fold

Place stamp here

Dear _____:

As a regular customer of _____ Supermarket in _____, _____ and a conscientious consumer, I am concerned about the well-being of the farmers that produce the products I buy. I am interested in seeing Fair Trade products in your store, such as coffee, tea, chocolate, rice, wine, and bananas.

Fair Trade is a system of global exchange that honors producers, communities, consumers, and the environment. Fair Trade ensures that farmers and artisans worldwide get a fair price for their products and earn a living wage. Producers use the extra revenue generated by Fair Trade to feed their families, educate their children and invest in their communities.

A Fair Trade Certified™ label guarantees that food products were purchased according to Fair Trade's ethical standards. For more information on how to purchase wholesale Fair Trade Certified™ products, please visit www.transfairusa.org.

I ask that you help me and all of you customers to support Fair Trade and producers in the developing world by providing Fair Trade items in your supermarket. Thank you in advance for acting on this request.

Sincerely,

_____

From:

_____

_____

_____

Supermarket Headquarters

Store _____

Attn CEO: _____

Address: _____

_____

_____

_____

Print, trim, fold and tape