



Choose Fairtrade: Choose the World You Want

AUSTIN MURAL FACT SHEET



About the 'Choose Fairtrade. Choose the World You Want' Campaign

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 chocolate, and generate awareness for the importance of choosing Fairtrade certified products.

In Austin, Fairtrade America is proud to partner with the Wheatsville Food Co-op and acclaimed local artist Jonathan "J" Muzacz to present a mural featuring a trio of Fairtrade-certified cocoa farmers 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 learn more about the Tony's Chocolonely cocoa cooperative leaders, enter exciting giveaways, and access more information about Fairtrade.

Fairtrade is also commissioning murals in Minneapolis and Tacoma, Wash. Now in its second year, the Choose Fairtrade campaign brought mission-driven murals to Denver, Los Angeles and Nashville in 2020.

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www.choosefairtrade.org | [@fairtrademarkus](https://www.instagram.com/fairtrademarkus)



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A portrait of Sarah Larweh, a smiling woman with dark hair, wearing a colorful beaded necklace and a striped top, set against a background of green foliage.

**SARAH
LARWEH**

A portrait of Eugenie Lago, a woman wearing a white headwrap and a striped top, set against a solid blue background.

**EUGENIE
LAGO**

A portrait of Assata Doumbia, a woman wearing a yellow headwrap and a patterned top, gesturing with her hand, set against a solid yellow background.

**ASSATA
DOUMBIA**

Meet the Muses

Tony's Chocolonely Cocoa Cooperative Leaders

The Austin mural celebrates three female farmers and cooperative leaders who grow cocoa used in Fairtrade certified goods, including Tony's Chocolonely bars. The three women include (featured left to right on the two walls):

Sarah Larweh is a cocoa farmer and board member of her cooperative in Ghana where she works to address and resolve instances of child labor, an injustice that is rooted in poverty.

A cocoa farmer in the Ivory Coast, **Eugenie Lago** leads a women's association that helps members diversify their crops to increase profits and alleviate poverty within the community.

Lastly, **Assata Doumbia**, cocoa farmer and president of her cocoa cooperative, has led her cooperative to become one of the top 3 in the Ivory Coast.

Fairtrade partner Tony's Chocolonely is committed to ending modern slavery and illegal child labor in the chocolate industry through paying higher prices to cocoa farmers, trading directly with cocoa farmers to ensure traceability, and investing in the stability and well-being of cocoa cooperatives. Tony's partnered with Fairtrade to calculate and implement a higher, yet fair, price for cocoa that compensates for the average farmers' expenses, family size and level of disposable income needed to achieve good quality of life.

J Muzacz is an artist and educator passionate about social advocacy. A native Texan, Muzacz has created large-scale murals all over the world, including New Zealand, Japan and Taiwan. His work has been commissioned by Facebook, Anheuser-Busch, the City of Austin and other high profile organizations. Muzacz's latest passion project is an artist-run creative hub, known as The Mosaic Workshop, where he teaches the process of public art creation and installation through a collaborative, hands-on process.

Years ago, Muzacz worked as a day laborer working on sugarcane and mango farms in Okinawa Japan. His first-hand experience gave him insight into the hardships and unrelenting conditions that farmers are faced with everyday to harvest staples people enjoy everyday.

"I decided to partner with Fairtrade on this important campaign because I believe in the organization's mission to bring fair wages and working conditions to all farmers and workers worldwide. When we go to the store and purchase something as simple as a chocolate bar, we can make informed decisions and support those companies who treat their employees and supply chain partners with respect and dignity. Our choices at the supermarket actually can make a difference in someone's life halfway around the world."

Muzacz is inspired by the women-run, Fairtrade-certified cocoa farms that pay fair wages and promote gender equality to fight against poverty. He hopes this joyful mural conveys the strength, humanity and drive of the farmers depicted to inspire current and future generations to shop ethically and sustainably.



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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 farmers in cycles of poverty by addressing them at their core - price. The Fairtrade Minimum Price acts as a safety net for farmers when prices fall below a sustainable level. Evaluated every five years, the Minimum Price covers the costs of sustainable production and is established in partnership with producers, businesses, and other stakeholders. Fairtrade's unique model also includes a Premium fund that farming cooperatives earn on top of the price. Co-op members vote to determine how the money is spent, typically on community programs such as improving infrastructure or accessing education. In 2019, Fairtrade Premium funds contributed more than \$228M to farming communities.

About

Wheatsville Food Co-Op
@ @wheatsville

Wheatsville Food Co-op is a full service, natural foods cooperative grocery store serving the central Austin community since 1976. Its primary mission is supplying high-quality food and unbiased information about food to the Austin community. The only retail food cooperative in Texas, Wheatsville Co-op has more than 24,000 invested owners and operates two locations. It has been voted 'Best Neighborhood Grocery' by the Austin Chronicle's Readers Poll for eleven years running.



HOW TO SUPPORT FAIRTRADE AMERICA

Fairtrade partnered with the National Co-op Grocers (NCG) stores nationally to extend the reach of this campaign, including through the selection of the three retail partners where murals were installed this year. As part of this month-long campaign, NCG plans to celebrate the benefits of choosing Fairtrade in its consumer-facing channels, and more than 20 NCG stores across the US plan to develop special promotions and merchandising of Fairtrade certified goods. Check out www.grocery.coop to find a store near you.

When shopping, look for the Fairtrade Mark and choose Fairtrade-certified products in categories such as coffee, chocolate, sugar, tea, bananas and more. Visit Fairtrade's new Product Finder to easily identify and purchase thousands of certified products.

Follow @FairtradeMarkUS on Instagram to learn more about how Fairtrade partners with farmers to secure a fair deal for their crops.

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