

Mankato First Fair Trade Town in Minnesota  
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## DOWN WITH DUNKIN' DONUTS

On June 17 Dunkin' Donuts announced its intention to open three new restaurants in Mankato. In a company Press Release David Schoof, the franchisee, said, "We are thrilled to expand the brand's presence in Mankato and play an important role in the daily lives of people who live, work and visit here. We have a passion and loyalty for the Dunkin' Donuts brand and look forward to opening our restaurants in the years to come."

**NOW, ONLY A FEW WEEKS LATER, MAFTTI IS NOT THRILLED TO HEAR THAT DUNKIN' DONUTS HAS DECIDED TO STOP SOURCING FAIR TRADE ESPRESSO BEANS AFTER DOING SO SINCE 2004.**

The first new Dunkin Donuts in Mankato is due to open in 2017. Unless the decision is reversed, MAFTTI will not be able to add a new name to its list of Fair Trade product outlets in Mankato. More important, coffee farmers stand to lose out on \$2.4m. in social premium payments alone. They can ill afford to do so.

Green America, with the support of Fair Trade Campaigns, urges the US Fair Trade movement to tell Dunkin' Donuts very strongly why this retrograde decision should be reversed. Whether or not you patronize Dunkin' Donuts, we need to let this company know of our concern. **Please click on the link [here](#) and share in this action – and ask your friends to do so as well.**

Paul Renshaw, MAFTTI Chair, has written to Nigel Travis, CEO of Dunkin' Brands, to add MAFTTI's voice to the protest and asked for the reasoning behind this decision.



## **MANKATO – FAIR TRADE TOWN - 5th ANNIVERSARY**

MAFTTI hopes that you will share our excitement about celebrating the 5th Anniversary of the Mankato City Council's unanimous passing of the Resolution that enabled Mankato to be designated as the first 'Fair Trade Town' in Minnesota. This happened on October 24, 2011 because MAFTTI was able to show that the criteria of the national Fair Trade Campaigns, umbrella body for Fair Trade Towns, Schools, Colleges/Universities and Congregations, had been met.

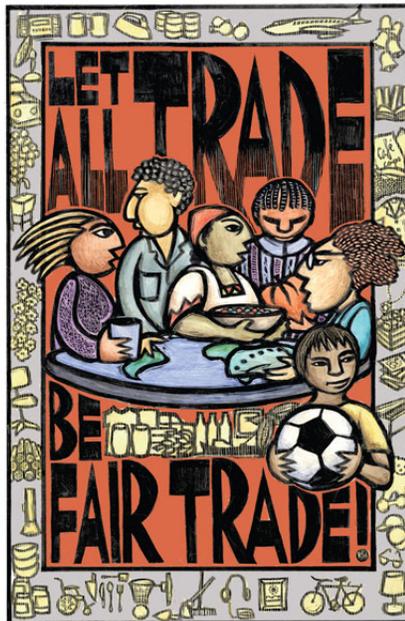
On Monday, October 24, the precise anniversary, MAFTTI will present an update at the City Council meeting, taking the Fair Trade story on from the previous report in October 2014.

### **On Thursday, October 27, MAFTTI is planning to stage two events:**

1. A Day Conference at MSU on the theme of "Fair Trade for a Sustainable Future".
2. A Fair Trade Town Celebration, 7:00-9:00p.m., at a venue still to be finalized.

The 'star speaker' at both events will be Mark Ritchie, former Minnesota Secretary of State and founding President of the Institute for Agriculture and Trade Policy in Minneapolis. (IATP founded Peace Coffee too).

**Mark your calendar!! Hold the 27th!** There will be more information in the September Newsletter.



## FAIR TRADE FEDERATION - MYTH BUSTER

What comes to mind when someone mentions 'Fair Trade'? Responses will depend on interest, knowledge and context. Those who think of themselves as 'conscious consumers' would probably mention product labels that guarantee 'Fair Trade certification'. Nowadays that's not the simplest of subjects, but product labels are not all there is to Fair Trade.

The Fair Trade Federation is made up of dedicated U.S. Fair Trade businesses, of which Ten Thousand Villages is a good example. The FTF is itself a member of the World Fair Trade Organization.

The Fair Trade Principles that govern FTF and WFTO are very much aligned, as spelled out [here](#).

The Federation describes itself as "a community of businesses dedicated to 360° fair trade". "360° means we work with small farmers and artisans in partnerships built on trust. It means good wages, safe working conditions, environmental responsibility, and more. It means our partners are empowered to build strong businesses for their families today – and for generations to come.."

The Fair Trade Federation has just launched a new logo.



The FTF website explains that *"whenever you see the its logo on a product tag or package, you will also see the member organization's name. This is because FTF membership represents an entire organization, not just an individual product. The Fair Trade Federation does not conduct onsite audits of individual supply chains; therefore, the logo does not represent a product certification. Rather, it represents membership in a network of organizations that have demonstrated a deep and lasting commitment to fair trade practices."*

The FTF also observes that, as awareness of Fair Trade grows, so do misconceptions - and has noted some popular myths and the realities behind them. Here are the myths.

- Myth: Fair trade is about paying developed world wages in the developing world.
- Myth: Fair trade siphons off American jobs to other countries.
- Myth: Fair trade is anti-globalization.
- Myth: Fair trade is a form of charity.
- Myth: Fair trade results in more expensive goods for the consumer.
- Myth: Fair trade results in low quality products for the consumer.
- Myth: Fair trade refers only to coffee and chocolate.

Check on the realities [here](#).

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## FAIR TRADE RICE ANYONE?

Rice is the most widely consumed food in the world, but there's not a lot of Fair Trade rice available.

In Fair Trade USA's reports, rice does not figure separately from Grains. Mention is made of the [Surin Rice Fund Cooperative](#) in Thailand that was certified by FLO (now Fairtrade International) in 2003. In Fairtrade International's recent reports it is clear that rice is a minor league player at the moment when compared with coffee, bananas and sugar.

The reasons for this are a mixture of geography, history, culture and politics. The latter includes the dumping of rice by highly efficient producer countries (USA, Japan) in foreign markets at prices below production costs.

More on Fair Trade rice can be found at [Fairtrade International](#) and at the [Ethical Consumer](#), a British magazine. (The writer works for [Traidcraft](#), a UK retailer more like SERRV than Ten Thousand Villages, but also with a development agency function.)

However, there is Fair Trade rice in Mankato!

[Lotus Foods](#) is a committed "triple bottom line" company in Richmond, CA, that is working with IMO to secure 'Fair for Life' certification for its entire range of rice products from South and East Asia. Rice from Lotus Foods is to be found on the shelves of the Health Market at Hilltop Hy-Vee.



## FAIR EMPORIUM NEWS

**CONSCIOUS STEP** – was founded by three friends who were not happy with the problems faced by the world today. Professionally diverse (a doctor, an engineer [without borders] and a micro-finance expert) they shared one thing – they wore men's socks, and decided to take a "conscious step" to make a difference.

Intrigued? Visit [Conscious Step](#) and you will soon run into the SDGs, a number of 'dad jokes' and a commitment to sell "ethically made socks for leading non-profits around the world as a fun way to raise awareness for the work they are doing. For example, each pair of Conscious Step water works provides 18 months of clean water through Matt Damon's Water.org". This is an imaginative, innovative project with

very interesting connections.

You can see Conscious Step socks at The Fair Emporium, 213 Minnesota Avenue. St.Peter. Check [here](#) for opening hours.

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## **CATCHING UP WITH MAFTTI**

Lessons from across the ocean

This might qualify as the 'mother-of-all-catch-ups' as it resurrects a report from 2006, the year when Media, PA declared itself the first Fair Trade Town in the USA, six years after Garstang set the ball rolling in England. The paper (55pp.) is about lessons that might be learned in the USA from the British experience given that 178 Fair Trade Towns had already been recognized over there. The full report, which contains an Executive Summary, can be found [here](#).

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