

Press Release

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FOR IMMEDIATE RELEASE

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SLO County Board of Supervisors proclaim May 10th "World Fair Trade Day."

San Luis Obispo, CA — The San Luis Obispo County Board of Supervisors will adopt a formal resolution at their May 6th meeting proclaiming May 10, 2008 as "World Fair Trade Day" in San Luis Obispo County.

Elizabeth Aebischer, President of the Board of Directors for Ten Thousand Villages of San Luis Obispo, (a nonprofit Fair Trade store slated to open here in Spring 2009), will speak at the meeting on behalf of the **San Luis Obispo Fair Trade Coalition**. The **Cal Poly Fair Trade Club** will serve locally roasted Fair Trade Joebella Coffee, SLO Chai tea and Sweet Earth Chocolate outside the meeting from 8 - 9 AM. San Luis Obispo Fair Trade Coalition members will also be available to answer questions.

The resolution encourages individuals, businesses, groups, and public institutions in San Luis Obispo County to "engage in thoughtful consuming and environmental practices that foster more equitable, ethical and sustainable systems of international production and trade."

According to Aebischer, "We all love a bargain. But people in developing countries often pay a high price for our savings with low wages, poor working conditions, and factory and farming practices that threaten the water, forests and wildlife in their communities. Fair Trade offers farmers and artisans in these countries a way to meet the needs of their families, develop business and leadership skills, and protect their living environment."

The **San Luis Obispo Fair Trade Coalition** is a network of businesses, non-profits, students, and concerned citizens that advocate for global Fair Trade, and inspire conscious consuming on a local level. Some of the Coalition's business members include Sweet Earth Chocolates, SLO Chai, Joebella Coffee, Swan Sister Teas, and Steynberg Gallery. Participating nonprofit organizations include Santa Lucia Sierra Club, Ten Thousand Villages, the Cal Poly Fair Trade Club and several faith-based communities that sell and brew Fair Trade coffee and tea.

In observing World Fair Trade Day, San Luis Obispo County joins cities and counties across the United States and around the world as a leader presenting models of social responsibility for this and other communities to follow.

Fair Trade organizations, producers of goods, Fair Trade stores, and consumers in over 70 countries support Fair Trade as a campaign to empower low-income artisans, workers, and farmers. For more information, visit www.fairtradefederation.org or contact the San Luis Obispo Fair Trade Coalition at 805-546-3478.

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