

Mankato First Fair Trade Town in Minnesota  
Issue No.17, May 6, 2016

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## FAIR TRADE TEA & FASHION FOCUS



Fashion Revolution Day, April 24, saw 90 people converge on Messiah Lutheran Church, North Mankato for MAFTTI's second Fair Trade Tea – with a special Fair Trade fashion exhibit to view as well. The trailer of ["The True Cost"](#) was shown and everyone encouraged to find ways of seeing this swiftly-moving 90-minute expose of 'fast fashion' and its consequences.

The special exhibit has been re-presented for use via the web and can be seen [here](#). Pass the word!

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## PEAK FAIR TRADE SEASON!

Though MAFTTI is in business throughout the year, as are shoppers willing to look for Fair Trade certified products in the stores, the spring and fall are peak times of activity for MAFTTI.

We've already had the Fair Trade Tea and Fashion Focus. Now what?

Coming up shortly:



### 1. WORLD FAIR TRADE DAY – Saturday, May 14.

MAFTTI will have coffee-sampling at Cub East and Hilltop Hy-Vee, 10:00-12:00 and 2:00-4:00.

Barnes and Noble will have a small display of relevant books during the week. Look for a World Fair Trade Day sign.

Mankato coffee shops will have display boards featuring the merits of Fair Trade coffee.

What can YOU do? What about [this](#)?

### 2. MANKATO FARMERS' MARKET – Volunteers needed



MAFTTI will have a presence at the Farmers' Market, 8:00a.m.-12:00 noon, on the following Saturdays (weather permitting): May 21, June 11, June 25, July 16, July 30, August 15.

This is not for selling products, just a time for sharing information and chatting with enquirers all about Fair Trade. Materials are provided. Only your time and enthusiasm are required!

If you would like to volunteer, please connect with us through Contact Us on the MAFTTI website – [www.maftti.org](http://www.maftti.org). If you think you can only manage a couple of hours, that's fine. The more who are involved the better – within reason.

### 3. SHOPPING GUIDE



The MAFTTI Fair Trade Shopping Guide has been revised in time for World Fair Trade Day and is on the MAFTTI website. This is devoted to documenting the availability of Fair Trade certified food products in Mankato and North Mankato. Fair Trade tuna and Peace coffee are both new arrivals. The Shopping Guide is [here](#) and a downloadable version [here](#).

*Looking Further Ahead:*

### **NORTH MANKATO FUN DAYS PARADE**

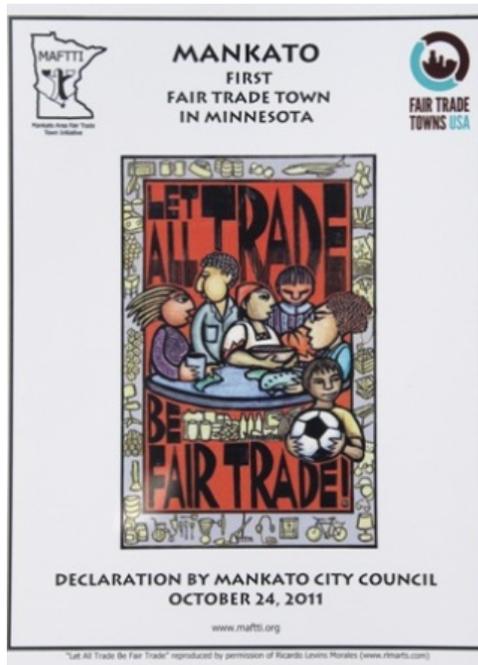


MAFTTI will need some help on Friday, July 8 (4:00-6:00p.m.) in putting together the float.

Then on Saturday, July 9, a virtually unlimited number of Fair Traders to accompany Carmen Miranda will be quite in order – though MAFTTI will be happy if 15 turn out, 10:30a.m.-1:00p.m.

Check your calendar, please, and get in touch through the website.

*And further ahead:*



Put a note in your calendar against **October 27**, the day when MAFTTI will celebrate the **5th Anniversary of Mankato becoming a 'Fair Trade Town'**. More details later.

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## SUSTAINABLE DEVELOPMENT GOALS and WOMEN'S EMPOWERMENT



Public understanding of the SDGs is being helped by a 'Knowledge Platform' on the United Nations SDG [website](#).

One of the key ways in which Fair Trade relates to the vision of the SDGs 2016-2030 can easily be seen in Goal 5: [Achieve gender equality and empower all women and girls](#). Follow the link and also click on to the video and explore the rest of these resources.

Alexandra Carroll is a 'Fair Trade Communities Fellow' supporting Fair Trade initiatives in New England. Here is what she recently posted at [Fair Trade Campaigns](#) about Fair Trade and Women's Empowerment.

Fair Trade USA is also encouraging supporters to ['FairHER'](#) and celebrate the women of Fair Trade.

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## FAIR EMPORIUM NEWS

The MAFTTI Steering Committee has invited Keith and Carrie Stelter to provide a small monthly item of news from their Fair Emporium, 213 Minnesota Avenue, St. Peter. Here is the first:



The company that is now [Noah's Ark International Exports](#) started in 1986 in one room of a family house in Moradabad, about 100 miles east of New Delhi, India. Businessman Samuel Masih observed that exporters and middlemen were taking advantage of handicraft artisans and thus started Noah's Ark, now a member of the World Fair Trade Organization, to promote these artisans and their crafts. The Noah's Ark website illustrates the range of products that are turned out!

Noah's Ark provides benefits such as education and medical treatment for artisans and their families. As artisan businesses become more self-sufficient, Noah's Ark takes on new families. Since the company's inception, more than 20 artisan workshops have become independently established.

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## CATCHING UP WITH MAFTTI

Equal Exchange is 30 this year! Congratulations. What a vision! What commitment!

Tune in to [Equal Exchange](#) and take advantage of a special Birthday offer during May.

Go [Beyond the Seal](#) and discover, in the telling of Equal Exchange, the disturbing issues behind conventional banana production and the difficult task of establishing sustainable, fairly traded supply chains. This presentation incorporates several short videos. Use the arrows on the right to move forward or back.

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