



# CHOOSE FAIRTRADE: CHOOSE THE WORLD YOU WANT

DENVER MURAL FACT SHEET

#CHOOSEFAIRTRADE



## ABOUT THE CAMPAIGN:

CHOOSE FAIRTRADE:

CHOOSE THE WORLD YOU WANT

Fairtrade America, an independent, third party certification that better the lives of farmers and workers in developing countries, has commissioned three new murals across the U.S. to celebrate the people who produce the things we count on everyday, such as coffee, and generate awareness for the importance of choosing Fairtrade certified products.

In Denver, Fairtrade America is proud to partner with Kaladi Coffee and acclaimed local artist Giovannie "JUST" Dixon to present a mural featuring an actual Kaladi Coffee Fairtrade-certified farmer and themed around a key area of impact for Fairtrade: gender equality.

The three murals will all be completed in time for October Fair Trade Month and are part of a larger digital campaign - Choose Fairtrade: Choose the World You Want - which highlights how a simple everyday action like purchasing a Fairtrade certified product can be a powerful way to make a difference in the lives of the almost 2 million farmers and works participating in Fairtrade. Visit [www.choosefairtrade.org](http://www.choosefairtrade.org) to pledge your commitment to shopping for Fairtrade products, enter exciting giveaways, and access more information about Fairtrade.

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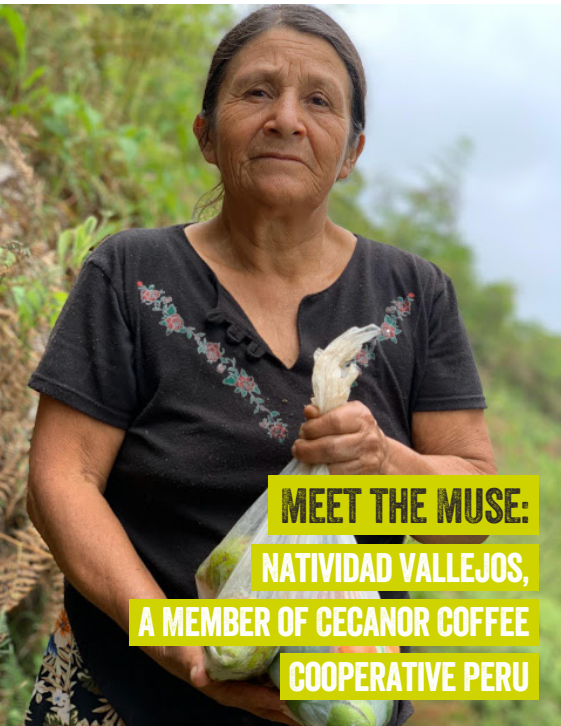




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Natividad is a member of a women-produced and led coffee program Café Femenino that is part of the CECANOR cooperative, located in Peru. In 2003, more than 400 female coffee farmers united to create Café Femenino in order to strengthen the voices and economic power of impoverished, marginalized women in coffee production. The women farmers of Café Femenino in CECANOR obtain control of revenues and land ownership, and receive acknowledgement for their exceptional coffee.

Natividad's coffee farm has been Fairtrade certified and affiliated with Café Femenino for 15 years, and her children are also now members. She and her fellow farmers have used their power to invest in community projects, such as children's libraries, schools, health and nutritional education, and programs that build self-esteem, human rights awareness, and literacy.

Giovannie "JUST" Dixon is a Denver-based mural artist dedicated to using his art as a form of activism. Deeply inspired by the social justice movement, Giovannie aims to create beautiful, thought-provoking murals. From Denver to Seattle to Los Angeles to Canada and Jamaica, Giovannie's murals are intended to affect positive change in the world. That is why Giovannie is excited to partner with Fairtrade America on a mural to spark awareness, conversation, empowerment and equality.

Giovannie hopes the mural will help to raise the voices of women like Natividad and elevate the importance of gender equality. Natividad reminds Giovannie of his own mother. He was inspired by her facial expression that conveys a deep sense of pride in herself, her work and the fruits of her labor. Giovannie also included coffee berries and subtle scenic views of Peru in the mural to acknowledge the beauty and fruitfulness of the region.



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FAIRTRADE AREA

OF IMPACT:

GENDER EQUALITY

An estimated 60-80% of the world's food is produced by women, yet gender inequality remains prevalent in farming communities around the world. Fairtrade America tackles unequal power relationships by strengthening women and girls' human, social, financial and physical capital. Because the Fairtrade standards require all cooperative members to vote on how to use their Premium funds, Fairtrade often gives women a greater voice in their communities.

Founded by coffee aficionados Mark Overly and Andrew Melnick, Kaladi Coffee Roasters is dedicated to sourcing the highest quality Fairtrade coffee beans from farmers who demonstrate sustainable growing practices and respect workers rights to produce premium specialty coffee. For twenty years, Kaladi Coffee Roasters has been a place of community for Denverites, fostering an inclusive, welcoming environment that celebrates the art and skill of producing the best coffee imaginable.

ABOUT THE STORE:

KALADI COFFEE ROASTERS

DENVER, CO



HOW TO SUPPORT

FAIRTRADE

When shopping, look for the Fairtrade mark and choose Fairtrade-certified products in categories such as coffee, chocolate, sugar, tea, bananas and more. Follow @FairtradeMarkUS on Instagram to learn more about the people positively impacted by Fairtrade.

Fairtrade International, including its U.S. chapter, Fairtrade America, was recently recognized as the gold standard for fairtrade certification by an analysis of fair trade labels conducted by Fair World Project, an independent advocacy group promoting fair trade for small-scale producers and labor justice for workers around the world.

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