



FAIR TRADE LA

ANNUAL REPORT

2023

FAIR TRADE LA



FROM OUR EXECUTIVE DIRECTOR

2023 was one of, if not the most, significant year for Fair Trade LA. After becoming the largest Fair Trade city in North America in 2020, we aimed even higher to be part of the Olympics, coming to Los Angeles in 2028. **After years of meetings, conversations, and paving the way, Fair Trade LA was officially invited to join as a Working Group Member of the Community Business and Procurement Committee of the LA28 Olympic and Paralympic Games!** We are helping advise and support the planning of the impact and sustainability framework for the procurement of goods for the Olympics in 2028! That's a big deal with the potential for a powerful ripple effect for fair trade producers! Thank you for believing in us and continuing to support our grassroots organization because we couldn't do this important advocacy work without individual supporters like you.

I am truly humbled that we get to serve the City of Los Angeles, advance the fair trade movement, and be the voice for global artisans and producers behind the things we buy every day.

What an honor it is to advocate for real change that impacts real people in such a powerful city through the "Live Fair. Buy Fair." model. May we continue to speak up for the equity and dignity of all people around the world because, at the end of the day, we are all one.

Let's fight for a better tomorrow, together.

Elisha
Elisha Chan



COMMUNITY EVENT PARTNERS

Thank you to all our community partners across the Los Angeles area for giving us the opportunity and the platform to share about fair trade with your community.

- Fair Trade Federation (Conference and Expo)
- Fair Trade Long Beach Collective
- Patagonia, Pasadena
- Floracal (Fair Trade Certified Flowers)
- Gasolina Cafe (Fair Trade Markets)
- Valley Salt Cave (The True Cost Documentary Screening)
- Vanguard University (Fair Trade Fashion Show)
- Bonfire w/ Tony's Chocolonely
- New Roads School
- Kiff Kafe (Fair Trade Markets)
- Ethos
- HOMMES + GARDENS ESTUDIO
- St. Bede the Venerable Catholic Church, La Canada Flintridge
- Ten Thousand Villages, Pasadena (Succulent Planting Event)
- Orange County Ministry (OCM)
- Mount Saint Mary's University
- Mt. Olive Lutheran Church, La Crescenta
- Unitarian Universalist Church of Long Beach
- First Congregational Church of Los Angeles



GASOLINA CAFE



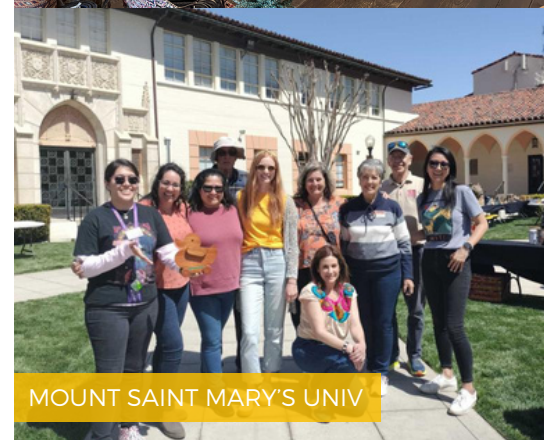
KIFF KAFE



PATAGONIA, PASADENA



TEN THOUSAND VILLAGES



MOUNT SAINT MARY'S UNIV

HIGHLIGHTS



FAIR TRADE FEDERATION CONFERENCE AND EXPO

We welcomed the Fair Trade Federation community to SoCal this year! We helped host the global fair trade community at a special Taco Party held at Fair Trade Long Beach Collective! It was a conference to remember!

BEACH BONFIRE

Our 3rd annual Beach Bonfire was perfect. We caught a beautiful LA sunset with our wonderful fair trade community, bonded around a bonfire, and shared about the importance of eating fair trade chocolate! Thank you to Fairtrade America and Tony's Chocolonely for helping us create the best fair trade s'mores kit yet!



FAIR TRADE LA MEMBERS

We are so grateful for our members who make up a huge part of our community.
Our members play a crucial role in advancing our Fair Trade impact globally.

Business Members:

- Are & Be Coffee
- Arrayed
- Baskets and Beads Kenya
- Beautyologie
- Dunitz & Company
- Impactful Market
- KINDOM
- Mahogany Soul
- Malia Designs
- Sew Free
- Ten Thousand Villages, Pasadena
- Ten Thousand Villages, Redondo Beach
- The Tote Project
- Tribu
- Vida Verde
- Wanuna
- Wuitusu

Nonprofit Members:

- Ascension Lutheran Church, Thousand Oaks
- New Beginnings Community Church, Riverside
- Shop @ USC Pacific Asia Museum



ARE & BE COFFEE



BASKETS & BEADS KENYA



BALIROSE



BEAUTYOLOGIE



TEN THOUSAND VILLAGES



MALIA DESIGNS

FAIR TALKS PODCAST

What a year for the FAIR Talks Podcast! Many people across industries around the world choose to tune in to learn more about Fair Trade through our podcast episodes. We are grateful for the amazing change-makers who share their knowledge with us in these wholesome conversations.

8.3K

Downloads

65

Countries

28

Episodes



Where our listeners come from:

1. **United States**
2. **Canada**
3. **Germany**
4. **Japan**
5. **Korea**
6. **United Kingdom**
7. **Haiti**
8. **Netherlands**
9. **India**
10. **Italy**

Listen Now!

FairTradeLA.org/Podcast

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FAIR TALKS

EP 15: RELATIONSHIPS BUILT ON TRUST: EMPOWERING WOMEN THROUGH FAIR TRADE



JOY MCBRIEN
FOUNDER OF FAIR ANITA
BOARD CHAIR, FAIR TRADE FEDERATION



FAIR TALKS

EP 16: HOW FAIR TRADE FLOWERS BRING MORE POWER TO WORKERS



JAIME CASTILLO
GENERAL MANAGER
FLORECAL



FAIR TALKS

EP 17: ONE STOP SWAP: HOW SHARING CLOTHING SUPPORTS A CIRCULAR FASHION FUTURE



NICOLE ROBERTSON
FOUNDER
SWAP SOCIETY



FAIR TALKS

EP 18: HOW FAIR TRADE FIGHTS ECONOMIC HARDSHIP AND FOSTERS ABUNDANCE



JESSICA RAY
EXECUTIVE DIRECTOR
GOEX APPAREL



FAIR TALKS

EP 19: GET TO KNOW US! A FIRESIDE CHAT WITH FAIR TRADE LA BOARD MEMBERS



FAIR TALKS

EP 20: INVESTING FORWARD USING TRADITIONAL AFRICAN VALUES AND FAIR TRADE PRACTICES



OLOWO-N'DJO TCHALA
FOUNDER AND CEO
ALAFFIA



FAIR TALKS

EP 21: WHO BENEFITS FROM FAIR TRADE? A DAY IN THE LIFE EPISODE



DANIEL SAINNATUS
PROGRAMS DIRECTOR
IMPACTFUL MISSIONS



FAIR TALKS

EP 22: KEEPING THE 'ART' IN ARTISAN: ELEVATING CRAFTSMANSHIP IN FAIR TRADE PRODUCTS



MANISH GUPTA
FOUNDER & CEO
MATR BOOMIE



FAIR TALKS

EP 23: BRINGING THE OCEAN TO THE STARFISH: HOW TO CREATE A THRIVING ENTERPRISE FOR SURVIVORS



JENNY MCGEE
FOUNDER & CEO
STARFISH PROJECT



FAIR TALKS

EP 24: ALL TREATS, NO TRICKS: TONY'S CHOCOLONELY'S MISSION TO TRANSFORM THE CHOCOLATE INDUSTRY



ABBY NOEL DAVISON
DIGITAL COMMUNICATIONS SPECIALIST
TONY'S CHOCOLONELY



FAIR TALKS

EP 25: MAKING TEA TIME FAIR TRADE: WORKING WITH SMALL-HOLDER FARMERS FOR BETTER TEA AND A BETTER WORLD



PAUL BAIN
FOUNDER & CEO
JUSTEA



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podcasts



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For the second year in a row, Fair Trade USA has been our official FAIR Talks Podcast sponsor to help us use media for good, and to share the positive impact Fair Trade is making around the world!



FAIR TALKS PODCAST AD SPONSORS

Thank you to our ad sponsors for supporting our podcast that inspires listeners to make a Fair Trade impact in their daily lives.



FAIR PACKAGE BRAND PARTNERS

We featured some amazing Fair Trade brands in our FAIR Package this year! Hope you enjoyed learning about new companies and receiving new fair trade products!



AUCTION BRAND PARTNERS

This year, we partnered with more do-good brands than ever before to advance the Fair Trade movement. We are honored to work with such an incredible list of companies that are making an impact around the world to raise thousands of dollars to continue our advocacy work in Los Angeles.

- Alaffia
- Are & Be Coffee
- Ayéya
- Baskets and Beads
- Beautyologie
- Cali Vibes Reggae Festival
- Conscious Step
- Dunitz
- Fair Anita
- Gasolina Cafe
- GOEX Apparel
- Gracemade
- Hotel June
- Huntington Library
- Impactful Market
- Island Packers
- JusTea
- KINdom
- Knotts Berry Farm
- Known Supply
- Lumily
- MADE by DWC
- Made Free
- Matr Boomie
- Mini + Meep
- Next Session
- Pacific Park, Santa Monica Pier
- Passion Lilie
- Patagonia
- Pico Los Alamos
- Poplinen
- Purpose Jewelry
- Sarilla
- Starfish Project
- Stone Barn Nature Center
- Ten Thousand Villages
- Terra Thread
- The Tote Project
- Tony's ChocOLONELY
- Trades of Hope
- Tribu
- Valley Salt Cave
- Women's Bean Project
- Wuitusu
- Zambeezi
- Zaric Fair Trade



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Follow us on social @FairTradeLA
