

BE A HERO FOR A BETTER WORLD

MAKE A DIFFERENCE



MAKE A DIFFERENCE

"The most fundamental economic principle, different and every hemisphere designed to Western economies was the traditional principle of property of 'ownership' by the individual. It is the right of the individual to own, control, and dispose of his or her property as he or she sees fit." — Melissa Adams
BetterWorldCalendar.com

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"... a definition of a culture of honor must address the problem of accountability for honorable and individuals who do not have the means to compete or cope without personal resources and compassionate help." — Melissa Adams
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"We must ensure that the global market is conditioned to broadly shared values and practices that reflect global social needs, and that of the world's people. This is the future of globalization." — Karl Ann
BetterWorldCalendar.com

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"We are committed with our focus on building a different model and a different vision for business, for earth, and for our species. We have encouraged a natural alternative to economic globalization as we will not rest until we see it realized." — Martin Barlow
BetterWorldCalendar.com

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"In Fair Trade, we are committed as the fundamental goal of the world economy. But somebody's got to come up with an alternative model that says 'certainly not to No. 1.'" — Melissa Benjamin
BetterWorldCalendar.com

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"The ultimate aim of production is not production of goods but the production of free human beings associated with one another on terms of equality." — John Dewey
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"I have never complained here over that the power to solve the planet rests with the individual consumer." — Ziggy Marley
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"The political system is not for the people. The people are secondary to the economy. It's about what generates money, not about what benefits the people." — Ziggy Marley
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"It is not that century of material life we need but the ethical principle that it can be right and just that a reward and reduction man should live and do in history. We need to have a sense of purpose and morality. Our consumer needs to be aware of the human workers becoming." — Emma Thompson
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"Fair Trade is a market based, entrepreneurial response to business that is designed to ensure that the consumer gets the best value as well as the organizational and management capacity to add value to their products and take their products to the global market." — Paul Rice
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"The business which threatens for existence on paying less than living wages to its workers has any right to continue in this country. By living wages I mean more than a bare subsistence level. I mean the wage of decent living." — Franklin Roosevelt
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"We need new production policies that focus directly on how, rather than on the product, and private citizens can benefit themselves and social policies with an enabling and consent for private initiative to create real opportunities for 'Decent Work.'" — Joan Semons
BetterWorldCalendar.com

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"When you buy Fairtrade products you can guarantee that the farmers who have been paid to get their goods at a minimum price. Fairtrade is a way of giving regular support, and enjoying delicious high quality goods at the same time." — Emma Thompson
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"It is absolutely sure that if globalization is not founded on moral values not only will it fail but will bring about global calamities." — Dr. George Yikrazodan
BetterWorldCalendar.com

What's Your BetterWorld Issue:

Fair Trade

...make a difference...

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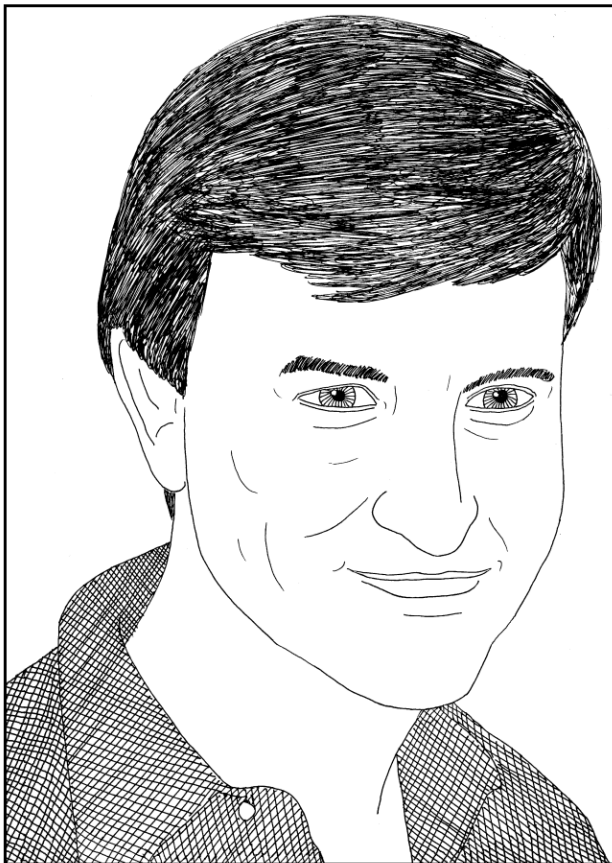
Together We Make a World of Difference!

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WHAT'S YOUR BETTERWORLD ISSUE?

FAIR TRADE



"Fair Trade is a market-based, entrepreneurial response to business as usual: it helps third-world farmers developing direct market access as well as the organizational and management capacity to add value to their products and take them directly to the global market. Direct trade, a fair price, access to capital and local capacity-building, which are the core strategies of this model, have been successfully building farmers' incomes and self-reliance for more than 50 years."
-- Paul Rice, FairTrade USA

In the 1940s, some churches raised funds for poverty-stricken communities by selling the handicrafts created by the poor communities. This was the start of the Fair Trade movement. Now, Fair Trade goods, like coffee, tea, cocoa, wine, nuts, clothes, handicrafts and jewelry, amount to \$500 million in annual sales! The Fair Trade movement is growing as people realize that they can help alleviate poverty and protect the environment by choosing Fair Trade products.

Fair Trade means that the item has been made or grown by workers who work in safe conditions and are paid a livable wage. Fair Trade promotes gender equality and safe environmental practices. Workers are often part of a co-op, benefiting the entire community, and there is no middleman to take a cut of the profits. So, Fair Trade goods are generally not more expensive and are of equal or better quality than conventionally produced goods.

In the late-1980s, a "certified Fair Trade" label made it easy for consumers to identify fair trade goods. Today there are more than 3000 Fair Trade grassroots organizations in 60 countries working with over a million small-scale workers. Fair Trade products are sold in thousands of Fair Trade shops and in a growing number of traditional supermarkets, shops and restaurants.

Fair Trade Day, on the second Saturday in May, is an opportunity to educate your community about Fair Trade products, and the Fair Trade movement's goal to create a more equitable, just and sustainable model for ALL international trade.

Do One Thing for a Better World

- Participate in an event to raise about the Fair Trade movement. to clean water for all.
- Buy Fair Trade products whenever possible.
- Ask your supermarket to carry Fair Trade Products.
- Share DO ONE THING Cards to inspire others.

Fair Trade Links

- Equal Exchange (equalexchange.com)
- Fair Trade Federation (fairtradefederation.org)
- Fair Trade Resource Network (fairtraderesource.org)
- Global Exchange (globalexchange.org)
- International Fair Trade Assoc. (ifat.org)
- TransFair USA (transfairusa.org)
- World Fair Trade Day (wftday.org)

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"What made traditional economies so radically different and so very fundamentally dangerous to Western economies were the traditional principles of prosperity of Creation versus scarcity of resources, of sharing and distribution versus accumulation and greed, of kinship usage rights versus individual exclusive ownership rights, and of sustainability versus growth." -- Rebecca Adamson

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"...Any definition of a culture of peace must address the problem of achieving justice for communities and individuals who do not have the means to compete or cope without structured assistance and compassionate help."

-- Mahnaz Afkhami

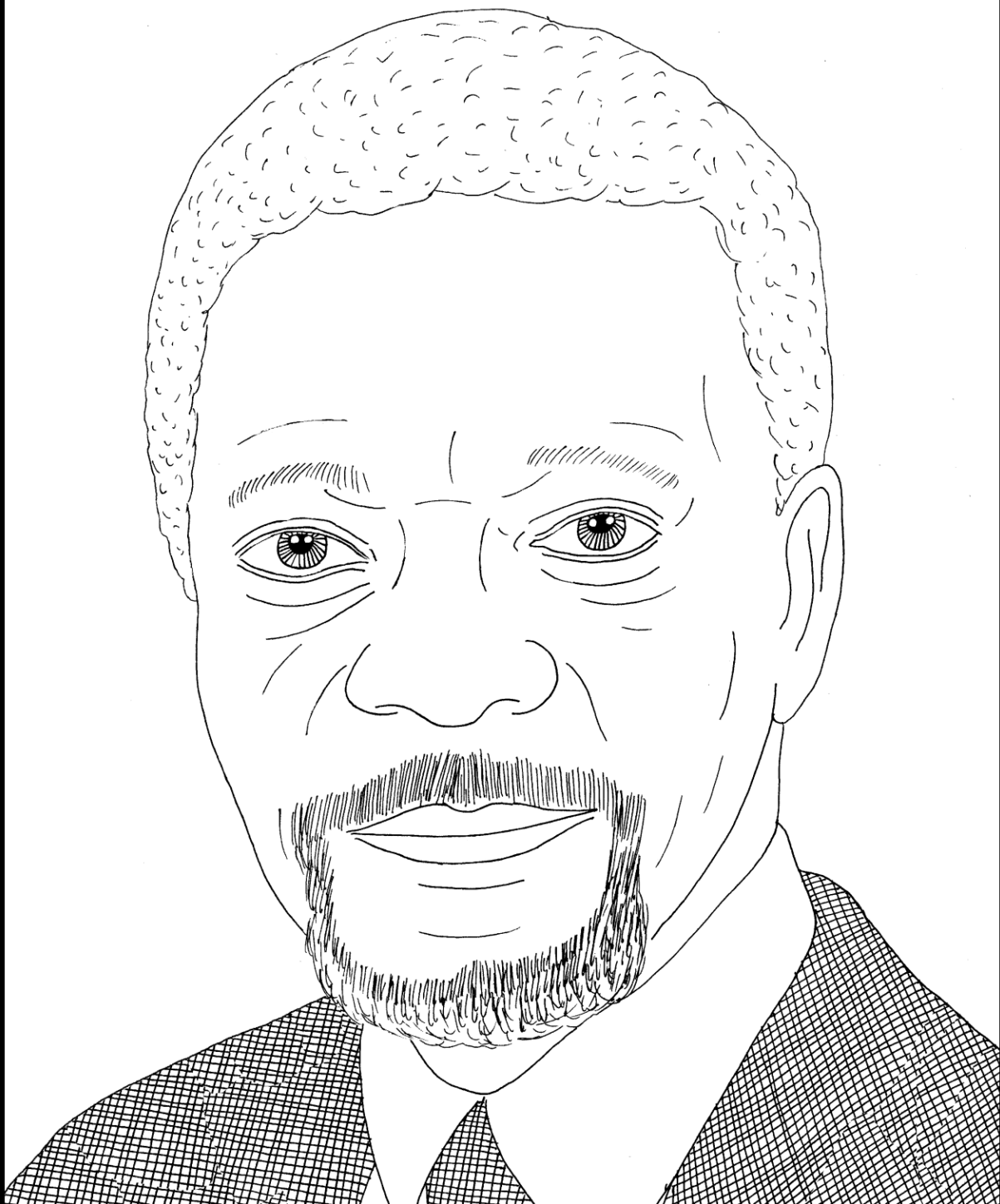
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“We must ensure that the global market is embedded in broadly shared values and practices that reflect global social needs, and that all the world's people share the benefits of globalization.”

-- Kofi Annan

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"We are committed with our lives to building a different model and a different future for humanity, the Earth, and other species. We have envisaged a moral alternative to economic globalization and we will not rest until we see it realized."

-- Maude Barlow

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"In Fair Trade, we see ourselves as this infinitesimal part of the world economy. But somebody's got to come up with an alternative model that says children eating is No. 1."

-- Medea Benjamin

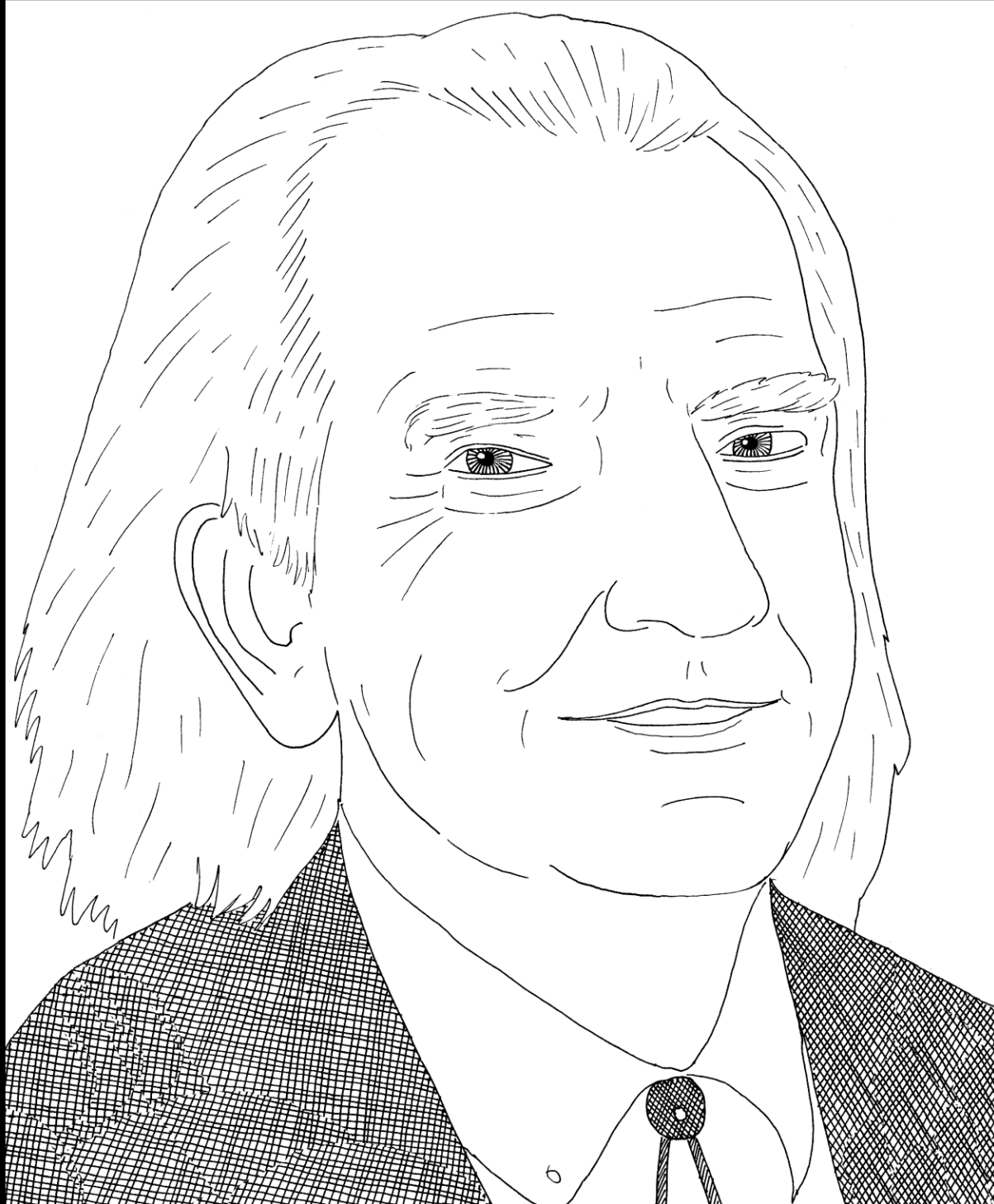
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"Economics has been incurably growth-oriented and addicted to everybody growing richer, even at the cost of exhaustion of resources and pollution of the environment."

-- Kenneth Boulding

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"If the corporations have their way, the Earth will be killed, and that's in your lifetime. It's revolting to me that students are being trained to work in corporations. It's obscene to me that the corporations are running the world."
-- Dr. Helen Caldicott

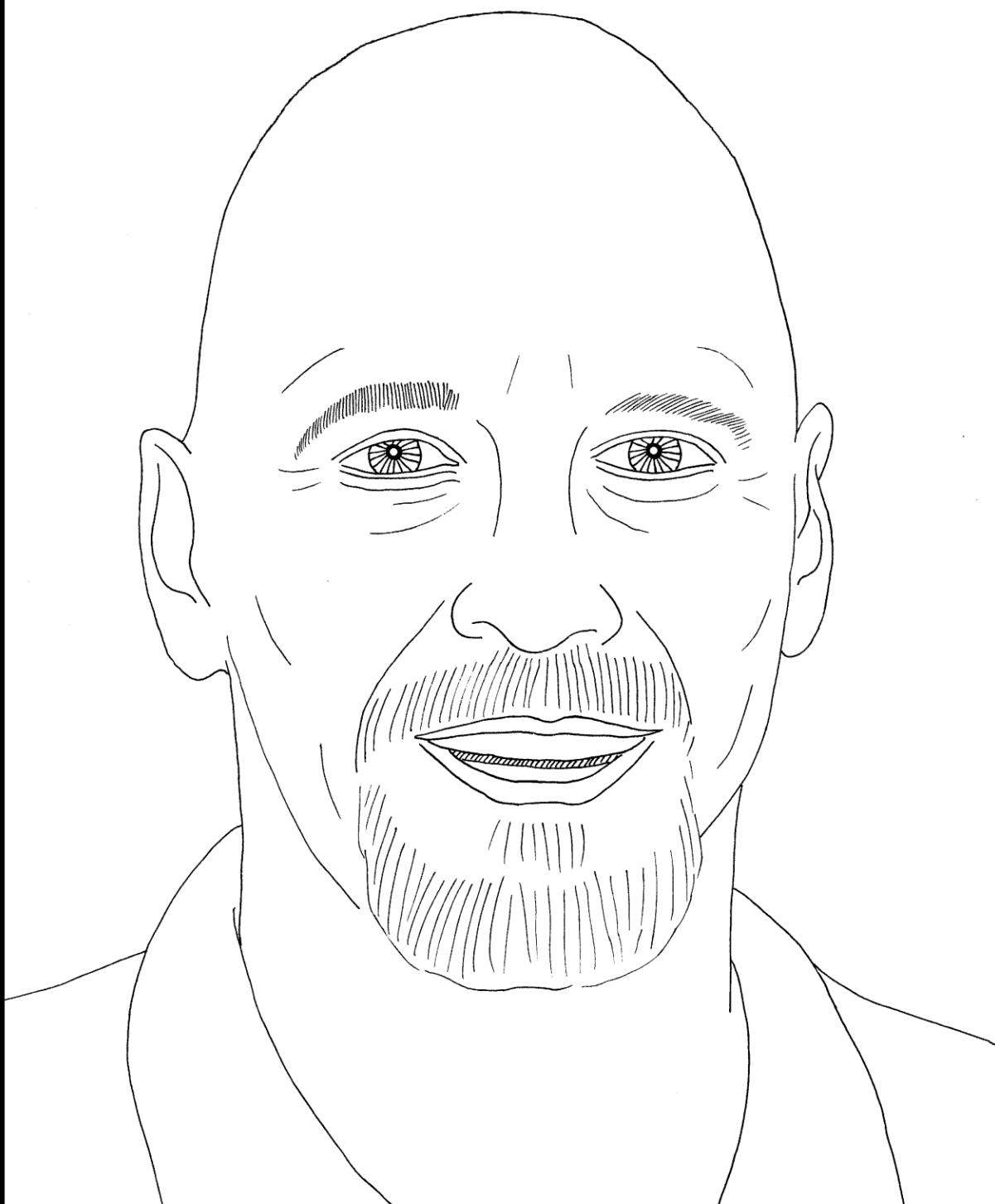
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**"The global economy works for about twenty percent
of the world, for about eighty percent it doesn't."**

-- Kevin Danaher

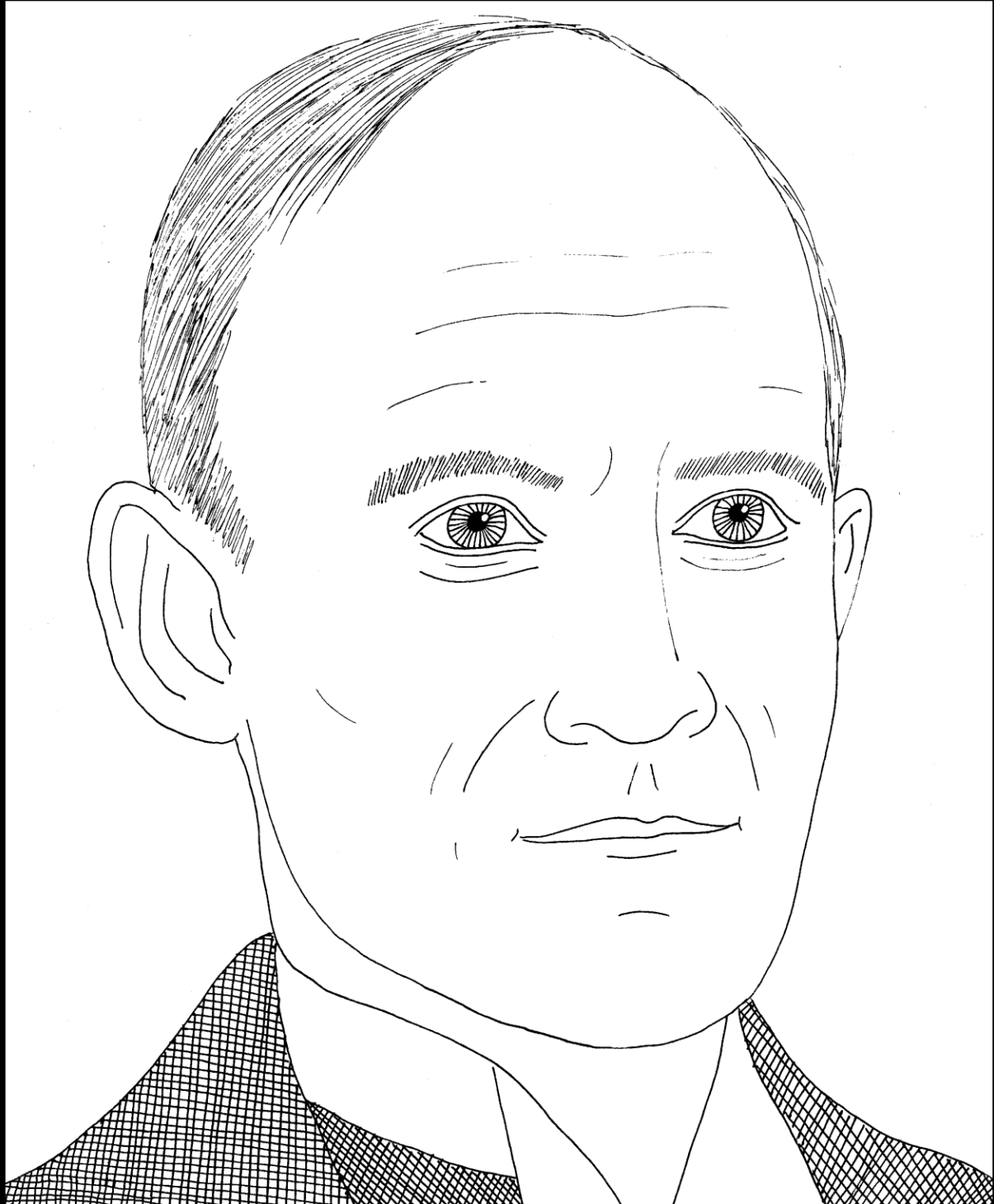
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**"We want a system in which the worker shall get what he produces and the capitalist shall produce what he gets."
-- Eugene V. Debs**

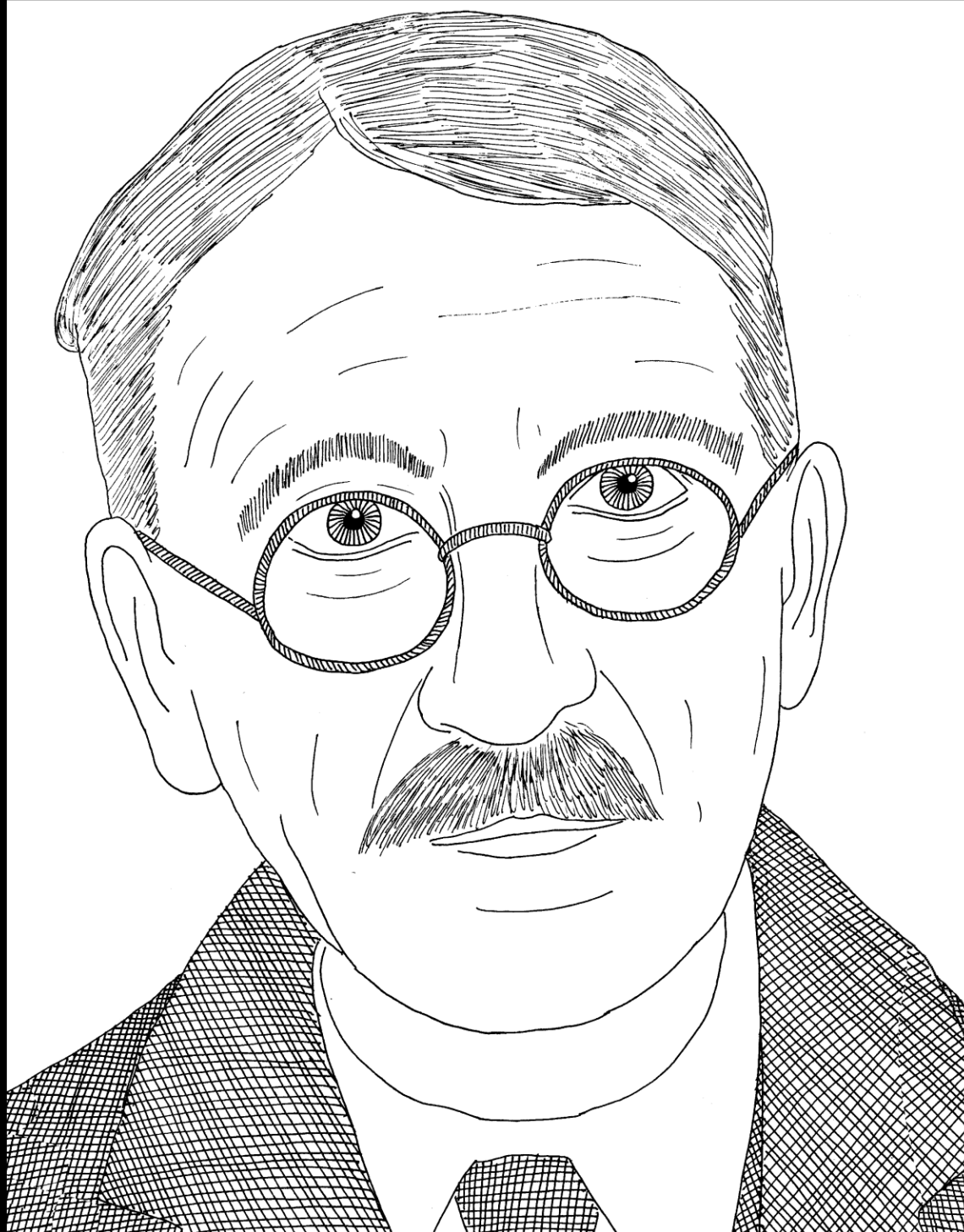
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"The ultimate aim of production is not production of goods but the production of free human beings associated with one another on terms of equality."

-- John Dewey

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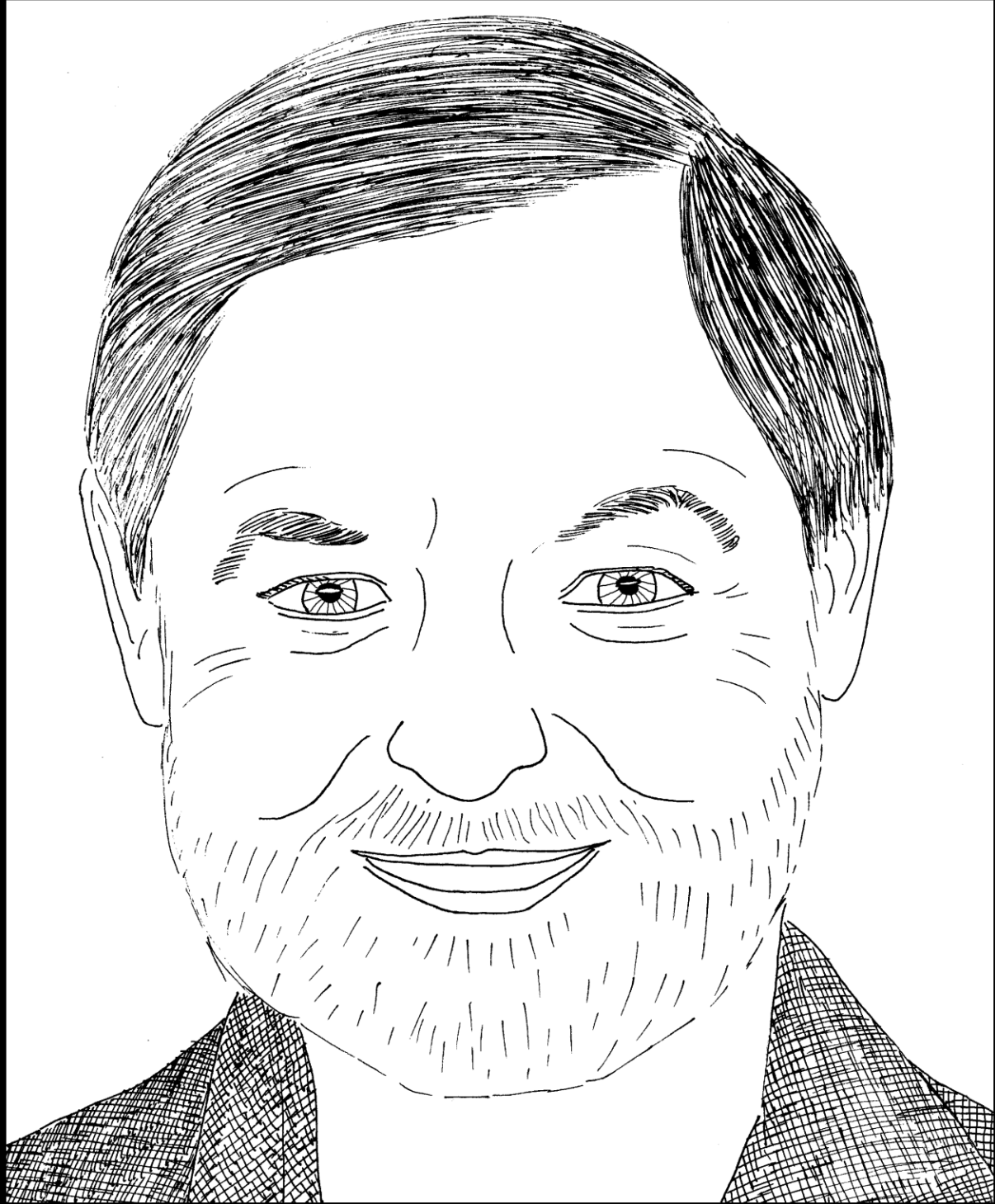
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"The intention of this way of life [voluntary simplicity] is not to dogmatically live with less. It's a more demanding intention of living with balance. This is a middle way that moves between the extremes of poverty and indulgence."

-- Duane Elgin

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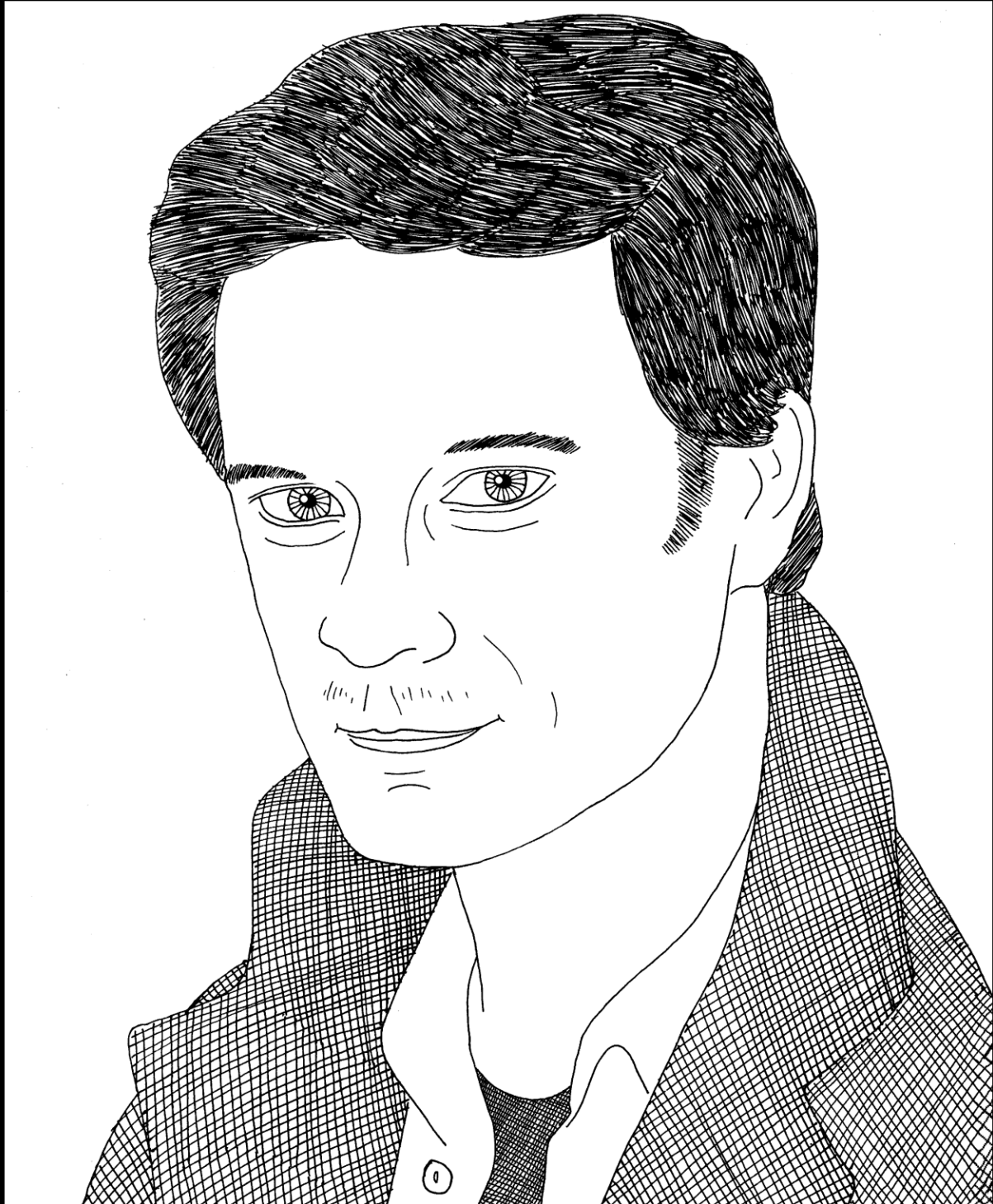
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"The failure so far of the governments of so many of the worlds most powerful countries in the face of such egregious unfairness ... to make the slightest progress on the issue of fair trade is hard to explain."
-- Colin Firth

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**"I feel more confident than ever that the power
to save the planet rests with the individual consumer."**

-- Denis Hayes

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**"Economic policy turns out to be the most important environmental policy."
-- Randy Hayes**

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**"Concern for the public good must become
the animating force of our economic order."
-- Marjorie Kelly**

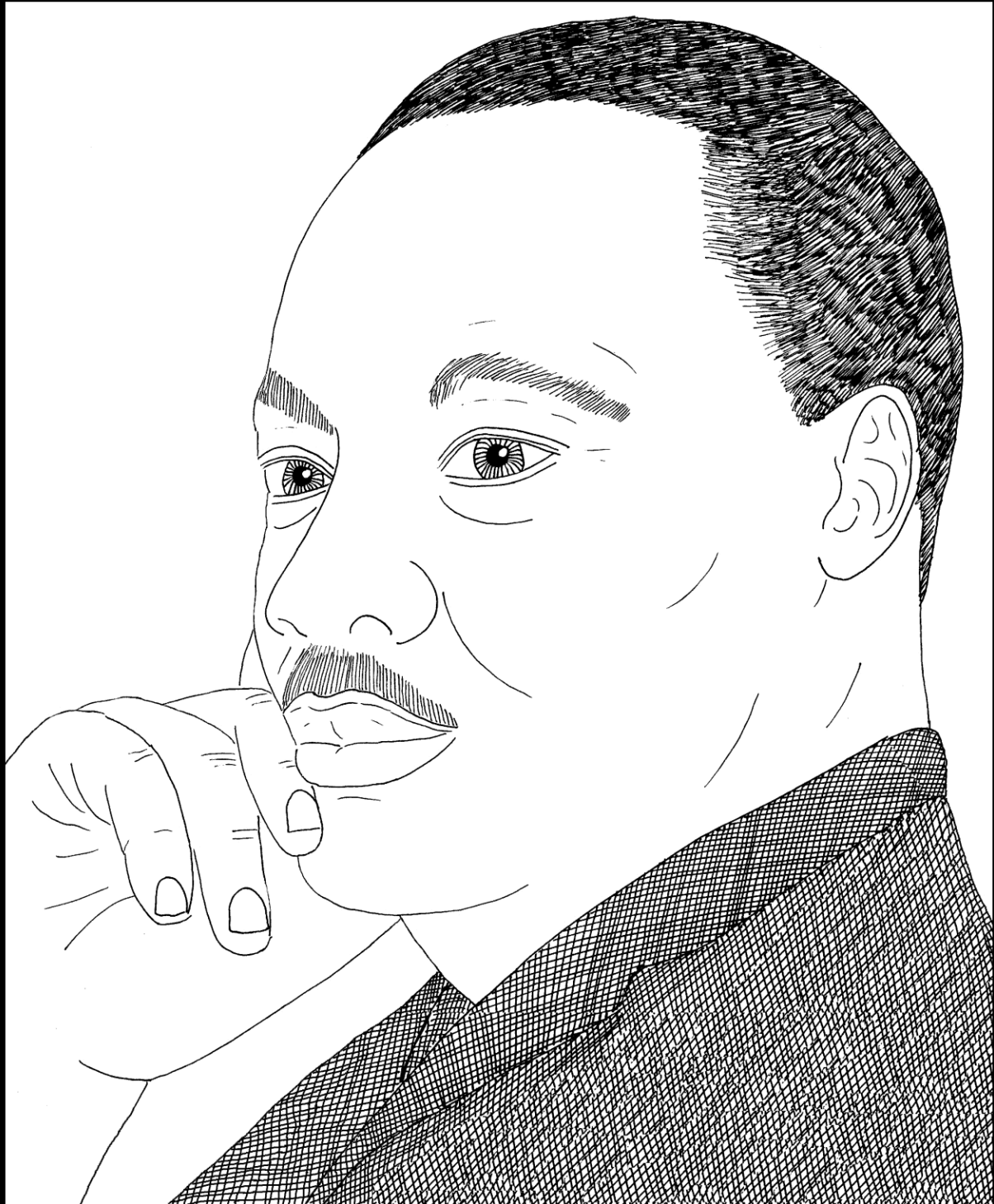
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"We must recognize that we can't solve our problems now until there is a radical redistribution of economic and political power..."
-- Martin Luther King, Jr.

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**"It's a measure of the depth of our consumer trance
that the death of the planet is not sufficient to break it."**

-- Kalle Lasn

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"Many Americans hunger for a different kind of society -- one based on principles of caring, ethical and spiritual sensitivity, and communal solidarity. Their need for meaning is just as intense as their need for economic security."

-- Rabbi Michael Lerner

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"The political system is not for the people. The people are secondary to the economy. It's about what generates money, not about what benefits the people."

-- Ziggy Marley

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"The basic goal of labor will not change. It is -- as it has always been, and I am sure always will be -- to better the standards of life for all who work for wages and to seek decency and justice and dignity for all Americans."

-- George Meany

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"Our motto is to work for peace based on social justice.
Our mandate is to improve the condition, health and
safety of workers, and our mission is universal."

-- David A. Morse

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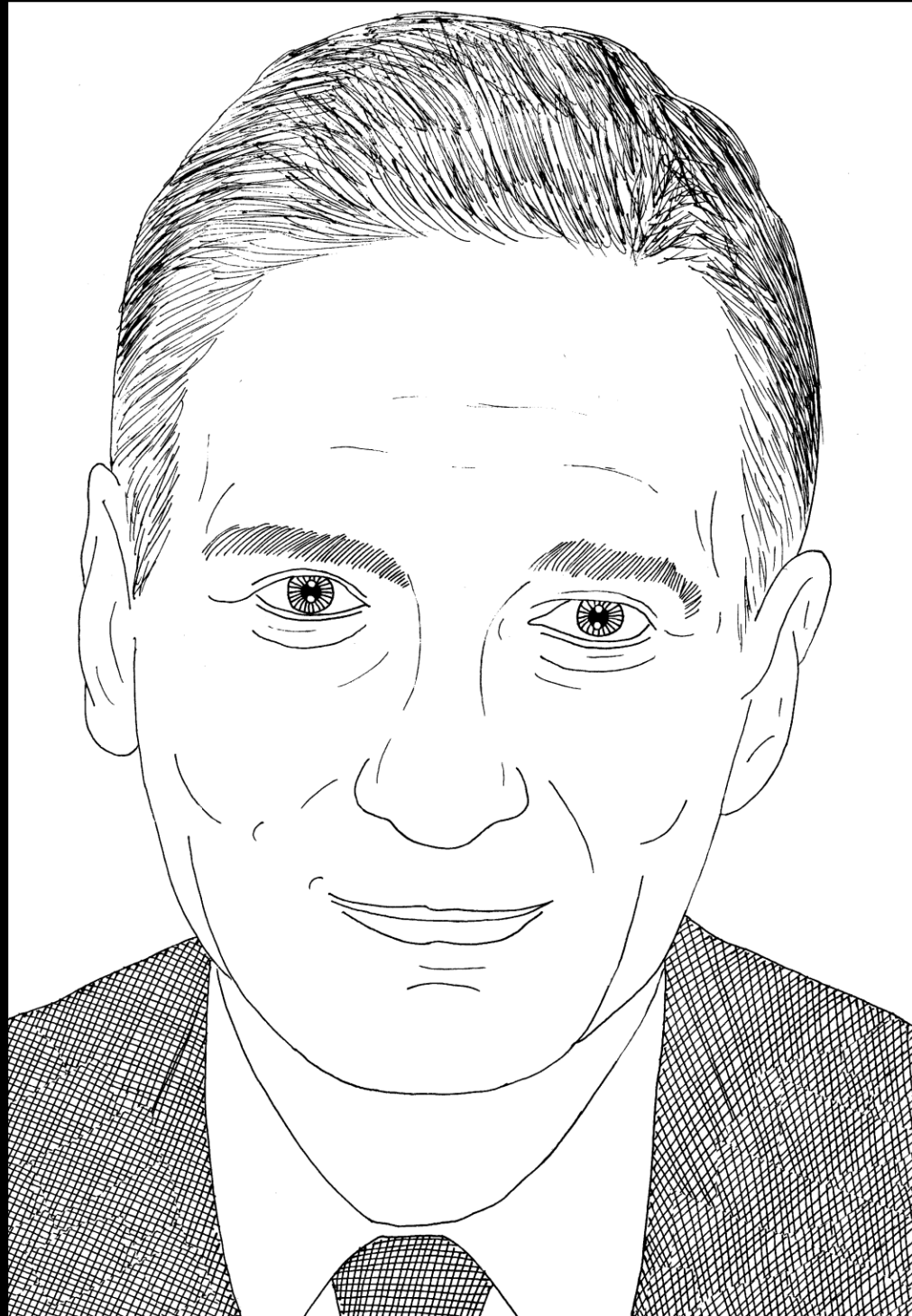
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"The essence of globalization is a subordination of human rights, of labor rights, consumer, environmental rights, democracy rights, to the imperatives of global trade and investment."

-- Ralph Nader

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"...we've got a lot of work to do economically in this country to bring about a more just and fair economy."

-- Barack Obama

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"Out of our first century of national life we evolved the ethical principle that it was not right or just that an honest and industrious man should live and die in misery. He was entitled to some degree of sympathy and security. Our conscience declared against the honest workman's becoming a pauper, but our eyes told us that he very often did."

-- Frances Perkins

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-- Paul Rice

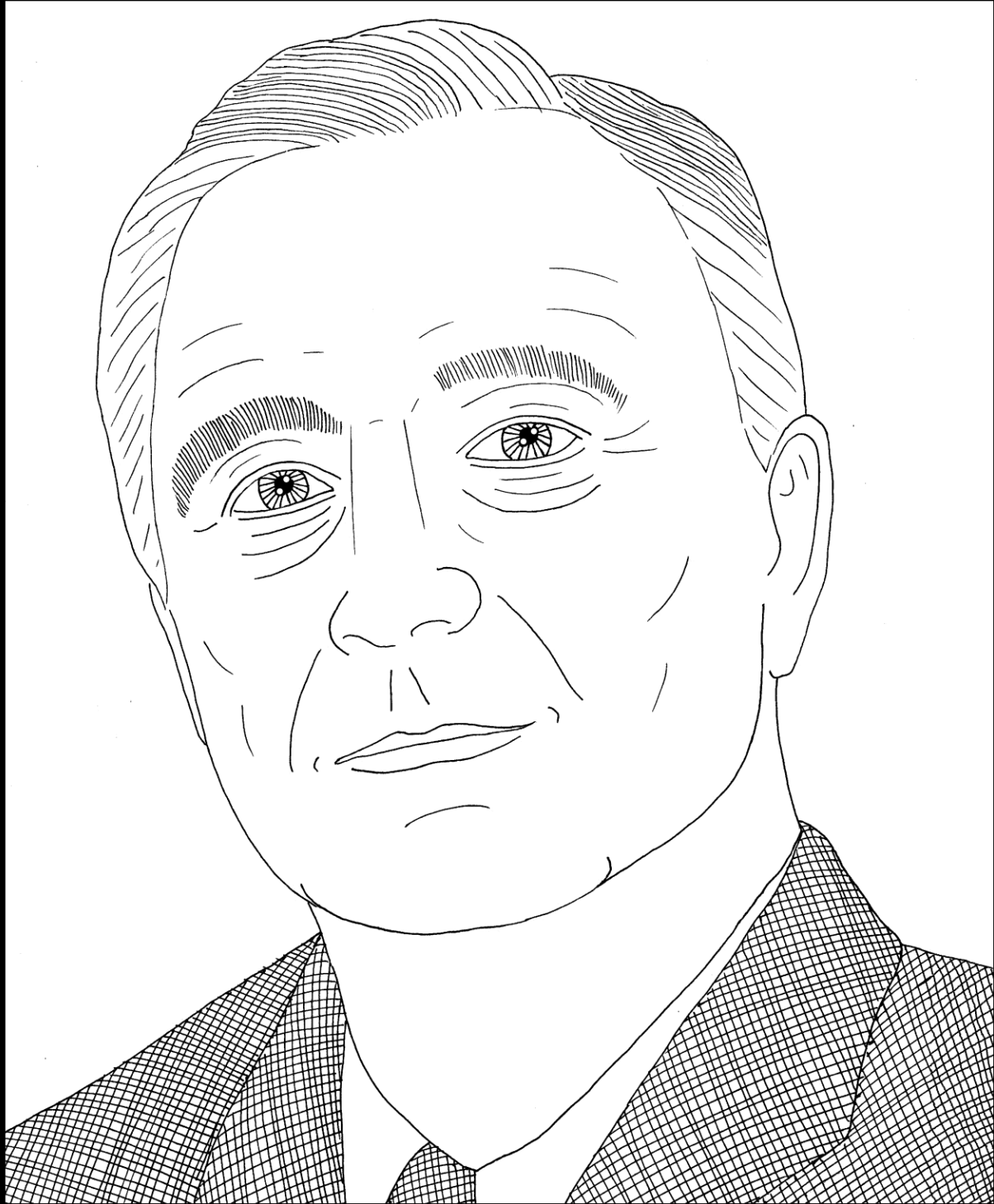
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"No business which depends for existence on paying less than living wages to its workers has any right to continue in this country. By living wages I mean more than a bare subsistence level --I mean the wages of decent living."
-- Franklin D. Roosevelt

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"The Globalization of humanity is a natural, biological, evolutionary process. Yet we face an enormous crisis because the most central and important aspect of globalization - its economy - is currently being organized in a manner that so gravely violates the fundamental principles by which healthy living systems are organized that it threatens the demise of our whole civilization." -- Elisabet Sahtouris

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"We need new proactive policies that focus directly on how authorities in the public and private sphere can blend economic and social policies with an enabling environment for private initiative to create market opportunities for Decent Work."

-- Juan Somavia

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**"It is absolutely sure that if globalization is not founded on moral values not only will fail but will bring about global calamities."
-- Dr. George Vithoulkas**

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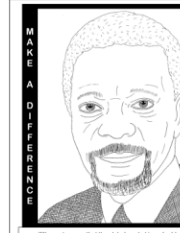











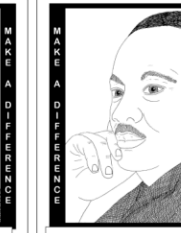











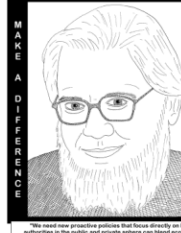



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**"Business is beautiful when it's a vehicle for serving the common good."
-- Judy Wicks**

Do One Thing for a Better World

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<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The most fundamental economic, political, and social systems designed to Western economies were the 3-billion properties of property of 'Christian' versus property of 'freedom', of those who established the economic system and of those who were denied the economic system." — Melissa Johnson</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"Any definition of a culture of peace must address the problem of achieving justice for communities and individuals who do not have the means to compete or cope without it. We must find ways to create a more just world." — Melissa Johnson</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"We must ensure that the global market is controlled to benefit shared values and actions that reflect global social needs, and that the world people are the beneficiaries of globalization." — Matt Adams</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"We are committed with our firm to building a different model and a different future for America, for Earth, and for other nations. We have encouraged a new alternative to economic globalization as we will not rest until we see a world where everyone has a chance to succeed." — Matt Adams</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"In that spirit, we see ourselves as the international giant of the world economy. But somebody's got to come up with an alternative model that says citizens belong to the U.S." — Matt Adams</p> <p>BetterWorldCalendar.com</p>
<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"Economic has been increasingly globalized and subjected to everybody growing richer, even at the cost of exhaustion of resources and pollution of the environment." — Kenneth Bouding</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The corporations have their way. The Earth will be trashed and in a year's time, it's essential to see that students are being trained to work in corporations. It's essential to see that the corporations are running the world." — Dr. Helen Caldicott</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The global economy works for about twenty percent of the world, for about eighty percent it doesn't." — Kevin Danaher</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"We want a system in which the worker should get what he produces and the capitalist should produce what he gets." — Eugene V. Debs</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The ultimate aim of production is not production of goods but the production of free human beings associated with one another on terms of equality." — John Deery</p> <p>BetterWorldCalendar.com</p>
<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The future as far as the governments of so many of the world's most impoverished nations in the least of our hands is hard to sustain." — David Hayes</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"But more important than ever that the power to save the planet rests with the individual consumer." — David Hayes</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"Economic policy turns to be the most important environmental policy." — Roger Murray</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"Concern for the public good must become the animating force of our economic order." — Mark Kelly</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"We must recognize that we can't solve our problems now until there is a radical redistribution of economic and political power." — Mark Kelly</p> <p>BetterWorldCalendar.com</p>
<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"It's a measure of the depth of our consumer brain that the death of the planet is not sufficient to break it." — Matt Adams</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"Many Americans hunger for a different kind of society... one based on a sense of ethics, shared and respect, equality, and common humanity. They need for meaning just as intensely as their need for economic security." — Bobbi Kantor</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The political system is not for the people. The people are secondary to the economy. It's about what generates money, not about who benefits the people." — Roger Murray</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The basic goal of labor will not change. It is... as it has always been, and it will always be... to improve the material conditions of life for all workers and to seek decency and justice and dignity for all Americans." — Chris Riley</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"Our motto is to work for peace based on social justice. Our motto is to be respectful to our children, youth and safety of workers, and our mission is universal." — Chris Riley</p> <p>BetterWorldCalendar.com</p>
<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The essence of globalization is a substitution of human rights, of labor rights, consumer, environmental rights, democracy rights, to the repression of global trade and investment." — Ralph Nader</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"...we've got a lot of work to do economically in this country. It's going to be a long haul." — Barack Obama</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"If that is the history of women I'm not the only person that was not right or just but we've had a woman who was not right and she died in a way. She was not in a way of a woman who was not right and she died in a way. She was not in a way of a woman who was not right and she died in a way." — Françoise Paré</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The Trade is a market based, entrepreneurial response to business as usual. It helps third world farmers developing direct market access as well as the organizational and management capacity to add value to their products and take advantage of the global market." — Françoise Paré</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"We believe when America is successful in making us then bring wages to its workers has any right to continue in this country. The living wages I mean more than a bare subsistence level. I mean the wages of decent living." — Françoise Paré</p> <p>BetterWorldCalendar.com</p>
<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"The fundamental freedom is a natural, integral, and essential part of the human condition. It is a natural, integral, and essential part of the human condition. It is a natural, integral, and essential part of the human condition." — Françoise Paré</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"We need more progressive policies that focus directly on how we can improve the lives of our people. We need more progressive policies that focus directly on how we can improve the lives of our people." — Françoise Paré</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"When you buy Fair Trade products you can guarantee that you are supporting a fair and equitable trade system. You are supporting a fair and equitable trade system. You are supporting a fair and equitable trade system." — Françoise Paré</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"It is absolutely sure that if globalization is not based on moral values not only will it fail but it will bring about global calamities." — Françoise Paré</p> <p>BetterWorldCalendar.com</p>	<p>BE A HERO FOR A BETTER WORLD</p>  <p>MAKE A DIFFERENCE</p> <p>"Business is beautiful when it's a vehicle for serving the common good." — Françoise Paré</p> <p>BetterWorldCalendar.com</p>