Dear Friends,

In 2002, the humanitarian crisis in the global coffee industry became front page news. As producer prices fell to their lowest level in recorded history, 25 million coffee farmers faced growing unemployment, hunger and desperation. I have lived and worked with Latin American farmers during much of the last 20 years, yet I have never seen hard times like these.

But in my travels to coffee cooperatives last year, as I visited with farmers and heard their stories, I witnessed growing pride and self-confidence, thanks to the small but rapidly growing Fair Trade market. In the United States, TransFair USA's efforts to mainstream Fair Trade Certified™ products were making a powerful difference. In 2002, our fourth year in the US market, we certified almost 10 million pounds of Fair Trade coffee, a 46 percent increase over 2001. This generated $8 million in greater income for farmers and their communities - allowing them to stay afloat and invest in the future. Amidst such hardship in the coffee world, Fair Trade farmers had reason to remain hopeful.

TransFair's industry partners were largely responsible for this sustained market growth. New companies signed up in 2002 at a rate of more than one per week, taking Fair Trade products into all corners of the United States. Meanwhile, retail availability of Fair Trade products jumped to 12,000 stores nationwide, up from 8,000 the year before. With more high-quality Fair Trade Certified products available in mainstream locations, consumers responded enthusiastically. Combined, our top ten roaster companies doubled their sales over 2001 levels, making Fair Trade once again the fastest growing segment of the specialty coffee industry.

Although still firmly focused on coffee, TransFair continued to support companies selling Fair Trade tea, whose sales jumped 47 percent. Chocolate lovers will be thrilled to hear that Fair Trade Certified chocolate and hot cocoa hit store shelves in 2002. Slowly but surely, we will respond to rising consumer demand by expanding into new Fair Trade Certified products in the coming years.

Over the last four years, TransFair has sought to reframe the industry's conventional wisdom about the most effective response to hardship in the coffee communities, building innovative partnerships for sustainable solutions. Since launching the label in 1999, TransFair has certified 23 million pounds of Fair Trade coffee, creating $18 million in additional income for farmers and their communities. Thanks to industry commitment and caring consumers, TransFair was able to leverage each dollar of its limited budget to generate $7 in greater income for family farmers.

We remain passionately committed to serving farmers, consumers and industry through this innovative model for sustainable development. With your support, I am confident that 2003 will bring new growth, new lessons and new hope to us all. Thank you.

Sincerely,

Paul Rice
President & CEO
TransFair USA

TransFair's mission is to build a more equitable and sustainable model of international trade that benefits producers, consumers, industry and the earth. We achieve our mission by certifying and promoting Fair Trade products.
TransFair USA: What We Do

Throughout Latin America, Asia, and Africa, family farmers follow generations of tradition to cultivate the world’s finest coffees, teas, and cocoa. Historically, however, lack of market access and price volatility in global commodities markets have prevented family farmers from receiving a fair price for their harvests. When local market prices fall below the cost of production, as is the case with coffee today, farming families struggle just to survive.

Fair Trade is an innovative, market-based approach to sustainable development. Fair Trade helps family farmers in developing countries to gain direct access to international markets, as well as to develop the business capacity necessary to compete in the global marketplace. By learning how to market their own harvests, Fair Trade farmers are able to bootstrap their businesses and receive a fair price for their products. This leads to higher family living standards, thriving communities and more sustainable farming practices. Fair Trade empowers farming families to take care of themselves – without developing dependency on foreign aid.

TransFair USA is the only independent, third-party certifier of Fair Trade practices in the US. The organization’s mission is to build a more equitable and sustainable model of international trade. To achieve this mission, TransFair builds on the success of the Fair Trade market in Europe, while taking an innovative, entrepreneurial approach to the strategic challenge of mainstreaming Fair Trade products in the US marketplace.

Thanks to the Fair Trade market, our standard of living has substantially improved. With your support, we look forward to a more promising future.

Miguel Trigoso
Marketing Manager
APARM coffee cooperative
Peru

What is Fair Trade Certification?

Fair Trade certification is the leading standard for social and environmental auditing of the global supply chain. The Fair Trade Certified™ label is consumers’ guarantee that companies have complied with strict economic, social, and environmental criteria, thereby creating a more equitable system for producers. The principal criteria of Fair Trade certification are:

- Fair prices for farmers and decent working and living conditions for workers
- Direct trade with farmers, bypassing middlemen
- Free association of workers and co-ops, with structures for democratic decision – making
- Access to capital
- Sustainable agricultural practices including restricted use of agrochemicals
- Access to credit

TransFair USA is one of 17 national members of an international umbrella group called Fairtrade Labelling Organizations International (FLO). FLO is the world’s largest and most rigorous social monitoring and auditing system, certifying almost one million growers of 12 different agricultural products in 45 countries. Farmers applying for inspection must first submit an application to FLO providing detailed information about their socio-economic situation and organizational structure. A regionally based FLO inspector then visits the farms and co-ops to determine whether they meet Fair Trade criteria. These inspections include a financial audit and one-on-one interviews with farmers, managers, and laborers. After the on-site inspection, a committee of trade experts from both developing and industrialized countries evaluates each report and makes the final decision to certify a farm or co-op for the Fair Trade market. Once approved, farms and cooperatives are re-inspected and re-certified annually.

A Label You Can Trust

Fair Trade Certified is a trademark of TransFair USA. TransFair’s Certification Department audits the global supply chain from the farmer, to the importer, to the product manufacturer, and then to the retailer and consumer. Our industry partners submit itemized quarterly reports detailing each of their Fair Trade transactions. We use the data contained in these reports to track Fair Trade products through the chain of custody. For each transaction between an importer and a producer, we require three pieces of documentation to ensure that the producer received the established Fair Trade price. After analyzing companies’ transaction reports, and tracking certified products through the supply chain, we then address and reconcile any discrepancies. In the marketplace, we make a tremendous effort to ensure proper use of the Fair Trade Certified™ label. We reserve, and occasionally exercise, the right to terminate our business relationship with any company that fails to comply with our strict auditing and label use requirements.

As the only independent certifier of Fair Trade products in the United States, TransFair authorizes companies that sell specialty coffee, tea, and cocoa products to display the Fair Trade Certified label on their products. When consumers see a product with this label, they are guaranteed that family farmers received a fair price and that they are buying a responsibly produced product.
Traditionally, small-scale family farmers have had little say in the marketing of their harvests. Most family farmers are vulnerable because they lack credit and marketing know-how and are forced to sell their harvests to local middlemen at extremely low prices. For coffee farmers in particular, this already precarious situation has deteriorated further due to the global over-production of coffee. Throughout the world, coffee-farming families are losing their land, pulling their kids out of school, and facing hunger due to the crippling price crisis that hit the world coffee market in 2000. The crisis deepened in 2002, when real farmgate prices – the price paid by local buyers to coffee farmers - fell to an all-time low of 15-20 cents per pound, an amount well below the cost of production. At a time when many coffee companies are reporting record profits, the farmers who make the industry possible are struggling to make ends meet.

Fair Trade certification allows farmers to receive a fair price in exchange for their hard work. The Fair Trade price – which, in the case of coffee, is a minimum of $1.26 per pound, or four to five times the amount paid by local buyers - can mean the difference between farmers migrating to overcrowded cities in search of work and staying on the family farm. Our impact studies reveal a dramatic story: Fair Trade farmers’ families eat better, keep their kids in school longer, and invest in essential community services such as new schools, scholarship programs, health clinics, housing, and potable water. They organize marketing cooperatives that establish structures for democratic management and decision-making. They provide opportunities for economic independence and community involvement for women. Through Fair Trade, almost one million farming families in 45 developing countries have found hope.

Costa Rican coffee cooperative COCOFAR has used a part of its income from Fair Trade sales to establish the Hijos del Campo Foundation, which has sent children to high school and college for the first time in the history of the community. Since 1996, the foundation has awarded 1,500 student scholarships and helped fund new equipment and materials in 224 rural schools.

Triumph in Healthcare
During the violence preceding independence in 1999, the health care infrastructure of East Timor suffered massive destruction. Since the end of the war, Cooperative Cafe Timor has used Fair Trade revenues to reestablish basic healthcare services. Sales of its 100% organic, shade-grown coffee to the US market have helped fund nine health centers and 24 mobile clinics that provide free health care to over 20,000 cooperative members and their families.
Harvesting In Harmony With Nature
Fair Trade’s high environmental standards encourage farmers to learn and implement sustainable production methods. The Fair Trade minimum price for organic coffee is $1.41, 15 cents higher than the price for non-organic coffee. This gives farmers a strong financial incentive to capture opportunities in the organic market and to commit to certified organic production. Almost 85 percent of Fair Trade Certified™ coffee sold in the US is also certified organic, and nearly all is shade-grown. Fair Trade, organic, shade-grown coffee represents the “gold standard” of sustainable agriculture, reflecting farmer and industry compliance with much higher standards of social and environmental responsibility than those of other labels.

Fair Trade farmers abide by strict environmental standards that prohibit use of the most harmful chemical pesticides and encourage integrated pest management. Fair Trade supports the small farmers’ tradition of environmental stewardship by generating resources for co-ops to provide technical assistance, training and organic certification to their members. Fair Trade co-ops are playing a vital role in preserving biodiversity, preventing deforestation, and improving watershed management in their regions.

Investing In Quality
Fair Trade coffee farmers understand that producing excellent, specialty-grade coffee is the key to their long-term economic viability. As a result, co-ops often invest a significant portion of their Fair Trade revenues in quality improvement projects, such as better milling infrastructure, farmer training, and cupping laboratories. Industry partners have also rolled up their sleeves and supported farmers’ efforts directly. In 2002, Thanksgiving Coffee helped develop a network of grassroots coffee cupping labs on Nicaraguan co-ops, while Starbucks partnered with a 16,000-member Mexican co-op to enhance its quality through training and infrastructure.

The results of these efforts are encouraging. Fair Trade coffees won considerable recognition for quality in 2002 in various cupping competitions and among respected industry experts. These coffees also placed very well in the national Cup of Excellence competitions. In Bolivia’s annual quality competition, for example, six of the ten finalists were coffees from Fair Trade cooperatives such as CENAPROC, whose coffees placed 1st and 2nd among the 65 coffees that competed.

Rainforest Cocoa
The Association of Small Farmers of Talamanca is an organic cocoa co-op in southeastern Costa Rica. Situated alongside a vital rainforest conservation area called the Caribbean Biological Corridor, the co-op’s 1,100 members cultivate organic cocoa and bananas for export to the Fair Trade market as well as numerous organic food crops for local consumption. Using this eco-enterprise strategy, the co-op has developed sustainable economic opportunities for its largely indigenous communities, thereby creating a viable buffer zone that protects the neighboring rainforest.

Bringing Farmers To Market
Throughout the year, TransFair organized visits to US cities for Fair Trade farmers. Successful sales tours brought farmers such as Gustavo Velazquez from Chiapas, Mexico, and Muhammad Salim from Sumatra, Indonesia, to meet new industry partners face-to-face, strengthen existing commercial relationships. TransFair organized numerous public speaking events during these tours, enlisting the authentic voice of the farmers to help raise consumer awareness and build demand.

“…We are fortunate that Fair Trade prices enable us to maintain our strict quality controls and actually improve the quality of our coffee. Our neighbors, on the other hand, have cut back on quality because of the low prices they receive from local buyers. Without a doubt, Fair Trade is what enables us to continue producing the excellent coffees that US companies are looking for.”

Guillermo Aguilar Lozano
COCOLA cooperative, Peru

Opening New Doors
TransFair strongly encourages farmers to participate in industry trade shows as a strategy for building stronger relationships with buyers and developing a better understanding of the US market. With the support of the DOEN Foundation and the Green Development Foundation, TransFair USA helped bring 75 Fair Trade farmers representing 29 export cooperatives from 14 countries to the 2002 annual conference of the Specialty Coffee Association of America (SCAA) in Anaheim, CA. Two countries outside of Latin America – East Timor and Ethiopia – participated for the first time and introduced themselves by sharing success stories with a large and influential industry audience. After the show, farmers reported securing sales commitments for more than 2.6 million pounds of Fair Trade coffee – approximately 105 million cups of coffee! TransFair produced its first one-day Fair Trade Forum with in-depth educational sessions and lively panel discussions among farmers, industry, and consumer groups.

Access to Capital
When requested by farmers, importers of Fair Trade products may pre-finance up to 60% of the value of their contract before the harvest. Pre-financing by importers is particularly important to co-ops that do not have access to conventional sources of working capital, which helps them cover processing, quality control and export costs. In 2002, Fair Trade importers offered $840,000 in pre-harvest financing.

TransFair USA Annual Report 2002
Consumers Vote With Their Dollars

Today, the average three-dollar latte delivers less than two cents back to the farmer who grew that coffee. But consumers are waking up to the unfairness of business as usual. According to the market research journal Lifestyles of Health and Sustainability (LOHAS), 63 million American adults now base their purchasing decisions on how the products they consume affect the world. The booming organic and natural foods market is an indication of this powerful consumer trend.

Fair Trade offers a tangible, immediate way for consumers to vote with their dollars to create a better world. Of course, LOHAS consumers also demand excellent product quality and convenience. With growing brand awareness, award-winning gourmet quality, and rapidly expanding availability on the shelves of mainstream stores, Fair Trade Certified™ product sales soared in 2002. Across the nation, a simple yet compelling idea began to take hold in the minds of millions of consumers: with something as routine and delicious as a daily latte, we can make a huge difference in the lives of farmers and their families.

Congregations Reaffirm Their Values

Faith-based groups – including National Council of Churches, Interfaith Center on Corporate Responsibility, Presbyterian Hunger Program, Lutheran World Relief, and American Friends Service Committee – have embraced Fair Trade and are helping to spread the word. An estimated 5,500 congregations across the US now serve Fair Trade coffee, send related newsletter bulletins reaching over two million members, and generate media coverage for their Fair Trade initiatives. Much of this action has resulted from Equal Exchange's interfaith coffee program, which mobilizes congregations to build Fair Trade awareness and sales.

Companies Partner With Environmental Groups

Leading coffee companies partnered with high-profile environmental groups in 2002 to offer private-label Fair Trade products as fundraisers for conservation and endangered species protection. The Sierra Club, in cooperation with Sacred Grounds Coffee Company, launched both an organic Fair Trade coffee and a Fair Trade tea that Sierra Club sells to its 700,000 members and in leading natural food chains. Thanksgiving Coffee Company teamed up with Grounds for Sharing and Defenders of Wildlife (430,000 members) to introduce a Fair Trade coffee, while Green Mountain Coffee Roasters partnered with the National Wildlife Federation (4 million members) on a private-label Fair Trade organic coffee. These creative initiatives helped spread the word to a key trendsetting consumer segment of environmentally conscious consumers who are a natural fit for Fair Trade organic products.

"Fair Trade is a pioneering movement that's going to have a huge impact on the way we think about globalization and our buying patterns."

Michael E. Conroy
Senior Lecturer
Yale University
School of Forestry and Environmental Studies
Fair Trade In The News

TransFair went prime time in 2002 with a Public Service Announcement, produced in collaboration with Oxfam America, that featured Emmy Award-winning actor Martin Sheen. Aired on more than 150 TV stations and 7,500 radio stations across the US over a six-month period, Martin brought a simple message into the living rooms of America: “Join me… and look for the Fair Trade label. Make a difference with every cup.”

Articles and feature stories about Fair Trade appeared in The Economist, New York Times, Financial Times, Washington Post, Wall Street Journal, Chicago Tribune, Miami Herald, Seattle Times, Food & Wine, and other prominent newspapers and specialty publications, as well as on more than 25 radio and television stations. In 2002, Fair Trade received over 650 million print and broadcast media impressions. In the fourth quarter alone, 260 articles discussed Fair Trade. This dramatic increase in media coverage in 2002 gave a powerful boost to consumer awareness and sales of Fair Trade products.

“Fair Trade clearly makes a big difference for small farmers.”
Financial Times
March 4, 2002

“Fair Trade clearly makes a big difference for small farmers.”

“Fair Trade… is commerce with a commitment to developing equitable partnerships…”
Fortune
December 10, 2002

“Fair Trade… has emerged as a leading response to the global economy’s latest struggle to balance humanitarian concerns with free-market principles.”
New Orleans Times-Picayune
November 24, 2002

“Fair Trade coffee… is a growing alternative.”
The New York Times
September 19, 2002

“Fair Trade coffee… is a growing alternative.”

Educating Consumers Through Regional Campaigns

TransFair conducted successful consumer education campaigns in Washington, DC, and Chicago in 2002. Through public speaking events, workshops, coffee tastings, mailings, and newsletter articles, these campaigns directly reached tens of thousands of area residents while raising awareness of the Fair Trade Certified™ label among a much broader audience. Dozens of local businesses, nonprofit organizations, churches and universities in the metropolitan areas of Washington and Chicago now serve Fair Trade coffee as a result of these efforts.

Fair Trade On Campus

Students are early adopters of Fair Trade products, actively lobbying food service providers to convert dining hall coffee to Fair Trade. Supported by Oxfam America and other student organizers, more than 300 US college campuses now serve Fair Trade coffee - including Yale, Harvard, Georgetown, Case Western Reserve, and UCLA. Bryn Mawr College in Pennsylvania now offers only 100% Fair Trade Certified coffees in all of its dining/cafe facilities. Since converting to Fair Trade, coffee sales at the university’s cafes have jumped by 25-30%, despite an increased retail price of 10 cents per cup. Students’ positive response to Fair Trade coffee has led Dining Services to launch Fair Trade tea. Since the launch, tea sales have increased five-fold.

“Fair Trade is an economic model that embodies our values as Adrian Dominicans, specifically our call to be advocates for the poor, to be faithful dwellers on this earth, and to act in communion with the world’s women. Fair Trade supports small farmers in providing for their families and being responsible stewards of the land, and it helps strengthen women’s standing in these rural communities.”
Sister Maureen Fenlon
Adrian Dominican Sisters
Sales Are Booming
TransFair’s industry partners prove every day that Fair Trade is not just good for farmers – it’s good for business, too. In 2002, direct imports of Fair Trade Certified™ coffee in the US rose to almost 10 million pounds, a 46% increase over 2001 levels. Combined, the top ten licensees doubled their sales over 2001 levels.

Part of this dramatic market growth came from new companies who joined the Fair Trade market. Some 62 new companies signed agreements with TransFair in 2002 to carry Fair Trade Certified coffee, tea, chocolate, and cocoa - bringing the total to 163. Sales growth also came from the rapidly expanding retail presence of Fair Trade products: by the end of the year, Fair Trade products were available in over 12,000 retail outlets nationwide, up from 8,000 the year before. These new roasters, manufacturers and retailers extended the Fair Trade market into the Midwestern and Southern states while raising visibility and availability on the East and West coasts.

In 2002, rising Fair Trade imports in the US generated a net benefit of almost $8 million for small coffee farmers and their families. This figure represents the incremental income that farmers received by selling their crops on Fair Trade terms rather than to local buyers. Over the last four years, TransFair USA has certified almost 23 million pounds of Fair Trade coffee, which has channeled a cumulative total of $18 million in additional income back to farming communities.

High Quality: A Solution For Farmers, Companies, And Consumers
Fair Trade addresses the biggest supply chain threat to the specialty coffee industry: the dramatic decline in the quality of coffees arriving from traditionally high-quality growers in recent years. Due to current rock-bottom prices, farmers who normally produce specialty-grade coffees have been forced to cut back on production expenses, especially quality control measures. The specialty coffee industry - which now represents 40 percent of domestic coffee sales by revenue - is increasingly concerned about this trend. The emerging wisdom within the industry is that paying fair prices to farmers is the only way to maintain the high quality standards that discerning consumers demand. Fair Trade gives these companies an opportunity to achieve several goals at once: protect their supplies of high-quality products, instill social responsibility principles into their purchasing policies, and earn public recognition for ensuring a fair return to the grower. What makes this innovative model so powerful is its ability to align the interests of industry with the needs of farmers in a way that appeals to consumers, thereby allowing everyone to win.

“My reputation is based on my serving my guests only the best. I will not compromise on flavor. I am equally committed to running a socially responsible business. I serve organic Fair Trade coffee at both of my restaurants because it tastes great and it is the right thing to do for the coffee growers and the planet.”

Traci Des Jardins
Owner and Chef of Jardinière & Acme Chophouse
San Francisco, CA

“...I have watched our business grow with that of our coffee roasters. They all agree that Fair Trade coffee benefits their company, their sales, and their customers.”

Perry Odak
CEO
Wild Oats Markets

Companies imported 22.5 million pounds of Fair Trade Certified Coffee since 1999.

Farmers earned $18.5 million in additional income since 1999.
COFFEE
An important part of the 2002 story was the dramatically increased availability and visibility of Fair Trade Certified™ coffee in mainstream retail channels.


- Starbucks Coffee Company began serving brewed Fair Trade coffee once each month in its 3,400 US stores, and decided to include Fair Trade Certified coffee in its international expansion. These moves helped boost the company’s Fair Trade coffee purchases by a dramatic 68 percent, surpassing one million pounds for the year.

- In November, department store giant Nordstrom began selling its own private-label Fair Trade coffee, Haitian Bleu. This unique, delicious coffee from co-ops in the highlands of Haiti, roasted by Coffee Bean International, is available in 90 Nordstrom cafes.

TEA
Although still a small market in comparison with coffee, Fair Trade Certified tea imports rose 47 percent in 2002.

- Granum, Inc., the first and largest US importer of Fair Trade Certified tea, grew its Fair Trade business by 48 percent this year. Granum expanded to 13 Fair Trade blends, including a bulk blend for grocery stores.

- National grocer Trader Joe’s launched two private-label Fair Trade teas, which joined the Fair Trade coffee already on its store shelves since 2001.

- Specialty tea company Eco-Prima began importing Fair Trade Certified teas late in 2002, promising further growth of the market in the coming year.

CHOCOLATE
In October, TransFair helped expand the Fair Trade market in the US by introducing certified hot cocoa mix and chocolate. The timing of this launch reflected growing media attention and public concern about the use of child slave labor on cocoa farms in the Ivory Coast, which produces 42 percent of the world’s cocoa. Notably, Fair Trade is the only cocoa certification system that guarantees that no forced or child labor was used in the production process.

By the year’s end, nine companies had signed up to offer Fair Trade Certified chocolate bars and hot cocoa mixes to their customers.

- Dean’s Beans and Equal Exchange were our first cocoa licensees with their Fair Trade Certified hot cocoa mixes.

- Ithaca Fine Chocolates launched a Fair Trade Swiss chocolate bar called the Art Bar which also supports child art education in Ithaca, NY.

- CostPlus World Market began selling a line of private-label dark, white and milk chocolate bars in its 190 stores throughout the country.

- The London-based Day Chocolate Co. launched its popular Divine Chocolate line in the US. Day’s shareholders include 40,000 farmers from Kuapa Kokoo, a high-quality cacao co-op in Ghana. Farmers benefit from Fair Trade prices and a share of Day’s profits.
### Statement of Activities

For the year ending December 31, 2002

#### TOTAL EXPENSES: $1,641,692

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**Funders and In-Kind Supporters (as of June 2003)**

- Adrian Dominican Ministry Trust
- Adrian Dominican Sisters
- Adlai E. Stevenson Foundation (Mike and Wendy Boals)
- Arthur and Susan Lloyd Foundation
- Ashoka, Innovators for the Public
- Avina Group
- Caroline Thayer Bland 1990 Revocable Trust
- Catholic Healthcare West
- DDSU/ Green Development Foundation
- Dominican Sisters of San Rafael
- Ford Foundation
- Funder’s Foundation
- Give Something Back
- Glaser Progress Foundation
- Gordon-Levitt Foundation
- Guastil & Stamps
- Greenville Foundation
- Haig Foundation
- Lawson-Valentine Foundation
- Linkeaters
- Paul Newman through Haig Foundation
- Presbyterian Hunger Program
- Ramsay-Herriot Fund
- Rebecca DiDomenico through Compton Foundation
- Richard and Rhoda Goldman Fund
- Ruddock Foundation Global Community Fund
- Saint Ignatius Church
- Saint Joseph Health System
- Shrem Foundation
- Sinsinawa Dominican Sisters
- Sisters of Charity of Cincinnati Seton Enablement Fund
- Sisters of Charity of New York
- Sisters of Charity of St. Elizabeth
- Sisters of Loreto
- Sisters of Mercy of Burlington
- Sisters of St. Dominic of Mission San Jose
- Sisters of St. Francis of Philadelphia
- St. Joseph of Camaldoli
- Sisters of St. Joseph of Orange Care for the Poor Fund
- Sisters of the Holy Names
- Sisters of the Presentation
- Sisters, Servants of the Immaculate Heart of Mary
- Small Planet Fund
- Springfield Dominican Sisters
- Ursuline Sisters of Mount St. Joseph
- Working Assets Reforestation Fund

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