

Public
Lecture

Fair Trade, Transfair, and Corporate Social Responsibility

Paul Rice

President and CEO, TransFair USA

Wednesday, February 6, 2008

4:15 p.m.

Robinson Building Complex, Robinson Auditorium

Paul Rice is the founding President & CEO of TransFair USA, the only Fair Trade certification organization in the U.S. today. Since launching the Fair Trade Certified label eight years ago, TransFair has established Fair Trade as the fastest growing segment of the \$19 billion coffee industry. To date, TransFair has developed business partnerships with over 400 US coffee companies, launched Fair Trade coffee into 30,000 retail outlets nationwide, certified over 75 million pounds of Fair Trade coffee, and generated over \$60 million in additional income for small coffee farmers around the world.

TransFair is rapidly expanding Fair Trade certification into tea, chocolate, rice, sugar, bananas and other fresh fruits. Fair Trade certification has helped open the US market to over 1.2 million small family farmers around the world who are now getting a fair price for their harvests and making dramatic gains in their living standards.

Information about Paul Rice from www.transfairusa.org.

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