

OCTOBER IS FAIR TRADE MONTH

ACTION KIT

October is Fair Trade Month! Take time this month to learn more about what fair trade is, what it looks like globally, and its connections to products your company produces or that you personally purchase. Discover how products you use every day either drive the demand for labor trafficking - or help end it, in the United States and around the world. Get inspired with ways you, your colleagues, and business can engage to both prevent labor trafficking and support sustainable living wages for workers across the globe.



HIGHLIGHTED EVENT: Join Fair Trade Campaigns this month for several featured webinars highlighting diverse voices, expertise, and experience. Listen in to learn and begin conversations about Fair Trade in your workplace and community. [Click here and watch now.](#)





LEARN

Gain a greater understand of the terminology and find out the difference between Fair Trade and Fairtrade.

Watch Fair Trade America's video "Why Fair Trade", understand from the United Nations how choosing Fair Trade can help end human trafficking and discover why proactively engaging fair trade practices is good for business.

Find out from Fair Trade USA the impact of COVID-19 on farmers, workers, and fishers.





SHARE

Share about Fair Trade on social media, and use the hashtag #Fairtrade. Follow organizations promoting fair trade such as [Fair Trade America](#), [Fair Trade Certified](#), [Fair Trade Campaign](#), and [World Fair Trade Organization](#).

Let family and friends know how they can incorporate Fair Trade into their [daily routines](#), making better choices for themselves, others, and the planet.

Explore the [latest flavors](#) of Tony's Chocoloney Chocolate and consider who you can share both the message and slave-free chocolate bars with in your network.



YOUR IDEA





TAKE ACTION

Look up where you can find Fair Trade Certified products and explore (or expand) your use of Fairtrade products for personal and professional purchases.

Take this interactive quiz to discover your Slavery Footprint. Encourage family, friends, and colleagues to take the quiz as well. Consider how you can commit to reducing your slavery footprint.

Find out if your community has a Fair Trade Campaign and how you can participate.



YOUR IDEA



ADDITIONAL RESOURCES

Explore [impact reports](#) and resources, including [videos](#) to deepen your understanding of Fair Trade.

Discover how you can incorporate Fairtrade into your [everyday routine](#).

Review [key issues](#) around Fairtrade.

Learn more about [Fairtrade certified suppliers](#) and if your company may (or could) be sourcing approved products.

Hear about Fairtrade America's second annual "[Choose Fairtrade. Choose The World You Want.](#)" [campaign](#) that raises awareness of Fairtrade's positive impacts on people and the planet.

Learn about how the [first Fair Trade dairy standard](#) addresses workforce concerns for farmers too.

Check out the [We Wear Fair Trade booklet](#) for inspiring stories and prominent advocates who are advancing the movement.

Review the [Fashion Transparency Index of 2021](#) to learn how 250 of the world's largest brands and retailers rank according to what information they disclose about their social and environmental policies, practices and impacts, in their operations and supply chains.

HOW YOUR
BUSINESS
CAN HELP

Every business interacts with supply chains and purchases products for their company. Share the knowledge from this kit with your company - and finds ways to move from awareness to action.

AFRJ | FREEDOM COUNCIL

The AFRJ Freedom Council is an **assembly of business leaders** and global companies working to end and prevent human trafficking - together.

Our mission is to catalyze business engagement - alongside government, nonprofit, and community efforts - in ways that will impact millions of lives.



Follow us on social @afrjtoday
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Email us at contact@afrij.com