



**Choose Fairtrade.
Choose the world
you want.**

MINNEAPOLIS 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 low- and middle-income countries, has commissioned three new murals across the U.S. to celebrate the people who produce the things we count on everyday, such as bananas, and generate awareness for the importance of choosing Fairtrade certified products.

In Minneapolis, Fairtrade America is proud to partner with Twin Cities Co-op Partners and acclaimed local artist Reggie LeFlore to present a mural featuring Johnny Gabriel Navas Aquim, a Fairtrade-certified banana farmer, and themed around a key area of impact for Fairtrade: fighting poverty. The mural will be installed at the Wedge Co-op on Lyndale Avenue in Minneapolis.

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.

Fairtrade is also commissioning murals in Austin, TX and Tacoma, WA. 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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**Johnny Gabriel
Navas Aquim**

Meet the Muse

Johnny Gabriel Navas Aquim

Johnny Gabriel Navas Aquim is a 26 year-old, third-generation, small-scale banana farmer in Ecuador and a member of the Fairtrade-certified AsoGuabo Cooperative. Johnny looked up to and learned from his farmer grandfather, waking up early to accompany him while visiting the farms. After high school, where he excelled in biology and chemistry, Johnny took over a plot of land to start his own farm. He experienced first-hand the struggles associated with farming, including the grueling labor, lack of a stable selling price for his crops and the need to plant a variety of fruit trees to make ends meet.

Johnny entered University to study aquaculture engineering and microbiology. He earned his degree and improved his farmland by converting to organic production and implementing aquaculture practices. Johnny is a proud member of the AsoGuabo Cooperative, a grassroots organization of banana farmers that has grown to include 350 small-scale banana farmers committed to improving the quality of life for themselves and their communities.

In addition to earning a fair price for their bananas, the co-op earns an additional \$1 per case (approx. 40 lbs of bananas) from the Fairtrade Premium. AsoGuabo's members have voted to spend the Premium on education, health care, retirement, environmental projects and infrastructure improvements. Johnny appreciates all the cooperative does for its members, including providing food supplies and a Christmas bonus, offering educational benefits for producers, running a biofactory, producing its own fertilizer, recycling plastic and assisting with medical care.

Reggie LeFlore is an artist and visual storyteller who focuses on human portraiture, specifically "everyday people." His work features vibrant colors and contemporary elements that aim to capture the energy and spirit of his subjects.

Reggie is inspired by Johnny and his fellow farmers who work hard to improve their quality of life and take care of their communities. He is proud to partner with Fairtrade America on this mural project to create a connection between the people of Minneapolis and those who provide the food we enjoy on a daily basis.



Meet the Artist

Reggie LeFlore
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**the
future
is fair**

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, such as AsoGuabo, 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

Twin Cities Co-op Partners @ @wedge_linden_hills_coop

Twin Cities Co-op Partners (TCCP) connects the Minneapolis community to local growers, suppliers, farmers and producers through healthy, sustainable, ethically produced goods. TCCP was excited to partner with Fairtrade America because of their shared values, including supporting farmers and educating community members about the importance of equity for the people producing our food and sustainability for our planet.

"The co-op movement was started, in part, to improve access to local, healthy food and to support sustainable agriculture. Fair trade deeply connects to this mission by harnessing the economic power of consumers to provide meaningful support to farmers who are so often exploited by traditional methods of international commodity trade," said Josh Resnik, TCCP CEO. "It is affirming to see the fair trade bananas we sell here in Minnesota as a symbol of more fair outcomes halfway across the globe. By supporting Fairtrade, we help improve working conditions and make strides toward a living wage for the hardworking people who grow the food we enjoy and at times take for granted."

TCCP selected Johnny for the mural because they were inspired by how he applied his biology and aquaculture expertise to improve his farmland and convert it to organic production. His goal to inspire other farmers to utilize more sustainable farming methods aligns well with the mission of the co-op movement.



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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