

# Mankato Area Fair Trade Town Initiative

## Annual Report, January-December 2011

### 1. Preamble

- 1.1 MAFTTI was formed in June 2009 following a visit to Mankato of two Peruvian cooperative workers, Eva Pizarro and Ayde Riveros on May 5. Green America and Partners for Just Trade sponsored the visit.
- 1.2 A first Annual Report was produced to cover the period up to May 2010 and a Supplementary Report for the rest of 2010.
- 1.3 On January 25, 2011, at an open meeting in North Mankato City Hall Community Room, MAFTTI projected its objective of securing a Fair Trade Town Declaration, most likely in Mankato, by the end of the year. This is the context for setting out this report of MAFTTI's activities in 2011.

### 2. MAFTTI - structure and status

- 2.1 From January Paul Renshaw took on the role of MAFTTI Chair as well as Administrator with Jane Dow reverting at her own request to that of Vice-Chair. Margo Druschel continued to act as Treasurer.
- 2.2 At the same time the Campaign Group became the MAFTTI Steering Committee with the following membership: Paul Renshaw, Jane Dow, Margo Druschel, Arlene Renshaw, Klea Brewton-Fitzgerald, Mark Levitt, plus Curt Christenson (Hilltop-Hy-Vee), Paul Prew (MSU), Peggy Grey (Mary Lue's Yarn & Ewe), Holly Schwichtenberg (MSU) and Danielle Alinea (MSU) in consultancy or liaison roles. This slate of names was submitted to Fair Trade Towns USA and approved, thereby securing MAFTTI's first badge on the FTT-USA website.
- 2.4 MAFTTI remained a non-profit recognized by the state of Minnesota level. No action was taken to apply for 501(c)3 status at the federal level, mainly for reasons of expense.

### 3. MAFTTI program

#### 3.1 Meetings

Following the open meeting in January, at which "Fair Trade – the Movie" was shown, MAFTTI met five other times for program planning and self-education about Fair Trade. The special topics for these meetings were:

- February: "From Crop to Cup" – extracts from a Lutheran World Relief video about coffee.
- April: "Farming Today and Domestic Fair Trade" - Heidi Thompson (Painted Hill Farm, Wells)
- June: "Mankato-North Mankato: First Fair Trade Towns in Minnesota?" - PowerPoint
- July: "Fair Trade in Schools, What have we Learned?"- Betty Winkworth, Jane Dow, Emily Kracht
- September: "Fair Trade Towns & Universities Conference" – Holly Schwichtenberg

#### 3.2 Awareness-raising in the community

##### 3.2.1 Fair Trade Literature and goods tables

MAFTTI provided literature and Fair Trade goods at a number of venues during the year. MAFTTI's presence at the Mankato Farmers' Market (where only literature was allowed) was doubled compared with 2010 and benefited from investing in a canopy.

YWCA:	February 21: International Fashion Show (Margo, Arlene)
	March 24: Women of Distinction (Klea)
International Festival	April 17: 10 volunteers present 11.00a.m.-4.00p.m. at Mankato East HS.
Humane Society:	April 28: Wine & Chocolate (Jane Dow, Danielle, Mark)
Farmers' Market:	May 7: Arlene, Holly and Danielle
(Saturdays, 8-12 noon)	May 14: First Congregational Church
	June 4: St. John's Episcopal Church
	June 18: First Presbyterian Church
	July 2: Jane Dow, Paul, Arlene

July 16: Hope Interfaith Center  
July 30: Diane Dobitz, Paul & Arlene  
August 13: Unitarian Universalist Fellowship of Mankato  
August 20: Grace Lutheran Church  
YMCA September 15: "Fair Trade: Why Should We Care?" Presentations prepared by Margo Druschel, Betty Winkworth & Paul Renshaw  
E2020 Business Forum October 5: MAFTTI resources – Margo, Paul, Arlene, Jane, Mark.

### 3.2.2 "Mankato-North Mankato – First Fair Trade Towns in Minnesota?"

A PowerPoint presentation under this title was produced by Paul Renshaw early in the year. With the benefit of a significant donation of time, technical knowledge and disks by Mike Daly (First Congregational) 100 copies were distributed to churches, non-profits, educators, business people and civic leader between April and June. A PDF version was also made available.

### 3.2.3 Filmshows

MAFTTI put on its third annual Fair Trade Film Night on August 12 with the showing of "Birdsong and Coffee; A Wake-Up Call" to an audience of 20. Subsequently this film was shown at the Summit Center on October 26, First Congregational Church (November 13) and Keystone Retirement (December 2).

### 3.2.4 Fair Trade Coffee Sampling Tables

Around World Fair Trade Day (Saturday, May 14), MAFTTI volunteers covered a Fair Trade Coffee Sampling Table at Hilltop Hy-Vee for five 2-hour sessions between Friday and Sunday (13-15<sup>th</sup>). A display of Fair Trade items in stock at the store also featured. On the 14<sup>th</sup> itself the "Fair Trade Fairy" appeared at Hilltop Hy-Vee for a photo-shoot carrying some of the \$30,000 Supermarket receipts collected in the fall of 2010.

During the morning of Saturday, October 8, in Fair Trade Month, another Fair Trade Coffee Sampling Table was hosted by MAFTTI at Hilltop Hy-Vee. (Audrey von Holt and Arlene Renshaw).

### 3.2.5 Fair Trade Book Display

For the week prior to World Fair Trade Day Barnes & Noble, River Hills Mall, made available a table featuring a small selection of books on Fair Trade and related issues from a list suggested by MAFTTI. Company policy precluded MAFTTI's name being associated with this display.

### 3.2.6 World Fair Trade Day Coffee Breaks, May 1-15

MAFTTI participated in another "World Record Coffee Break" project coordinated by the Fair Trade Resource Network which had a target of reaching 100,000 Fair Trade coffee break participants in the period leading up to World Fair Trade Day on May 14. Participants totaled 1033 (nine churches – 803; Hilltop Hy-Vee 230). Agreements were also reached with four local coffee shops for Fair Trade coffee to be brewed and highlighted as "Coffee of the Day" - Café Ambrosia, Coffee Hag, Fillin' Station, and Smiley Cup.

### 3.2.7 Carmen Miranda float

Having made her debut at the 2010 North Mankato Fun Days Parade, Carmen Miranda reappeared with placard-carrying escorts on July 9, 2011. She also took part in the MSU Homecoming Parade on October 1. On both occasions Amy Friedman again played the role of Carmen.

For periods during the year Carmen Miranda was hosted by three Fair Trade Churches - Grace Lutheran, First Presbyterian and the Unitarian Universalist Fellowship.

### 3.2.8 Window clings

In July it was decided to place an order with SignPro (North Mankato) for 125 static clings incorporating the MAFTTI logo and those of Fair Trade USA and the Fair Trade Federation.

### 3.2.9 Fair Trade display, Blue Earth County Library

For Fair Trade Month (October) three exhibition boxes at the library provided location for a display about Fair Trade using materials arranged by Barb Girtz, Jan Boyum and Arlene Renshaw, as in 2010.

### 3.2.10 Fair Trade Churches

There were no additions during the year to the list of Fair Trade Churches recognized by MAFTTI. These are Bethlehem Lutheran, Centenary United Methodist, Christ the King Lutheran, First Congregational, First Presbyterian, Grace Lutheran, Hope Interfaith Center. St. John's Episcopal, Unitarian Universalist Fellowship.

## 4. Fair Trade and young people

### 4.1 Fair Trade at MSU

During 2011 MAFTTI increased its collaboration with Students for Sustainability:

- February 15: MAFTTI co-sponsored a showing of "The Dark Side of Chocolate" in the Ostrander Auditorium and participated in a panel discussion (Paul). Fair Trade goods were tabled (Arlene).
- July 25: Paul, Jane, Klea met with Holly, Danielle and Paul Prew to discuss plans for Fair Trade advocacy in the upcoming semester. (plus Sodexo?)
- October 1: MAFTTI provided Carmen Miranda's float for the Homecoming Parade.
- October 6: MAFTTI provided a copy of "Birdsong and Coffee" to be shown at MSU.
- October 11: Four MAFTTI people attended a meeting convened by Students for Sustainability addressed by Lee Wallace, Director of Peace Coffee, Minneapolis.

MAFTTI contributed to the costs of sending Holly Schwichtenberg to the first Fair Trade Towns and Universities Conference held in Philadelphia, September 9-10.

### 4.2 Fair Trade in schools

#### 4.2.1 ISD77 Schools

MAFTTI's Education Focus Group spearheaded by Betty Winkworth and Jane Dow continued to develop curriculum materials on Fair Trade and attempt to find sympathetic contacts with people in the ISD77 system who could critique the work and make suggestions as to strategy. Lesson plans for K-6 have been shared with Bridges Elementary School and others for Grades 7 and 11 were passed over to the Social Studies Advisor, Bob Ihrig, for testing in four schools in the district.

#### 4.2.2 Parochial Schools

MAFTTI came into contact with work being done on Fair Trade at Loyola-Fitzgerald from a base of teaching on Global Awareness and Social Justice in the light of Catholic social teaching and was interested to hear of hopes that the initiative could have an impact on Catholic parishes in the area.

### 4.3 Reverse Trick or Treat - October 31, 2011

5314 Fair Trade chocolate pieces with cards were distributed through these channels: St. John's Episcopal (850), First Congregational/UCC (900), Unitarian Universalist (2664), First Presbyterian (900). (2010 total - 3,400; 2009 - 2,200).

## 5. MAFTTI in the media

### 5.1 Mankato Free Press

- January 23: Article by Robb Murray, "Fair Trade efforts to get jump in North Mankato".
- February 10: Your View by Margo Druschel, "Teach your children to shop 'Fair Trade'"
- May 13: Article by Robb Murray, "Second World Fair Trade Day Saturday".
- September 5: Editorial – "Fair Trade is a Sound Idea".
- September 29: Article by Robb Murray, "Fair trade initiative nearing its goal".
- October 24: Article by Dan Linehan, "Mankato becomes fair trade town".
- October 29: Editorial – "Fair Trade is the way to go".

## 5.2 KEYC-TV

- October 8: 6.00p.m.News report by Mallory Peebles, "Fair Trade Awareness".
- October 25: 6.00p.m.News report by Mallory Peebles, "Mankato becomes a Fair Trade Town".

## 5.3 KTOE radio

- July 29: Paul Renshaw participated in a 30 minute interview with Pete Steiner.
- October 17: Paul Renshaw participated in a further interview with Pete Steiner.

## 6. Fundraising

The principal fundraising event took place on October 17 at Red Sky Lounge, Mankato. The program featured three local music groups (Fish Fry, Jim McGuire Trio and Sister Ginn) and awareness-raising elements in various genres focused on Fair Trade. 100 tickets were sold and proceeds after expenses totaled \$1,000.00

## 7. Towards a Fair Trade Town Declaration in Mankato

### 7.1 Engaging with the City Council

- 7.1.1 In line with expectations following the Mankato City Council's Proclamation in support of MAFTTI's work in May 2010, MAFTTI continued to keep the Council, Members and staff, in touch with Fair Trade developments in Mankato:

- January: Written update with photosheet illustrating MAFTTI's progress in 2010.
- April: PDF PowerPoint "Mankato & North Mankato: First Fair Trade Towns in Minnesota?"
- June: Newsletter marking MAFTTI's Second Anniversary
- July 11: Progress Report presented in Open Forum

- 7.1.2 At various times during the year MAFTTI members, in particular Paul Renshaw, Jane Dow, Arlene Renshaw, Mark Friedman, Betty Winkworth and Diane Dobitz engaged personally with Council Members and the City Manager in order to clarify the objectives of the campaign and the implications of Fair Trade Town status for the Council.

### 7.2 Meeting the criteria of the Fair Trade Towns USA Campaign

During the summer MAFTTI presented evidence to the FTT-USA office in Philadelphia, through its website, that three more criteria had been met:

Retail outlets carrying Fair Trade items – 15 (number required – 8)

Institutional support - nine churches and five other bodies used Fair Trade products.

Media support – the featuring of MAFTTI in the local newspaper, radio and TV satisfied this requirement.

Approval of the submitted information, with details and photos of all the locations concerned, resulted in MAFTTI being awarded three additional badges on the FTT-USA website alongside the first awarded when the Steering Committee was formed at the start of the year.

### 7.3 MAFTTI Petition

Although it was not required by the national campaign, MAFTTI launched a Petition on World Fair Trade Day using a template provided by the national office. The Petition was available for signature at the Mankato Farmers' Market and in churches associated with MAFTTI. Separate forms were used for Mankato and North Mankato residents. Names finally counted were confined to those resident in the 56001 and 56003 zip code areas. A late e-Petition was also launched which attracted support from as far as away as the UK and Germany and resulted in an additional 5% being added to the Mankato and North Mankato lists.

The total number of signatures for Mankato was 678 and for North Mankato, 176.

The path was now clear for consideration by the Mankato City Council of a Resolution containing a Fair Trade Town Declaration.

### 7.4 A Fair Trade Town Declaration

The draft model resolution received from the FTT-USA office formed the basis of the preparatory work done in the City Manager's office. On the advice of the city's attorney, some minor amendments were made and the draft included with a paper entitled "Towards a Fair Trade Town Declaration" submitted by MAFTTI for the Council's Working Session on September 26. In this 30-minute slot MAFTTI presented the paper and answered questions from Council Members. Subsequently it was agreed that the Council would put MAFTTI's proposal for a Fair Trade Town Declaration on its agenda for October 24, within Fair Trade Month.

At the Council Meeting on October 24 the Council received a further but shorter paper from MAFTTI entitled "Mankato – First Fair Trade Town in Minnesota?" The Resolution declaring Mankato a "Fair Trade Town" was passed quickly and unanimously (i.e. 7:0). Mankato thereby became the first Fair Trade Town in Minnesota and the 25<sup>th</sup> in the nation. Mankato was awarded the fifth and final badge on the FTT-USA website.

### 8. North Mankato

Since the time of its inception MAFTTI has always considered itself a "two-town" project. While the economic intimacy of relations between the two towns made this inevitable, the economic imbalance between them meant, however, that the "Fair Trade bar" was far higher in North Mankato. This reality was exacerbated by the state of the local economy which, inter alia, has seen two coffee shops close within the last 18 months.

Following on the supportive Resolution passed by the North Mankato City Council on December 20, 2010, MAFTTI was further encouraged by an invitation to provide the coffee on Saturday, April 10, 2011 at North Mankato Mayor Mark Dehen's "Meet the Council" session held at Beans Plus Child Care Center. In the middle of the year MAFTTI responded to a suggestion from City Administrator Wendell Sande that an article about Fair Trade and MAFTTI might be prepared for inclusion in the Council's "City News and Views" broadsheet delivered to all households in the town.

For North Mankato to be able to claim recognition as a Fair Trade Town according to the criteria of the Fair Trade Towns USA Campaign, three retail outlets need to feature Fair Trade products and three institutions need to be committed to using them.

During the year contact was made with South Central College and Café Ambrosia about initiating or increasing the availability of Fair Trade products. On the institutional front Belgrade Avenue UMC remained part of the MAFTTI family though is not yet a Fair Trade Church. Attempts to engage three other North Mankato churches were, by year's end, yet to bear fruit.

MAFTTI's most visible public presence has been Carmen Miranda, designed for and exhibited twice at the North Mankato Fun Days Parade. Nevertheless, by the end of 2011, MAFTTI feels that there are questions to be explored about the future of campaigning on the theme of "North Mankato - Fair Trade Town" in the present climate and that consultation should be sought, initially with members of the City Council.

9. 5<sup>th</sup> International Fair Trade Towns Conference, Malmo, Sweden, November 19-20, 2011

In early October, with the prospect of Mankato becoming a Fair Trade Town before the end of the month, MAFTTI was invited to nominate someone to be part of a US delegation to this conference. When other Steering Committee members had to decline it was decided that Paul and Arlene Renshaw should represent MAFTTI as they were due to be travelling in Europe in November, if the FTT=USA office agreed. They attended the conference, found it highly profitable and wrote a report which, with other material, can be accessed at [www.maftti.org/news-2010-11](http://www.maftti.org/news-2010-11).

Paul Renshaw  
January 2012