

Green Goddess
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Rock Canyon High School

Day 18 - Greener

What part of “For A Better World” resonated with me the most?

What resonated with me the most was how there was so much funding from the money generated through these Fair Trade practices that they were able to improve on the health of women, particularly with pregnancy and delivery, in West Africa. This has provided the women with more education and mental support when it comes to this, saving many women from getting PTSD from unexpected pregnancies.

The Impact of Fairtrade On...



Gerardo Arias Camacho

About him:

Gerardo Camacho is a coffee producer from Llano Bonito, San José, Costa Rica, where is also on the board of his village cooperative, which is apart of the Fairtrade cortisum COOCAFE. When not tending to his coffee beans, he spends his time with his wife and three children.

Business before Fairtrade:

Before free trade practices, Camacho found that his business was highly unstable because the coffee market was constantly fluctuating. When the prices of coffee dropped extremely low in the 1980s, many other farmers abandoned their businesses to go work in the cities in order to support themselves and their families. He, himself, was forced to America in order to make enough money to support his family, and with that money, he was able to buy his family farm so his parents could retire. But when the prices were low, he had to return to America to find paying work again.

Business after Fairtrade:

After Fairtrade, the prices of the coffee market are much more stable, which guarantees people like Camacho on receiving the premium. Personally, he believes that without this, he would be out of business, and he would have to sell his family farm which has been in his family for generations.

Prior to this, there were no local schools, safe roads or bridges in his village. But with the money generated from their businesses, they were able to raise money to invest on the environment, the education of the younger generation, improving the roads and bridges and bettering the overall lives of their village. Camacho is now able to afford quality education for his children, because with Fairtrade, they are able to pursue a higher education and a better living standard.

Fairtrade is the only way of trade there should be: fair, responsible and sustainable. Since adopting these practices, his farms have become more sustainable, as he has reduced the amount of pesticides used by about 80%. Rather than cutting down 20 acres of forest every year to heat his home, he now uses a special oven that generates heat from waste materials, such as coffee skins.

My reflection:

What resonated with me is how much a person's life and village can be impacted just by adopting Fair Trade practices. For example, prior to this, Camacho was just a man who was struggling to make ends meet for his family by working another job in America and managing his coffee farm. Afterwards, he is able to just work at his family coffee farm because the prices of coffee has definitely stabilized. With this, he is able to improve the quality of his farm by adopting more sustainable methods, improving the quality of education of his children as well as improving the other aspects of his village.

Social Media Post



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greengoddess_pgc Did you know that Fair Trade can really make an impact on individual companies and people? Take Gerardo Arias Camacho as an example. Prior to Fair Trade, he was struggling with his coffee business due to fluctuating prices on the market. Afterwards, the prices of the coffee market stabilized and his business is saved. He was able to put the money generated from this to improve the lives of his family and his village. Fair trade should be practiced everywhere because it is fair, responsible and responsible.

@turninggreenorg @ftcampaigns
@fairworldprj #FairTrade #PGC2018

ftcampaigns Three cheers for Fair Trade coffee! 🍷 Fair Trade sets a minimum price to protect farmers from volatile markets. When market prices rise, farmers earn the higher rate. ❤️



5 likes

1 HOUR AGO

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