

## World Fair Trade Day Helping Farmers Live Better



**A farmer from the APECAFE Cooperative in El Salvador sorts through coffee beans.**

*Courtesy of Equal Exchange*

*"Thanks to God and Equal Exchange, we will not die of hunger, we will not lose our land, and our children are able to attend school. I want to thank all of the people that purchase our coffee. It is thanks to you that we have a seed of hope in our lives."*

**Jose Luis Castillo Vasquez,  
Las Colinas, APECAFE Cooperative, EL Salvador**

Farmers like Vasquez depend on fair trade for a living. Fair trade ensures that more of the money paid for coffee actually goes to the farmers that harvest the coffee beans. In this way, farmers are better able to support their families by earning a fair share for their crops.

When you purchase fair trade products like coffee, tea, hot chocolate or cocoa through UMCOR's fair trade partner Equal Exchange, you are part of a partnership that helps farmers stay on their land, care for the environment, support their families and help send their children to school.

## A Better Life for Farmers

Farmers who live in rural or poor communities in countries like Latin America, Africa and Asia struggle to make ends meet and earn a decent living. Without affordable credit, many fall into debt and lack access to housing, education and healthcare. Fair trade offers small-scale farmers an opportunity to live a better life by obtaining a fair price for their crops. Farmers can afford to purchase land, build homes and provide a promising future for their children.

## Fair Prices for Consumers

Conventional coffee harvesting is expensive and involves a chain of people from exporters, and brokers to food distributors. They come between the coffee farmer and the consumer—each taking their share of the coffee price. In this process, coffee farmers are left with little and often cannot cover ongoing production costs or living expenses. However, with fair trade practices, the middlemen are eliminated and farmers earn a better share to support their families while offering a fair price and certified organic products to the consumer.

## How to Give

Observe World Fair Trade Day on May 10 by increasing awareness in your local community or congregation. Please support key hunger programs with your gifts to **UMCOR's Sustainable Agriculture Program, UMCOR Advance #982188** or **World Hunger/Poverty, UMCOR Advance # 982920**. Write the Advance # and name on the memo line of your check.

**By Offering** For local church and Annual Conference credit, put your gift in the offering plate on Sunday.

**By Check** Make your check to **UMCOR** and mail to UMCOR, PO Box 9068, New York, NY 10087

**By Credit Card** Call toll-free (800) 554-8583



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The United Methodist Committee on Relief delivers hope and enhances human dignity through food, shelter, health and peace projects.

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