evaluation work examining fair trade marketplace claims, and the thoughtful discussions about this program's next steps

-Farmworker Association of Florida's delicious food, fantastic dancing, and inspiring presentations during the community forum on farmworker issues in domestic fair trade.

We look forward to 2014 with enthusiasm and a full plate, making plans to grow our membership and expand our capacity.

## 2013 Presentations/Workshops

- **May 11<sup>th</sup>** World Fair Trade Day. *Panel discussion and fair trade products show at Central Co-op featuring Equal Exchange, Once Again Nut Butter, and the Domestic Fair Trade Association in Seattle, WA.*
- **May 18<sup>th</sup>-19<sup>th</sup>** Farmworker Summit on Domestic Fair Trade. *Hosted and organized by Community 2 Community Development in Bellingham, WA with representatives from Centro Campesino, CATA, and the Agricultural Justice Project.*
- **July 2<sup>nd</sup>-3<sup>rd</sup>** Justice Begins With Seeds Conference. *Panel discussion on Domestic Fair Trade featuring Michael Sligh (RAFI-USA) and Rosalinda Guillen (Community 2 Community Development) in Seattle, WA*
- **October 3<sup>rd</sup>-4<sup>th</sup>** Provender Conference. *Panel discussion on trade justice featuring Colette Cosner (DFTA), Kristen Beifus (WA Fair Trade Coalition and Arthur Stumolis (Citizens Trade Campaign), facilitated by Dana Geffner (Fair World Project) in Hood River, OR.*





# DFTA Evaluations of Fair Trade Marketplace Claims



The Domestic Fair Trade Association believes in fairness throughout the supply chain, including fairness to consumers. Toward this end the DFTA has committed itself to:

- Providing information about specific fair trade and social justice programs to the public.
- Promoting strong and legitimate programs.
- Facilitating collaboration among programs seeking continual improvement.

We believe, together, these efforts will contribute to lasting change in the market place with benefits to farmers, workers, and mission-driven businesses.

## How are we doing this?

Over the last several years the DFTA developed criteria for evaluating fair trade and social justice standards, certification programs, and labels. The criteria are based on our Principles of Domestic Fair Trade and were developed through a participatory process involving all stakeholder groups within the DFTA.

This past year we have been:

- Strengthening the criteria and steps we take to ensure accuracy of the information we present.
- Seeking additional input from a wide range of stakeholders about how to present the information we are gathering in a clear, transparent, and useful way.
- Completing additional evaluations.
- Training DFTA members how to review our evaluations, ensuring multi-stakeholder accountability and transparency within our process.

Our evaluations are slated to be published on our website in early 2014.

In recent years, a proliferation of social justice and fair trade market claims has led to consumer confusion. Consumers are bombarded with claims, many of which are not applied consistently, lack relevant meaning, or do not tell the whole story of a product or program. This is called “fair-washing”. At the same time, many organizations and companies are making tremendous progress in setting standards for fair trade or implementing fair business practices. There is a danger that these legitimate programs and practices will become indistinguishable from false or misleading claims without a more objective consumer education and outreach campaign.



## 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

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  
 Equal Exchange  
 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  
 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

### Revenue

Memberships	30,650
Individual Contributions	8,000
Annual Meeting Sponsorship	6,200
Grants	10,000
Annual Meeting Registration	1,000
T-shirt sales	60
<b>Total Revenue</b>	<b>55,910</b>

### Expenses

Personnel	20,600
Operations	5,804
Program	10,592
Annual Meeting	10,593
Travel Assistance (board/staff)	2,804
<b>Total Expenses</b>	<b>49,997</b>

## Many Thanks to our 2013 Supporters and Funders

### Funders

New Visions Foundation

Willamette Seed & Grain

### Annual Meeting Sponsors

Dr. Bronner's Magic Soaps

Organic Valley

Seward Coop

Bluff County Coop

## Contact Us

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