



CHOOSE FAIRTRADE: CHOOSE THE WORLD YOU WANT

NASHVILLE 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 Nashville, Fairtrade America is proud to partner with Turnip Truck natural foods grocer and acclaimed local artist Tarabella Aversa to present a mural featuring a Fairtrade certified cocoa 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 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

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MEET THE MUSE:

ROSINE BEKOIN,

COCOA FARMER AND MEMBER OF

CAYAT CO-OPERATIVE CÔTE D'IVOIRE

Rosine owns and operates a cocoa farm inherited from her mother, an usual circumstance in Côte d'Ivoire where men usually run farms. She joined the Fairtrade-certified CAYAT cooperative in 2016 hoping that uniting with other farmers would give her more independence and autonomy, rather than relying on middlemen to sell her cocoa crops. Thanks to agricultural practices Rosine learned from Fairtrade, she increased production by 50%.

Rosine is the Secretary of her co-operative's Women's Society, and is a graduate from the Fairtrade Africa Women's School of Leadership. Along with more than 400 women in the Women's Society, Rosine participates in an income diversification project to grow other food crops that help supplement her income.

Rosine firmly believes that women play a key role bringing communities out of poverty. Her dream is to build a house for her family.

Tarabella Aversa is a Nashville-based mural artist who is passionate about bringing joy and beauty to communities through her murals. Best known for her bold, bright color palette, Tarabella has created more than 45 murals to date, mainly by freehand.

She is excited to generate awareness for Fairtrade's important cause on such a prominent canvas -- Turnip Truck's exterior wall. As a proud member of the local community and loyal Turnip Truck shopper, Tara wanted to create a beautiful mural to honor Rosine's beauty as a strong, independent woman. Rosine is the central focus of the mural, surrounded by vibrant colors and imagery of the cacao plant. The orange circle was inspired by the sunset but also serves as a halo around her. "The sun never sets on a badass!" says Tara.



MEET THE ARTIST:

TARABELLA AVERSA

 @TMAMURALS

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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.

Established in 2001, Turnip Truck is Nashville's only full-service, locally owned natural foods grocer. With three stores in the heart of Music City, Turnip Truck offers the highest quality local and organic foods available. For nearly two decades, founder/owner John Dyke and team have been committed to supporting area farmers and producers, in turn nurturing the future of the food supply.

"Partnering with Fairtrade America on this program affords us the opportunity to be part of a movement we deeply support, while also representing our brand in Nashville, a city known for creativity and authenticity," said John Dyke, founder of Turnip Truck. "We always wanted to have a mural painted on our walls. With Fairtrade we finally found the perfect partnership and artist to bring it to life." Turnip Truck has always had close relationships with our growers and makers, and fair trade is an issue we wholeheartedly support.



ABOUT THE STORE:

TURNIP TRUCK

NASHVILLE, TN



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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