

Choose Fairtrade. Choose the world you want.

ATLANTA MURAL FACT SHEET



About the "Choose Fairtrade. Choose the world you want." campaign

Every trip to the grocery store or online purchase is an opportunity to choose the world you want. We want a world where farmers get paid a fair price for their goods, women and communities thrive and the environment is prioritized.

Fairtrade America, the U.S. chapter of Fairtrade International, the world's most recognized label for social justice and sustainability, has commissioned three new murals across the U.S. to celebrate the people who produce the food we count on everyday, like chocolate and cocoa powder, and to generate awareness that we all have an incredible opportunity to create the world we want through everyday choices. Now, more than ever, we must all do our part to choose a fairer deal for farmers.

In Atlanta, Fairtrade America is proud to partner Sevananda Natural Foods Market and acclaimed local artist Muhammad Yungai to present a mural featuring Fairtrade certified cocoa farmer Agnes Senesie and themed on a key area of impact for Fairtrade: promoting gender equality.

The mural was completed in time for October Fair Trade Month and is part of a larger campaign - Choose Fairtrade. Choose the world you want. - that highlights how a simple everyday action like purchasing a Fairtrade certified product can be a powerful way to prioritize the nearly 2 million farmers and workers participating in Fairtrade.

Fairtrade has also commissioned new murals in Portland and Milwaukee. Now in its third year, the 'Choose Fairtrade' campaign brought mission-driven murals to Austin, Denver, Los Angeles, Minneapolis, Nashville and Tacoma in the past two years. Visit www.choosefairtrade.org to learn more about Fairtrade, enter exciting giveaways and learn about additional ways to show your support during Fair Trade Month.



Media Contact: Emma Feeney

224.545.7699 | fairtradeamerica@schroderhaus.com

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





Meet the Farmer

Agnes Senesie

The Atlanta mural celebrates Agnes Senesie, a cocoa farmer from Mofindor in Sierra Leone and member of the Liloma Agricultural Cooperative Society Ltd. She inherited her cocoa farm from her husband when he died in the Sierra Leone civil war that lasted from 1991-2002. During the war, Agnes lived in Guinea with her siblings and children. After returning to Sierra Leone, it's been challenging for war widows like Agnes to find help doing the physical labor that farm work

requires. Since joining Fairtrade, Agnes has received technical assistance including establishing a nursery for cocoa seedlings, organic fertilizer distribution and best practices training, as well as financial assistance for planting, farm renovations and tools. Agnes has also diversified her income by growing potatoes and vegetables during the off seasons. Agnes is the breadwinner for her family and runs the farm while her three children attend school. Her community supplies some of the cocoa that is used in Navitas Organics' cocoa products that are available at Sevananda Natural Foods Market.

Meet the Artist

Muhammad Yungai is a self-taught artist who was introduced to painting in high school by acclaimed New Orleans artist Richard Thomas. After working for years as an art teacher, he began adding warmth and color to the school where he worked with small murals. As a result, other principals in the area began asking him to paint murals at their schools. Now, you can step inside most of the acclaimed KIPP Charter schools in the Metro Atlanta area and see Muhammad's murals. His vibrantly colored murals depicting inspirational and diverse images of people of color adorn the walls in the hallways, classrooms and lobbies.

Muhammad's mother previously worked at the Sevananda Co-Op, so he has close ties with the staff.

"I am honored to partner in this campaign to highlight Agnes and the farmers like her who deserve a living income," shared Yungai. "I was particularly connected with her story as I have observed the challenges my sister-in-law has faced to be the sole provider for her family after her husband passed away. I hope this mural does her justice and helps people in Atlanta understand the importance of making choices that keep farmers like Agnes in mind."



Muhammad Yungai
@artofyungai



Media Contact: Emma Feeney

224.545.7699 | fairtradeamerica@schroderhaus.com

choosefairtrade.org | [@FairtradeMarkUS](https://twitter.com/FairtradeMarkUS)



Fairtrade area of impact

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 alter this reality, Fairtrade's gender strategy supports farming organizations in tackling the unequal power relationships that hold women back in the workplace and society. Fairtrade focuses on increasing women and girls' human, social, financial and physical capital to rebalance power structures between people of different genders. Today, 25% of Fairtrade's producers are women.

Setting and monitoring standards is not enough to create gender equality. Fairtrade actively and intentionally works with women and men to fix power imbalances. From prohibiting gender-based discrimination to promoting Premium projects centered on women to starting women's schools of leadership — we know that investing in women creates a more just and fair world.

PROMOTING GENDER EQUALITY



About Sevananda Natural Foods Market

Sevananda Natural Foods Market located in Atlanta in the Little Five Points area was founded in 1974 by a small group of like-minded people searching for a way to buy whole and organic foods in bulk. The name Sevananda means "the joy of service" and the team there is happy to serve the thousands of people who visit and shop. With over 4,500 active members, Sevananda is a natural foods grocery store that is entirely vegan and vegetarian. Its mission is to empower the community to improve its health and wellbeing by offering food with integrity that is ethically and sustainably sourced.

"Through our focus on food integrity, we are thoughtful about each and every item that makes it onto our store shelves, ensuring it was sourced with people and planet in mind, and will support the health and wellbeing of our members," shared Sharlise Lowe, marketing and member services manager at Sevananda. By sharing Agnes' story, we hope to raise awareness of how the simple choices we make can go a long way toward helping farmers across the world experience a more sustainable life."

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. 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, tea, bananas and more. Visit Fairtrade's Product Finder at www.fairtradeamerica.org/shop-fairtrade/ to easily identify and purchase hundreds of certified products.

Visit @FairtradeMarkUS on Instagram and www.choosefairtrade.org to read farmer stories, see all of the murals, participate in giveaways of Fairtrade certified products and more!



Media Contact: Emma Feeney

224.545.7699 | fairtradeamerica@schroderhaus.com

choosefairtrade.org | @FairtradeMarkUS

