

Name: Natalie Su, Shaila Mehta, Hana Beydoun, Georgie Rauls
Username: natalie12
Email address: sunatalie12@gmail.com
School: Carlmont High School, CA

- Watch this video from Fair World Project, which highlights the importance of supporting Fair Trade and mission-driven businesses. Browse Fair Trade Campaigns' Myths and FAQs and Fair Trade 101 Guide to gain better understanding.
- Share two things that left an impression
 - Fair trade movement: farmers and traders agreed on a set of governing principles to create long term direct relationships between traders and democratically-run small farmer organizations based on dialogue, transparency, and respect.
 - Small-scale farmers grow 70% of the world's food using traditional organic techniques
- Next, get familiar with the many types of Fair Trade labels and how they rank, so you know what to keep an eye out for
- Then, research Fair Trade versions of 3 items you purchase regularly. This can be food, skincare, home goods, or anything else. Assemble a list, comparing each conventional product and Fair Trade equivalent. Note attributes like price difference, where the item was produced, and who produced the product.
 - Coffee
 - Peet's Coffee
 - \$16.95 / lb
 - Guatemala, El Salvador, Nicaragua, Costa Rica
 - Producers unknown
 - Kicking Horse Coffee
 - \$19.20 / lb
 - Central & South America
 - Producers unknown (Fairtrade International certification)
 - Vanilla extract
 - Trader Joe's Pure Bourbon Vanilla Extract
 - \$4.19 / fl oz
 - Origin not found
 - Producers unknown
 - Nielsen-Massey Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract
 - \$6.24 / fl oz
 - The Bourbon Island of Madagascar
 - Producers unknown (Fairtrade International certification)
 - Sugar
 - Kirkland Signature Organic Sugar

- \$0.949 / lb
- Brazil
- Producers unknown

■ Wholesome Natural Cane Sugar

- \$2.37 / lb
- Malawi, Africa
- Producers unknown (Fair Trade Certified)

- Create a visual depiction of that comparison and upload to Instagram. Caption it with an explanation of your learnings and tag @TurningGreenOrg, @DrBronner, @FTCampaigns, @FairWorldPrj, and any other Fair Trade brands you include, using hashtags #PGC2021 and #FairTrade.

