



MAFTTI'S MAIN MOMENT IN MARCH

MAFTTI has usually held an event in March to kick off its program for the year. This year there's something different. We hope this event - open to the public and co-sponsored by MAFTTI - will be well supported.



A new Social Justice Lecture series has been started at MSU. At 7:00p.m on **March 17**, Dr. Mark Hudson and Dr. Mara Fridell, sociologists who teach at the University of Manitoba in Winnipeg, will speak on **"How Fair is Fair? Social Justice and the Fair Trade Movement"**.

Mark and Mara, with co-author Ian Hudson, contributed to a significant new book on Fair Trade published in 2013 - ["Fair Trade, Sustainability and Social Change"](#).

They will discuss the potential of fair trade to combat poverty and as a means of revealing the people, relationships and environments that lie behind the commodities we often unthinkingly consume. The talk will chart the recent trajectory of the fair trade movement, indicating its impressive success, as well as some troubling signs for the future of fair trade's ability to realize its potential.

The venue is **Room 253/4** in the **Centennial Student Union**. After the presentation and Q & A, there will be a reception with refreshments and an opportunity to talk with the speakers.

Please come!

After 6:30pm, parking is free in Gold designated lots. For the location of Gold Lots, you can find the [parking map here](#). There is also a Visitor Pay Lot in front of the Centennial Student Union.

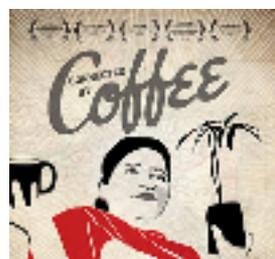
MAFTTI PEOPLE, WE HAVE A PROBLEM

Our Shopping Guide documents where Fair Trade food products can be bought in the area. Growth in availability over the last 4-5 years has been clear.

As you probably know, coffee is the primary Fair Trade product. It would be good to see more Fair Trade coffee on supermarket shelves generally, but especially coffee that is not packaged in K-Cups. Why? Well, if you read "[The Brewing Problem](#)", an article that has just appeared in The Atlantic, you will see the point. It's not short, but it's very sobering. If you're pressed for time, [here](#) is a shorter story on the same subject.

The question then is, "What price MAFTTI's concern for "sustainability" if our Shopping Guide continues to feature coffee in K-Cups from Green Mountain, Newman's Own, Millstone and so on?" You might like to comment through our website.

One of the issues raised in the Atlantic article is how coffee is a "water-intensive" crop, which may not generally be realized. This is brought out also in the film "Connected by Coffee" that MAFTTI is making available in the area this year.



"Connected by Coffee" (70 minutes) will be shown in Conference Room at Blue Earth County Library at **2:00p.m., Saturday, March 28.**

Admission free but space limited to 20.

FAIR TRADE - A GROWING MOVEMENT

Going into a store and looking for a product with a Fair Trade label seems such a small thing to do. In fact, every Fair Trade shopper is part of something much bigger than they may ever have thought of.



Have you ever investigated how the Fair Trade movement is growing in the USA and abroad?

In this country a small national organization called [Fair Trade Campaigns](#) oversees the development of Fair Trade Towns, Universities, Schools and Congregations. Its website provides current news from all sectors of the movement and examples of how local activism is making progress in the promotion of Fair Trade.

A list of declared Fair Trade Towns in the USA is [here](#).

Information about Fair Trade Towns in 25 countries around the world is [here](#).



Bruce Crowther is the 'father figure' of the international Fair Trade Towns movement, which started in the small town of **Garstang, NW England**, in 2000, where he was a vet.



Hal Taussig was the moving spirit behind the declaration of **Media, PA** as the first Fair Trade Town in the USA in 2006.

PRODUCT NEWS – TUNA

A sign of things to come, but not tomorrow in the Mankato area.

Fair Trade USA has recently launched a pioneering [Fair Trade Fisheries Program](#).

[Fair Trade tuna](#) is now becoming available at Safeway stores in the north-west. If you are visiting or have friends or relatives in northern California, Oregon and Washington, check it out!

CATCHING UP WITH MAFTTI

For the past two years MAFTTI has participated in a local network of non-profits who share a concern for 'Sustainability'. The main focus of their work together has been on Climate Change, which is an obvious over-arching issue for them all.

Climate change is of great concern throughout the international Fair Trade community. Fairtrade International explains why [here](#).

KEEPING FAIR TRADE GROWING – THE NEED FOR HELPING HANDS

Every year MAFTTI tries to make the presence of the Fair Trade movement in the Mankato area a little deeper and a little wider than previously. This means organizing events, promoting advocacy about Fair Trade, taking opportunities to talk about Fair Trade in schools, colleges, churches, stores and via the media.

It's very true to say that more hands will make for light(er) work! [Can you help?](#)



Sunday, April 12

Mankato Area International Festival: Literature & products table. Are there a few readers who could help cover the three 2-hour shifts between 10:00a.m. and 4:00p.m.?



Saturday, July 11

North Mankato Fun Days Parade: This year Carmen Miranda will again be the focus of MAFTTI's colorful and educative float. She needs a company of escorts to carry placards extolling the virtues of Fair Trade. Could you walk with us on the Parade? Assembly is at 10:30a.m. The parade is over by about 1:00p.m.

Advocacy

Are you someone who likes to engage positively with people about matters that concern you? MAFTTI wants to extend the number of commercial companies in the Mankato area that could stock or use Fair Trade products once they become aware of the possibilities. Help with such 'advocacy' would be invaluable.

[If you are interested in helping out in these or other ways, please contact MAFTTI.](#)

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