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Miles Litvinoff, John Madeley

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Miles Litvinoff, John Madeley : 50 Reasons to Buy Fair Trade before purchasing it in order to gauge whether or not it would be worth my time, and all praised 50 Reasons to Buy Fair Trade:

Fair trade is a growing global movement. A huge and widening range of fair trade goods are now available in the shops. Why is fair trade so important? This book provides 50 reasons why buying fair trade delivers a host of benefits to people and the planet. It's an inspiring account of how every consumer can play a part in improving and even saving

lives and making global trade work better for poor people. Did you know that buying fair trade:-- Helps eradicate sweatshops-- Helps end child labour-- Reduces the debt burden on developing countries' farmers-- Ensures small-scale farmers can earn a living wage-- Supports and protects the environment? This book provides a critical guide to international trade and shows that fair trade presents a realistic and positive alternative for farmers and producers in developing countries. By improving schools, healthcare and working conditions, the fair trade movement has already saved lives and empowered whole communities. This book shows how every consumer can help make a difference in the fight to end poverty and inequality.

Fresh and clear as a see-thru mint. If this doesn't persuade you to support fair trade, nothing will -- Anuradha Vittachi, OneWorld.net This timely and well researched publication confronts those doubtful of the effectiveness of Fair Trade as an instrument for sustainable development with substantiated evidence. Litvinoff and Madeley's extensive overview of the advantages inherent to the logic of Fair Trade really contributes to the cause of increased justice in international trade. -- Dr Frithjof Schmidt MEP, European Parliament Rapporteur on Fair Trade Buying fair trade is one of the most practical actions consumers can take against exploitation by the multinationals. This highly readable book shows how and why. -- Patricia Barnett, founder and director, Tourism Concern This book captures the spirit of our times. We live in a risky and divided world and though as an individual you can't do everything, you can do something -- or, as this book shows, fifty things. This book is a celebration of social justice. -- Ed Mayo, Chief Executive, National Consumer Council This book captures the spirit of our times. We live in a risky and divided world and though as an individual you can't do everything, you can do something -- or, as this book shows, fifty things. This book is a celebration of social justice. -- Duncan Green, (Head of Research,) Oxfam The best and most comprehensive guide around to the principles and practice of fair trade. -- Joanna Blythman, food writer and campaigner A wonderfully inspiring and uplifting book, which demonstrates the power of the personal choices we make as consumers. 50 Reasons to Buy Fair Trade not only offers 50 powerful reasons to choose fairly traded goods, but also tells us some of the compelling stories behind the products. And while each of the stories is very different, the message remains the same: fair trade changes lives. The fair trade movement is one of the great success stories of our time - and this book bears witness to its growing strength and importance. -- Caroline Lucas, Green Party MEP for South East England A lively, accessible and inspiring survey of how fair trade is bringing new hope to poor producers around the world. -- Paul Chandler, Chief Executive, Traidcraft An excellent guide to the subject, 50 Reasons to Buy Fair Trade is well-researched and well-argued. By using the voices of many of the producers, quoted extensively in the book, whose lives have been changed radically for the better because of Fair Trade they make a persuasive case for ethical shopping -- The Book Depository Even if you think you are reasonably aware of the fairtrade issue, reading this book is likely to lead to a long hard look at your shopping habits. -- Sarah Meyrick About the Author Based in the UK, Miles Litvinoff has a long history of involvement in fair trade and the global justice movement. Based in the UK, John Madeley has a long history of involvement in fair trade and the global justice movement. John has worked on poverty and trade issues with United Nations organisations in Geneva, New York and Rome.