

Media, Pennsylvania, is

“The First Fair Trade Town in the USA”

There are 300 Fair Trade towns in Europe, 150 in Britain, and hundreds of others working toward this status. Now there is **one** Fair Trade Town in the USA: Media! We are proud to promote the purchase and concept of Fair Trade, which directly benefits the lives of thousands of Fair Trade producers significantly raising their standards of living.



Tell me again what “Fair Trade” means.....It’s is a rigorous third party certification and monitoring of food products and a growing number of other products. TransFair USA provides certification of products sold in the USA while Europe has a sister organization doing the same thing. The certification guarantees:

A fair price: The “Fair Trade Certified” label assures that farmers and workers receive a fair price for their products. This results, for example, in children going to school instead of working in the fields.

Quality products: By receiving a fair price, Fair Trade producers can avoid cost-cutting practices that sacrifice quality. Traditional farming and hand crafted methods result in exceptional products.

Care for the environment: Most Fair Trade certified coffee, tea, and chocolate in the US is certified organic and shade grown. This means that the products you buy maintain biodiversity, provide shelter for migratory birds, and guarantee a future for the earth.

What does it mean to be a Fair Trade town? It means that a community has thoughtful and inspired retailers and consumers, who want to use their buying power to improve the lives of others. It is *completely* voluntary and thus retailers and consumers are always free to buy and use non-Fair Trade products. Media met five goals, as established by the British & European Fair Trade Movements, to become a Fair Trade town:

- 1) The Media Borough Council passed a resolution supporting Fair Trade, and committing to serve Fair Trade coffee and tea at its functions.
- 2) A range of Fair Trade products are readily available in Media’s shops and restaurants.
- 3) Fair Trade products are used by a number of local work places (such as law offices) and community organizations (such as churches).
- 4) Media coverage is provided and there is popular support for the campaign.
- 5) A local Fair Trade steering group from a diverse representation of institutions is working to ensure continued commitment to Fair Trade Town status.

Why Media? 20 years ago, the sidewalks of Media were rolled up by 6 o’clock. Today, the opposite is true. The ambiance and spark of Media is the thoughtful result of recent and current leaders and business owners. Media has become *the* place where surrounding communities shop and dine day and night. Media is forward thinking, and supporting Fair Trade is a natural step exemplifying the leading edge nature of this community. .

For more information, please contact:

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