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FAIR TRADE

- I found several very interesting articles, but one in particular called: How Worker-Driven Social Responsibility is Ending Gender-Based Violence written by Noelle Damico; This article talks about how women who work on farms or in the countryside suffer most from sexual harassment and abuse.

In my opinion it seemed the best article because, first I am a woman and I am from a town where most of the families are dedicated to the work of the field, so the subject interests me; second is good to know how large companies are helping to reduce these alarming figures and finally, because I think that the issue of harassment by employers or anyone towards their employees is not very important, and is not very popular in the society.

I was surprised to read that these abuses have been eliminated in the farms of seven states and that the owners and employers of the companies are taking responsibility in the matter and it is improving.

I feel that we still need a lot to work on this issue, but little by little it starts and I think there is availability on our part to improve the gap between employee-employer in any job.

- Fair trade is based on work with equality between men and women, where dignity is indispensable, respecting human rights and also the price paid to producers allows appropriate living conditions based on sustainable production and quality. In Colombia it is difficult for this type of trade to obtain its maximum development, since basic or initial financing is indispensable, and in most cases it is not available. For a group of people to start their own business and also meet all the requirements to be socially, economically and environmentally sustainable, a high level of organization and initial capital distributed in machines, materials, workers, etc. are required. However, it must be borne in mind that, despite the series of obstacles that arise, there are family businesses that have had the opportunity to arise and to comply with most of the key principles or characteristics of fair trade. The family of my uncle José Luis Leal Oviedo is a clear example; In 2014 the Governor of Santander carried out a program where he financed the best micro-business proposals and gave this family a very expensive machine among other implements to fulfill their dream: Produce the best Santander coffee without polluting the environment and also granting work to almost all the inhabitants of the village. This is how now a family of 5 members has about 100 employees in the village of Margajita de Enciso, Santander and allied with other farms to produce coffee that is directly exported, since they allied with the National Federation of Coffee Growers of Colombia and This gives them bonuses for improvement in quality, buying up coffee beans that do not meet the requirements for export, because these are bought by companies in the country; they also do soil analysis,

periodic visits, the pests control them biologically (with the minimum use of products and chemicals) and for this product it is required to plant many trees in the hectares, since shade is essential, so It becomes an excellent contribution to the environment and gives fair wages and well-being to many people, allowing the construction of better homes and living conditions. Therefore, this type of fair production in my family, where I have been able to directly evidence growth, satisfy me and the hope grows that in our country new initiatives will be generated and improved.

Here I show some photos of this great company:



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