

DEAR STORE MANAGER:

As a loyal store customer, I want to share with you my concerns about sweatshop-produced items. As you may know, more consumers are learning that many products commonly available in U.S. stores are produced by workers who are underpaid, overworked, abused, subjected to dangerous conditions, and denied the basic right to organize.

I am very reluctant to purchase goods made under such circumstances. Because I'd like to continue shopping here, I'm encouraging you to stock high-quality alternative products sourced through Fair Trade organizations. Fair Trade criteria, established by the International Federation for Alternative Trade (www.ifat.org), ensure that workers are treated ethically, are paid fair wages, and work in safe conditions. Fair Trade also promotes equal employment opportunities, respect for producers' cultural identity, respect for the environment, transparent financial dealings, and education about trade inequities.

Independent surveys show that eight out of 10 consumers prefer to purchase products linked to a cause they believe in. Stocking Fair Trade items will benefit your business, as well as producers around the world. Seeing Fair Trade items here will encourage me to shop here more often, and to tell my friends about your store and your commitment to workers' well-being.

To find out more about Fair Trade and how it can help your business contact www.FairTradeResource.org or 202-302-0976. Thank You!

Sincerely _____

www.FairTradeResource.org
Washington, DC, U.S.A.