

FAIR TRADE CERTIFIED BANANAS & SAM'S CLUB



Making a Difference

In October, 2007, Sam's Club became the first mass-market retailer and membership warehouse club in the U.S. to offer Fair Trade Certified bananas. Since that time, Sam's Club has expanded its Fair Trade banana program from one to three distribution centers and member purchases of product have generated more than \$615,000 in community development funds. Each box of Fair Trade bananas sold contributes \$1.00 that goes directly to farmworkers who decide upon, manage and directly benefit from community development projects. The Sam's Club Fair Trade Certified banana program is a shining example of the power of American consumers to change lives and sustain our earth.

Sustainable Farming

In addition to life-changing social programs funded through the \$1.00/box premium, Sam's Club payment of a fair, above-market price to farmers allows them to pay for environmental improvements required by Fair Trade standards. Sam's Club purchases have allowed farmers in Colombia to eliminate over 422,000 gallons of herbicide preparations each year, protect rivers with natural barriers, and eliminate the most toxic pesticides.

Spotlight on the Mosquera Family

Here is just one example—out of thousands—of how Sam's Club members are changing lives through Fair Trade. Jhojaneth, a 13 year old Colombian girl, hopes to be the first in her family to finish high school. Her mother is a single mom trying to support a teenage girl with big dreams and a young boy with special needs by selling food on the streets every day. But her income wasn't enough to cover the \$69 in fees for books and uniforms needed to for Jhojaneth to attend the local public school. By selling the equivalent of only 69 boxes of Fair Trade bananas, Sam's Club members brought this girl's modest dreams back into reach. In Jhojaneth's own words,

"Thank you for helping me when I most needed it so that I could continue studying, and for bringing a smile back to my face. I hope I can repay you by doing well in school."

—Jhojaneth Mosquera Lopez

