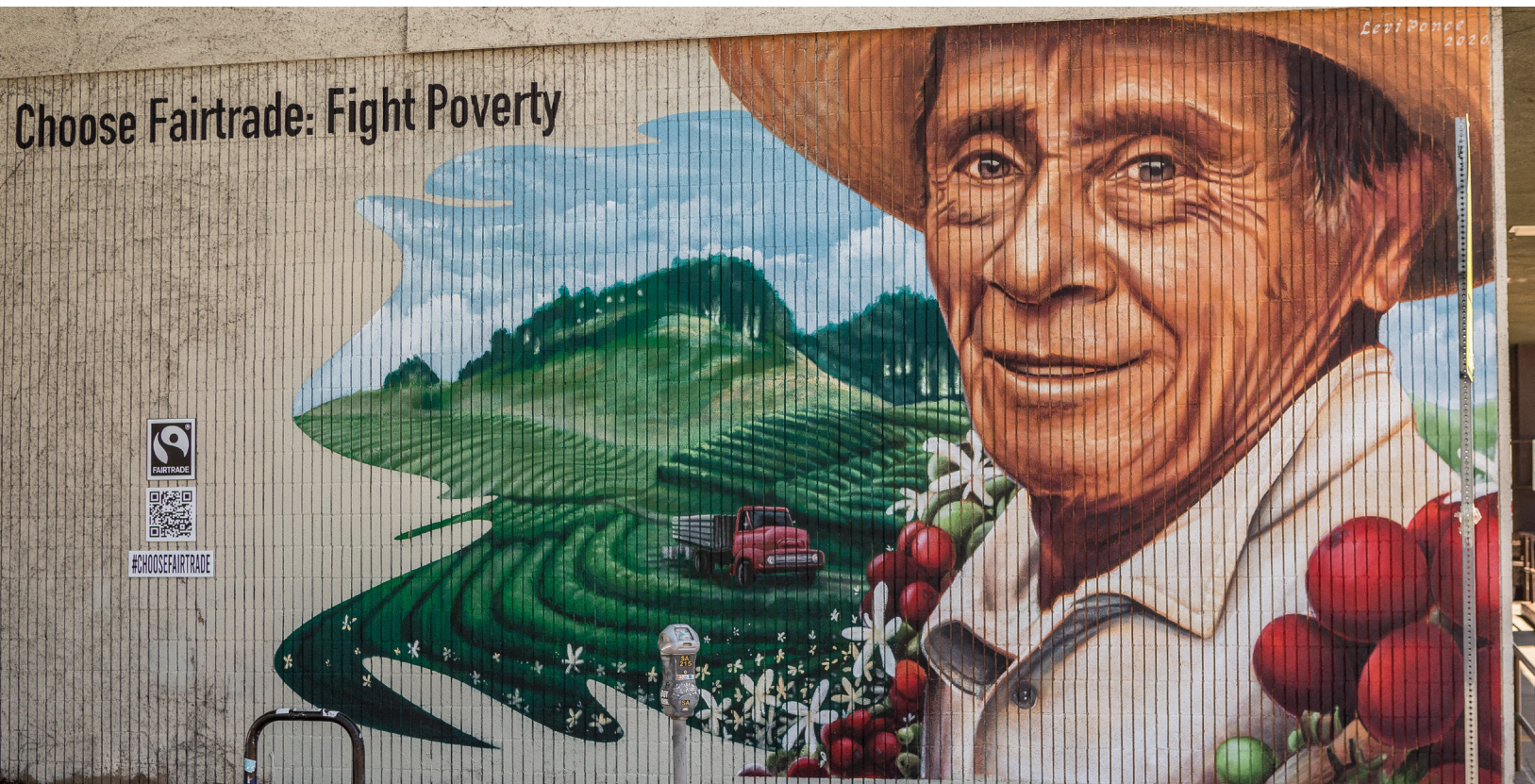




CHOOSE FAIRTRADE: CHOOSE THE WORLD YOU WANT

LOS ANGELES 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 Los Angeles, Fairtrade America is proud to partner with Lassens Natural Foods & Vitamins and acclaimed local artist Levi Ponce to present a mural featuring a Fairtrade-certified coffee farmer and themed around a key area of impact for Fairtrade: fighting poverty.

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 workers participating in Fairtrade. Visit www.choosefairtrade.org to pledge your commitment to shopping for Fairtrade products, enter exciting giveaways, and access more information about Fairtrade.

Media Contact: Elaine Dion | fairtradeamerica@schroderhaus.com | 415-615-2658

WWW.CHOOSEFAIRTRADE.ORG | [@FAIRTRADEMARKUS](https://www.instagram.com/fairtrademarkus)



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MEET THE MUSE:

SEGUNDO ALEJANDRO GUERRERO MONDRAGÓN

MEMBER OF THE NORANDINO

COFFEE COOPERATIVE PERU

Segundo Alejandro Guerrero Mondragón is a long-standing member of the Fairtrade-certified Norandino Coffee Cooperative, which includes coffee and sugar cane producers in the Piuran mountains of northeastern Peru. The co-op exports premium coffee beans into the fair trade, organic and specialty coffee markets - including for Kicking Horse which is available at Lassens. Its 6,000 members collectively work on the sustainable development of their region and to implement certified organic farming practices. Alejandro and his fellow Norandino co-op farmers enjoy access to financing and development projects, such as the diversification of their production and income sources to include raw brown sugar, jams, cocoa, as well as crafts and tourism.

Alejandro's coffee farm has been part of the Norandino Coffee Cooperative for 27 years. He recognizes Fairtrade's important role in strengthening their organization, especially to weather times of uncertainty and maintain a fair price for his coffee beans in critical times. Alejandro encourages consumers to choose Fairtrade coffee to support the stability of coffee prices and a fair income for coffee farmers like him.

Levi Ponce is a native Angelino and mural artist passionate about shining a light on important people and issues within the local community through his art. Growing up, Levi was influenced by his immigrant father who was a muralist as well. He fostered his natural talent by earning a B.A. in 3D animation. While Levi has been commissioned by some of the biggest brands in the world -- including Disney, Sony and Dunkin' Donuts -- he is best known as the founder of the "Mural Mile." Levi began painting murals along this three mile stretch of Van Nuys Boulevard that once covered in graffiti and defaced storefronts. Along the way, he inspired other local artists to join him, volunteering their time and talent, to create beautiful murals to uplift the local community. Levi believes everyone can contribute to a happier, healthier world.

"I decided to partner with Fairtrade America because human rights have never been more important than they are today. I believe every worker deserves a fair wage for helping to put food on our tables. My intention with this mural is to build a bridge between farmers and consumers. It is important to have a connection to the workers who grow our food."



MEET THE ARTIST:

LEVI PONCE

 @LEVIPONCE

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FAIRTRADE AREA

OF IMPACT:

FIGHTING POVERTY

Many farmers and workers around the world live on less than \$2 per day. Fairtrade breaks down the systems that trap producers in cycles of poverty. The Fairtrade Minimum Price acts as a safety net when prices fall below a sustainable level. Evaluated about every five years, the Minimum Price covers the costs of sustainable production and is established in partnership with producers, traders and other stakeholders. Fairtrade producers earn an additional Fairtrade Premium, paid to the producer organization to reinvest in the organization or use for community initiatives, such as education, healthcare, the transition to organic production and more.

Oda Lassen founded Lassens Natural Foods & Vitamins in 1971 to provide her community with wholesome, low-processed, and additive-free foods and supplements. Over 40 years and ten stores later, Oda's family and the dedicated Lassen's team continues to fulfill her original commitment to 100% organic produce and uncomplicated, wholesome, good-for-you products.

Lassen's dedication to quality extends to ensuring quality of life for the people who produce our food. They decided to partner with Fairtrade on this project to educate their customers on the importance of choosing Fairtrade-certified products so that farmers and producers receive fair compensation for their goods.

"People experience a visceral connection to food -- whether it's the coffee we can't live without or the chocolate we love. These goods come at a cost, and we want to help our shoppers make the best choices possible. This mural helps convey the human connection and value of Fairtrade in a beautiful way."



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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