

Script - Fair Trade : The Power of the Consumer

American consumers, we have so much power. Every time we go to the store we can vote with our dollars for a better world. We're facing some huge global challenges today : poverty, climate change, environmental degradation. Americans are not indifferent to those problems. They just don't know how to make a difference. We feel so powerless in our lives in the face of these huge global problems and the old approaches whether it's government intervention, government legislation or international development aid and charity. They're not working fast enough and we have to harness the power of the market and we have to get our consumers involved. It seems to me that fair trade is empowering consumers to make a difference with every cup of coffee, with every bar of chocolate, with every banana that we eat. We can actually lift people out of poverty, we can help them preserve the land, we can make a difference.

People in this country increasingly want better tasting products and healthier products. Guess what ? There's a very direct connection between the money the farmer gets for his or her harvest and that farmers ability to produce a healthier higher-quality product and that's a win-win, right ? It's a win for the farmer, it's a win for the consumer that's looking for a better tasting healthier product.