

## 2011 World Fair Trade Day Declaration



The global economic crisis, food crisis and climate change affect world's most vulnerable population hardest. More than a third of world's population live in poverty (2.7 billion people live on two dollars a day<sup>1</sup>). The global food crisis has worsened this dramatic situation even further, with 925 million people suffering hunger. The global crisis confirms the need for **fair and sustainable economy** locally and globally, and for trade to deliver sustainable livelihoods and development opportunities to small producers.

***Trade must benefit the most vulnerable. Trade can work for people.***

**Fair Trade** is an effective and efficient response to poverty.

**Fair Trade** contributes to a fair and sustainable economy locally and globally.

On **14 May 2011** millions of small producers, artisans, farmers and small-hold manufacturers, Fair Trade producers, traders and consumers will celebrate **World Fair Trade Day**.

A worldwide celebration supported by the business and consumer community, by policy makers and media as well as by thousands of social movements, NGOs and more than 100.000 volunteers.

**World Fair Trade 2011** has the theme "**TRADE FOR PEOPLE – Fair Trade your world**".

The theme encompasses the strong belief in the need to put people and the environment at the heart of trade and consumption, **Trade for people** means trade for sustainable development of local communities. More than half a century of Fair Trade has proven that trade can be a most efficient tool for poverty alleviation; trade can change lives and communities.

**Fair Trade your world** stands for private consumers to include Fair Trade in their shopping bag, for business to include Fair Trade in their supply and offices, for local authorities and national governments to include Fair Trade in public procurement in a strive for responsible consumption.

**Fair Trade is a good deal and a business case for all, from producers to consumers.**

**The World Fair Trade Organization**, the global network of Fair Trade Organizations in 73 countries worldwide, invites you to join us to celebrate **World Fair Trade Day 2011** together. Sign this declaration. Celebrate World Fair Trade Day. Together we can make change happen.

**For more information:**

[WFTDay@wfto.com](mailto:WFTDay@wfto.com)

[www.WFTDay.info](http://www.WFTDay.info)

---

The **World Fair Trade Organization (WFTO)** is the global network of Fair Trade Organizations around the planet. It represents more than 400 Fair Trade Organizations from 73 countries in Africa, Asia, Latin America, Europe, North America and Pacific.

WFTO's **mission** is to enable producers to improve their livelihoods and communities through Fair Trade. WFTO is the global network and advocate for Fair Trade, ensuring producer voices are heard.

---

<sup>1</sup> More than one million live on one dollar a day. Data: UN Millenium Project and FAO