The Face Behind the Label

Exploring the Dignity of Work Through Fair Trade and Fair Food Practices

Duquesne University
Spiritan Campus Ministry
We count the following as constitutive parts of our mission of evangelization: the integral liberation of people, action for justice and peace, and participation in development. It follows that we must make ourselves the advocates, the supporters and the defenders of the weak and the little ones against all who oppress them.

-Spiritan Rule of Life 14
Duquesne’s Spiritan Mission Supports Fair Trade

Encouraged by our Spiritan tradition that is dedicated to the ministry of the marginalized, Spiritan Campus Ministry seeks to promote ideas of Catholic Social Teaching — justice, peace and integrity of creation within in the University, local and global communities.

Raising awareness and inspiring action around Fair Food and Fair Trade practices is an expression of our Spiritan and University mission and identity. This booklet is meant as an introduction to Fair Trade and Fair Food practices and how we, as consumers, can play a major role in changing unjust economic systems.

As the title suggests, “The Face Behind The Label” puts a human face on the people who produce our food, clothing and other goods, and offers an alternative commerce system that promotes sustainable development, dignity of workers and the common good over profits.

Duquesne and the Worker Rights Consortium (WRC)

Duquesne University is a member of the Worker Rights Consortium, an independent labor monitoring organization that investigates working conditions in factories around the globe. The WRC is proud to be supported by more than 175 college and university affiliates whose primary focus is labor practices in factories that make university-related apparel.

Learn more at www.workersrights.org
Fair Trade is about building respectful, enduring relationships and embodies a comprehensive set of criteria, including:

- Paying a fair wage in the local context
- Offering employees opportunities for advancement
- Providing equal employment opportunities for all people
- Engaging in environmentally sustainable practices
- Being open to public accountability
- Building long-term trade relationships
- Providing healthy and safe working conditions within the local context

Learn more at www.fairtradefederation.org

Fair Trade and Fair Food are part of Catholic Social Teaching

According to the United States Conference of Catholic Bishops, the main tenets of Catholic Social Teaching:

- Life and Dignity of the Human Person
- Call to Family, Community and Participation
- Rights and Responsibilities
- Serving the Poor and Vulnerable
- Supporting the Dignity of Work and the Rights of Workers
- Solidarity
- Care for God’s Creation

are about building a just society, working toward the common good and respecting all people and creation, and they are part of the mission and identity at Duquesne.
What’s the Difference Between Fair Trade and Free Trade?

We live in an era of unprecedented economic interdependence. The decisions we make in the United States about what we eat, drink, wear and buy affect the lives of people in other countries we may never meet – textile workers in Asia, farmers in Africa, artisans in Latin America.

Fair Trade seeks to change these tenuous relationships and many other factors of conventional trade that often exploit children and the poor.

Learn more about differences between Fair Trade and conventional trade at www.crsfairtrade.org
What is Fair Trade?

- **FAIR TRADE** is a trading partnership based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers.

- **THE MOVEMENT** relates to three areas of sustainable development: social development, economic development and environmental development. It ensures a guaranteed Fair Trade price, which is agreed upon with the producers.

- **CONSUMERS** pay sustainable prices and support Fair Trade by buying Fair Trade Certified products. They are available in major supermarkets, independent shops, cafes, restaurants, through catering suppliers and wholesales, as well as online.

- **FAIR TRADE PRINCIPLES** include better prices, decent working conditions, local sustainability and fair terms of trade for farmers and workers in the developing world.

- **WHAT PRODUCTS CAN BE PURCHASED THROUGH FAIR TRADE?** Bananas, cocoa, coffee, dried fruit, honey, juices, nuts, quinoa, rice, spices, sugar, tea, wine, beauty products, cotton, clothing and many more!

  Learn more at [www.fairtrade.org.uk](http://www.fairtrade.org.uk)
What is Fair Food?

The Coalition of Immokalee Workers

The Coalition of Immokalee Workers (CIW) is a membership-led farmworker organization of mostly Latino, Haitian and Mayan Indian immigrants working in low-wage jobs throughout Florida. Organized in Immokalee since 1993, the coalition has nearly 4,000 members.

The CIW’s Campaign for Fair Food seeks to improve wages and working conditions for Florida tomato pickers by calling on major buyers to pay a premium of one penny more per pound for tomatoes. The Campaign ensures that this extra penny per pound is passed down directly to farmworkers, and together with the CIW, works to establish and implement a code of conduct in supply chains.

Through its Anti-Slavery Campaign, the CIW has worked with the Department of Justice and the FBI to uncover, investigate and federally prosecute seven cases of modern-day slavery in Florida’s fields. The CIW, through the Freedom Network Training Institute (FNTI), also trains law enforcement and other agencies in ways to eliminate forced labor in their communities.

Learn more at: www.ciw-online.org
Fair Food Success at the National Level

In 2001, the Campaign for Fair Food organized the first-ever farmworker boycott of a major fast-food company. The national boycott of Taco Bell called on the fast-food giant to take responsibility for human rights abuses in the fields where its produce is grown and picked.

The Campaign continues to reverse a national trend of large companies paying the lowest possible prices by harnessing the purchasing power of the food industry for the betterment of farmworker wages and working conditions.

In March 2005, following a four-year campaign, Taco Bell agreed to meet the Campaign’s demands, paving the way for additional agreements with McDonalds, Burger King, Subway, Whole Foods, Bon Appetit, Compass, Aramark, Sodexo, and Trader Joes.
Juan, a migrant farm worker in Immokalee, Fla.

Tomato pickers in Florida work long days in pesticide-laden fields for 40-50 cents per 32-lb. bucket of tomatoes. They have no right to overtime pay, no health insurance, no sick leave, no paid vacation, and no right to organize to improve conditions. According to the US Department of Labor, they earn about $10,000 a year.

Because of poverty wages and high rents, they typically live with 10 other farm workers in a trailer. Each morning Juan wakes up at 4:30 a.m. He walks to a parking lot in the center of town. There, he joins many other men and women who are searching for work in the tomato fields. They wait. Soon, old school buses pull into the parking lot and the workers run toward the buses. The driver of the bus picks a few people. They get on the bus and are driven to the tomato fields from 30 minutes to 2 hours away.

At the fields, the workers are given buckets and sent into the fields to pick. Every time farmworkers finish picking a bucket of tomatoes, they run to a truck at the edge of the rows. They give the buckets to a man who dumps the tomatoes into the truck, drops a metal token into the bucket and tosses it back to the farmworker. For every token, the farmworker is paid .45 cents.

At the end of the week, they’ll get a check for the total amount of buckets they’ve picked. To earn $50, a farmworker must pick two tons (about 125 buckets) of tomatoes, that’s 4,000 pounds or about the weight of a large car. Farmworkers may pick as long as 10 hours per day and still may not be able to pick enough buckets to earn $50.
Fair Trade Makes a Difference

Amy Sobkowiac is the co-owner of Women of The Cloud Forest. She and her husband Michael began the Fair Trade business 12 years ago while they were living in Costa Rica. They formed a cooperative of women artisans in a town called Monte Verde. Amy and Mike taught the women how to make jewelry at a quality level that could be sold in the U.S.

While most handicraft sellers simply find artisans and sell the items they are producing, Amy works with the artisans individually to create new designs and products. Because of its success, Women of the Cloud Forest recently expanded its efforts to artisans in Nicaragua.

Yesenia is the manager of the artisan cooperative in Monte Verde. She is truly the perfect example of what Fair Trade seeks to accomplish. Yesenia is a single mother of a 17-year-old boy. She came from extreme poverty and takes great pride in her background and her country. She constantly explains how her country is working to solve many issues including litter and illegal drugs. Yesenia takes great pride in her work, and Amy compliments Yesenia on her efforts.

The artisans that Yesenia manages have been successful in selling a variety of products. Now, her son will be the first in his family to not only attend school past sixth grade, but go on to college in 2013. Women of the Cloud Forest gave Yesenia meaningful employment through dignified relationships. In turn, that opportunity has shown Yesenia and her son a different and more meaningful way of life.
Why Should We Care?

“Solidarity is not just a feeling of vague compassion or shallow distress at the misfortunes of so many people, both near and far. On the contrary, it is a firm and preserving determination to commit oneself to the common good.”

— Economic Justice for All, United States Conference of Catholic Bishops

Get Involved with the Fair Trade and Fair Food Movements on Campus

Contact Kate Lecci at leccik@duq.edu to join Duquesne Students for Fair Trade and Fair Food.

Contact Spiritan Campus Ministry to participate in a Cross-Cultural Mission Experience to Immokalee, Florida. www.duq.edu/campus-ministry
In Cooperation with the Office of Mission and Identity,
Monsignor Charles Owen Rice Lecture Series and Catholic Relief Services