

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

MILWAUKEE 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 tea, 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 Milwaukee, Fairtrade America is proud to partner with Outpost Natural Foods and acclaimed local artist Nova Czarnecki to present a mural featuring Fairtrade certified tea farmer Ranjana Maurya and themed around a key area of impact for Fairtrade: promoting gender equality.

The mural was completed 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 Atlanta and Portland. 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.



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Meet the Farmer

Ranjana Maurya

The Milwaukee mural celebrates the story of Ranjana Maurya, a member farmer of Organic India Farmer Producer Company Limited, growing Holy Basil (Tulsi) used to make Organic India teas sold here at Outpost. Ranjana is part of a community that converted their agricultural practices to organic in order to increase profits and better take care of their land. Ranjana took over her family's farming practices after her husband was injured. She is grateful for the

benefits her community has experienced being part of Fairtrade, including the investment of her community's Fairtrade Premium. The Premium has been used on projects that have helped improve yields as well as the health of the community; for instance, the installation of tube wells that resolved water irrigation issues and now also provide safe drinking water to the community.

Meet the Artist

Nova Czarnecki is an artist living in Milwaukee, Wisconsin. She believes in the Fairtrade mission and choosing products that nourish people and the planet. She has been an Outpost Natural Foods shopper for years and it is even where her son got his first job, making this project close to home and heart. Czarnecki is excited to paint this mural because at a time when so much is at our fingertips, it's important to remember that the food we toss in our carts has been picked by someone else's hands and has its own story. She considers it an honor to celebrate everyday people. Czarnecki is passionate about human rights and has been inspired by Ranjana's story and hopes the mural will stand as an inspiration for all who see her. Ranjana has taken on the roles of wife, mother and leader and this mural of her helps demonstrate just how powerful women can be.

Czarnecki aims to portray the beauty and complexity of what it means to live and carry a life in her work. Figures are made up of, surrounded by and woven into elements of nature in her pieces to convey our connectedness to the whole while highlighting the preciousness of those elements and the soul. Nova also enjoys exploring nature versus nurture and how our relationships and environment influence who we are for better or worse and how a soul shines through in some areas but is veiled in others due to the inescapable element of pain or trauma that comes with being alive.



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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



Outpost Natural Foods

Serving the greater Milwaukee area since 1970, Outpost Natural Foods is a natural foods grocery retailer featuring local, natural and organic foods, and operates four convenient retail locations in Metro Milwaukee. Co-owned by more than 22,200 individuals from Southeastern Wisconsin, Outpost employs nearly 360 people, is a union employer represented by UFCW local #1473, as well as publishes an award-winning food and dining magazine (GRAZE). Outpost is a committed green power user, with consistent ranking on the EPA Green Power Partnership Top 30 Retail list. Check out their Sustainability Report available online. www.outpost.coop.

"Milwaukee was the first Fair Trade City in the U.S. and the Outpost team has long put an emphasis on sourcing Fairtrade certified goods," said Margaret Mittelstadt, community relations manager at Outpost Natural Foods. "By sharing Ranjana's story, we hope to raise awareness of how the simple choices we make can go a long way toward making sure that 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!



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