



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

**TACOMA MURAL  
FACT SHEET**



## **About the 'Choose Fairtrade. Choose the world you want.' Campaign**

Fairtrade America, an independent, third party certification that betters 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 Tacoma, Wash., Fairtrade America is proud to partner with the Central Co-op and acclaimed local artist Mari Shibuya to present a mural featuring a female cocoa farmer and small business owner, and themed around a key area of impact for Fairtrade: fostering 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 workers participating in Fairtrade. Visit [www.choosefairtrade.org](http://www.choosefairtrade.org) to learn more about Carmen Mueses, enter exciting giveaways, and access more information about Fairtrade.

Fairtrade is also commissioning murals in Minneapolis and Austin. 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](http://www.choosefairtrade.org) | [@fairtrademarkus](https://www.instagram.com/fairtrademarkus)



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**Carmen Mueses**

[www.maxhavelaarfrance.org](http://www.maxhavelaarfrance.org)

# Meet the Muse

## Carmen Mueses

Carmen Mueses is a cocoa farmer and member of the Fairtrade-certified CONACADO cooperative in the Dominican Republic. Joining CONACADO enabled Carmen to secure a better price for her cocoa, scale production, and diversify her crops. She has demonstrated resilience and ingenuity to make a living from her cocoa crops, and even started a small business selling sweets and liqueurs made with her cocoa pods and coffee beans to diversify her income.

Carmen expanded her farmland by purchasing an abandoned plot next door and cultivating the land to become fruitful once again. She enjoys coming together with her neighbors during harvest to help one another pick their cocoa crops. The CONACADO cooperative has used their Fairtrade Premium to provide electricity and invest in community projects.

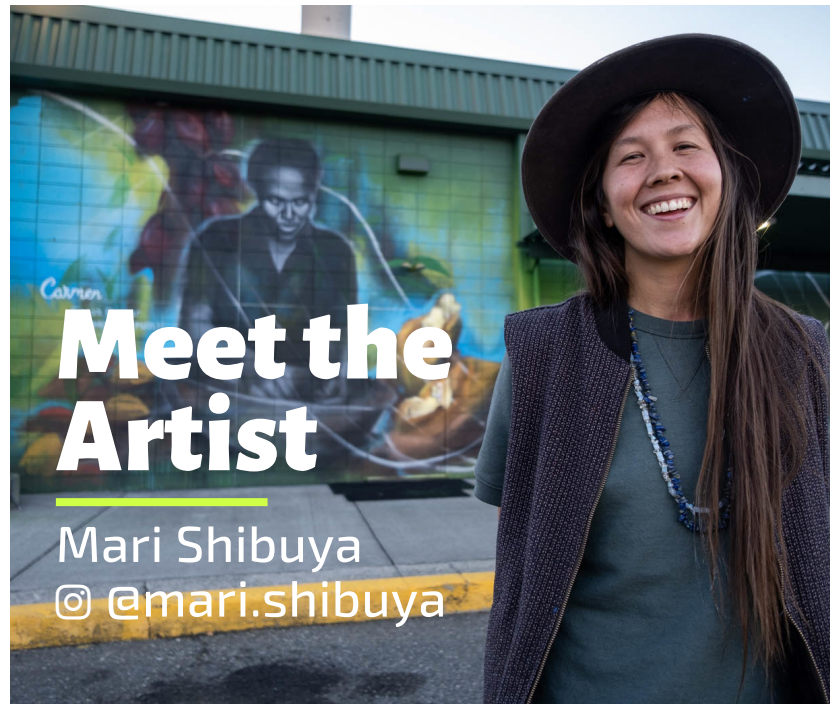
"We are working in a community based on trust and equality to earn a fair price for all of our farmers where there is no difference based on gender," said Carmen.

Mari Shibuya specializes in murals and artwork focused on equity and collaboration. It is her mission to ignite optimism for the wellbeing of the planet and for the most marginalized communities. Mari believes that only through valuing and empathizing with one another that we can truly move towards a liberated world.

Mari is thrilled to partner with Fairtrade to help uplift farmers for the future of our planet. She believes that fostering leadership roles and representation for women cultivates a more empathetic, cooperative and compassionate world. Mari is inspired by the strength and determination of the female leaders in farming communities, like Carmen.

"To have the opportunity to depict the face of the woman harvesting the cocoa that goes into the chocolate bar we grab from the grocery aisle is a step in re-imagining the village of humanity we truly are. We need one another, now more than ever," said Mari.

Mari has frequented the Central Co-op's Seattle location for years and felt a sense of community with the staff there. She deeply respects the Co-op's efforts to uplift local farmers and small businesses.



## Meet the Artist

Mari Shibuya  
@mari.shibuya

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# Fairtrade Area of Impact:



Promoting Gender  
Equality

A large proportion of the world's food is produced by women, yet gender inequality remains prevalent in farming communities worldwide. There is a significant "gender gap" in agriculture where women farmers have less access to resources like land, education, credit, training, and supplies. To help women succeed, Fairtrade implements educational programs to raise women's participation in their farming cooperatives and communities.

## About

Central Co-Op  
@central\_coop

Established in 1978, Central Co-op is a community-owned natural foods cooperative with locations on Seattle's Capitol Hill and in Tacoma's North End. With over 14,000 members, Central Co-op is a full-service grocery store, open to all, that encourages its shoppers and community

members to "Bring the Bigger Story to Your Table," and works to highlight the crucial connections between the food we all eat and the producers, farmers, and food systems that provide it. The Co-op is dedicated to supporting over 140 community partners, championing small farmers, vendors & producers, and working to increase access to quality foods for all, while offering exceptional products that reflect our commitment to healthy eating, sustainable agriculture, fair wages and safe worker conditions, conscientious ranching and fishing practices, and more.



## 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](http://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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