



Ladies and Gentlemen,

We are happy to send you the second issue of the Fair for Life newsletter. Although rather short, this issue again contains some important information regarding Fair for Life. Please visit the website [www.fairforlife.net](http://www.fairforlife.net) or contact us directly for further information. We will be happy to assist you.

Regards, Your Fair for Life Team at IMO

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## Fair Trade Futures Conference

IMO was a gold-level sponsor for the 2010 Fair Trade Futures Conference held this year in Boston on 10<sup>th</sup>-12<sup>th</sup> September. This was the largest fair trade conference ever to be held in North America and included a diverse mixture of participants, including fair trade businesses from around the world, producers, crafts people from the fair trade crafts sector, advocacy groups, NGOs, and certification bodies. IMO participated by having a booth during the marketplace and attending discussions and meetings. The IMO booth featured the Fair for Life Social & FairTrade certification for educational purposes, and both Kerry Hughes, the IMO-US Director, as well as Florentine Meinshausen, IMO's UK representative were available for meetings.

## Expo East Tradeshow

IMO-US attended the Expo East Tradeshow in October from the 14<sup>th</sup>-16<sup>th</sup> October 2010. IMO had a booth during the tradeshow with a focus on the Fair for Life Social & FairTrade certification, as well as to help educate on IMO's service portofolio. On the days preceding the show, IMO-US attended a meeting of Domestic Fair Trade Association members and stakeholders interested in fair trade certification in a domestic (North American) context. The meeting was focused

at bringing three of the most important certifiers for domestic fair trade certification to the table to discuss collaboration in the domestic fair trade context. Participants were IMO, AJP (the Agricultural Justice Project) and TransFair USA (now "Fair Trade USA"). Scientific Certification Systems (SCS) also attended the meeting on the last day in order to just listen to the progress and topics discussed.

## Fair for Life Programme Revision

The second draft of the revised Fair for Life Programme is up for the second round of stakeholder consultation until the 2<sup>nd</sup> January 2011. In the revision section of the website [www.fairforlife.net](http://www.fairforlife.net) you can find the draft programme and a document which you can use to list and send your comments. In early 2011 the new Fair for Life Programme will become effective.

## Fair for Life Wine

We are proud to announce that after certifying wine "for Life" we have now certified the first wine made with "Fair for Life" grapes, also coming from Chile.

The grapes derive from two small scale and two medium sized farms. The community is being helped with housing after the earthquake in February 2010. It is planned to convert the entire production to organic within the next 2 years.

As the participating farmers are financially well situated and agricultural workers are a clearly marginalised social group in the region, the additional fair trade focus is on the well-being of these workers on the farms in addition to the support of genuine small scale traditional agriculture in the Chilean context.



## Winners of Biodiversity Awards

On the 16<sup>th</sup> November the Union for Ethical BioTrade (UEBT) and United Business Media (UBM) revealed the winners of the Biodiversity Awards. One of the winners is Lotus Foods, a US company which brings old rice varieties on the market. Lotus Foods' Indonesian rice supplier is certified Fair for Life.

## Upcoming events

Fair for Life will be present on two upcoming events in early 2011. The Biofach, 16<sup>th</sup> -19<sup>th</sup>

February in Nuremberg, Germany and the Expo West, 10<sup>th</sup> – 13<sup>th</sup> March in Anaheim, CA, USA.

## End of year

2010 has been a very successful year. The Fair for Life community has grown and work on domestic fair trade has proceeded well. We would like to thank you for your trust in the Fair for Life Programme and are looking forward to making – together with you - the world even fairer next year.

