

Teaneck named 21st Fair Trade Town

Thursday, October 21, 2010

Last updated: Thursday October 21, 2010, 1:52 PM

BY HOWARD PROSNITZ

Teaneck Suburbanite
STAFF WRITER

Teaneck has been named the 21st certified Fair Trade Town in the U.S. The official announcement is scheduled to be made at the annual Chamber of Commerce Awards Dinner on Thursday at the Marriott at Glenpointe.

Only three other towns in New Jersey – Montclair, Red Bank and Highland Park – are Fair Trade certified: The Fair Trade movement, which began in England where more than 600 towns are certified, is a movement that attempts to ensure a living wage to workers throughout the world. The movement unites activists in an effort to ensure a living wage to producers. Fair Trade manufacturers do not employ child labor. Many of the items are made on cooperatives owned by the workers.

A town must meet two requirements to become Fair Trade certified, said Dennis Klein, who chairs Fair Trade Teaneck. First,



advertisement

the council must pass a resolution endorsing the Fair Trade concept and campaign, which the Teaneck council did on May 4, endorsing "the voluntary practice of selling and serving certified Fair Trade goods in our community and by encouraging its departments and agencies to promote an awareness of the campaign and the opportunities for supporting Fair Trade locally."

The second requirement is for a town to have a minimum number of commercial establishments and not-for-profits that carry Fair Trade products. The number varies with the population of the town, said Klein. For Teaneck the minimum is eight of each. Klein noted that Teaneck has exceeded that number.

"Teaneck is a very strong, civic-minded community," Klein said. "The critical mass of retailers and service organizations have committed to Fair Trade. Fair Trade has been a rather easy sell here."

He said that some merchants are reluctant to carry Fair Trade products because of the

Advertisement

PRE-SEASON SAVINGS
ITS GO TIME!
\$500 OFF MSRP
EVERYONE CAN AFFORD...
TOWARDS THE PURCHASE OF ANY NEW FORD • LINCOLN • MERCURY • SUBARU VEHICLE
www.ALLAMERICANFORD.NET
MUST BE PRESENT AT TIME OF PURCHASE

added cost.

"Our reply is twofold," Klein said. "First, Fair Trade coffee is comparable to Gourmet coffee. The other response is that by carrying fair trade products, merchants are making a difference to people throughout the world."

In addition to coffee, other Fair Trade products include textiles, flowers, chocolate and food. Stop & Shop qualified as a Fair Trade distributor because it carries certain flavors of Ben and Jerry's Ice Cream, which are Fair Trade certified.

All Fair Trade certified products have the Fair Trade logo.

Larry Bauer, president of the Teaneck Chamber of Commerce and a member of Fair Trade Teaneck board, noted that Fair Trade provides new opportunities to retailers.

"We are ten years behind Europe in the Fair Trade movement," said Bauer. "But people here are buying more expensive coffee brands. Fair Trade is on its way to becoming a trend in the U.S."

The Fair Trade Teaneck Steering Committee seeks to sign up additional businesses and non-profit organizations.



advertisement

For more information about Fair Trade Teaneck, visit <http://fairtradeteaneck.org>.

E-mail: suburbanite@northjersey.com

Advertisement

A large advertisement for All American Ford. On the left, a superhero character in a blue suit with the number 1 is shown. The text "PRE-SEASON SAVINGS" is in large, bold, red letters, followed by "ITS GO TIME!" in white. To the right, "\$500 OFF MSRP" is written in very large, yellow, outlined letters. Below this, it says "TOWARDS THE PURCHASE OF ANY NEW FORD • LINCOLN • MERCURY • SUBARU VEHICLE". At the bottom, there are logos for Ford, Lincoln, Mercury, and Subaru, and the website "www.ALL.AMERICAN.FORD.NET". A note at the bottom right says "MUST BE PRESENT AT TIME OF PURCHASE".