



Artisans with Serrv partner Conserve salvage discarded rubber tires, then clean and upcycle them to make beautiful handcrafts. Photos: Hazel Thompson

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Earth stewardship sustains communities

Environmental degradation is linked directly to poverty in much of the world. Those who live in low-income situations often bear the burden of environmental deterioration around them and they lack the capacity and resources to live and work in a sustainable way. As an organization dedicated to eradicating poverty, we strive to use processes and support projects that benefit our artisan partners' local environments, leading to healthier and more sustainable communities as a whole. Caring for the environment is also one of the fair trade principles we adhere to.

In our product collaborations with artisan partners, we work to ensure that the materials and techniques used are as environmentally-friendly as possible. Many of our partners are skilled in giving new life to a used material—creating beautiful blankets, throws, and pillows from used Indian saris, whimsical art from recovered metal oil drums in Haiti, and more.

Conserve, one of our partners in India, is particularly creative when it comes to this concept. Started as a small project with the goal of finding a use for the thousands of plastic bags discarded in the Delhi streets, artisans have devised a way to “upcycle” the plastic by washing, drying, and pressing the bags into sheets. These sheets (along with old rubber tires, seat belts, denim, and other used materials) are then turned into various handbags and accessories. Conserve employs some of the most disadvantaged people living in Delhi, including those who live near the dumps and sort through trash to retrieve and resell raw materials for a living. Conserve provides

them with much higher wages so they can build better homes, along with many other benefits of fair trade partnerships.

In addition to offering earth-friendly products, Serrv is committed to long-term relationships with organizations that support local community projects which benefit the environment. For example, our partner Get Paper Industry in Nepal maintains a reforestation initiative, and has replanted over 2,000 trees in a deforested area. In India, our partner Tara Projects has started a rainwater harvesting project to address the extreme demand for water in many regions of India. There are many more examples of ways our global partners improve their local environments. Because all of our partners are dedicated to fair trade principles, they recognize the value of environmentally-focused programs

in leading to stronger and more prosperous communities.

We also show our earth stewardship in our daily Serrv operations. We import the vast majority of our products by sea, which takes longer than air freight but has far less of an impact on the environment. Our offices reduce waste by recycling, reusing packaging materials, and using recycled-content and FSC-certified paper products. We also offer an annual paid time incentive to permanent staff to volunteer with a local environmental cause.

Through our strong commitment to the environment, we are making progress towards developing sustainable communities near and far. Read more about our commitment and browse our selection of earth-friendly products at serrv.org/sustainability.

Fair Trade Federation unites members

Serrv is a founding member of the Fair Trade Federation (FTF), a trade association launched by a group of fair trade activists in 1994. Since that time, the FTF has grown to more than 250 members representing committed fair trade retail stores, handcraft wholesalers, food and farm product wholesalers, and cafés in the U.S. and Canada.

The Fair Trade Federation hosts an annual conference which offers a wonderful opportunity for members and fair trade allies to connect. There are inspiring panels and informational workshops, an exciting product Expo and ongoing chances to network and learn from others in the field.

The Fair Trade Federation is focused on promoting fair trade awareness in North America and building community amongst members. Their activities include an online resource hub for members, a mentoring program, media outreach, member promotion, and more.

Serrv is proud to be engaged with the FTF since its inception. The growth and success of fair trade is aligned with our own mission as a proven and practical tool to alleviate poverty. Serrv CEO Bob Chase has served on its board of directors several times, and Marketing Director Serena Sato is currently Chair of the Board.



Serena offers samples of our spices and relishes at the 2015 Annual Conference. Photo: Fair Trade Federation

You can help our partners recover when disaster strikes.

When tragedies occur, Serrv is there for our partners. We provide funds to help them rebuild, accept delayed deliveries of our orders with no penalty, and often place special orders or reorders to provide additional income opportunity as artisans struggle to get back on their feet.

Please consider supporting our partners in Nepal as they recover from the recent earthquake. Donate online at serrv.org/donate or call 1.800.423.0071.

**Serrv is a 501(c)3 nonprofit organization. Contributions are tax-deductible to the extent allowed by law. Visit serrv.org/donate for financial and regulation information.*



Andira, Get Paper Industry, Nepal

Serrv connects

Partnership and collaboration are part of our core values, and each year we strive to deepen our connections with our partners and the greater fair trade community through in-person visits. Here are some brief updates on what we've been up to and who we've visited.

- Jean Johnson, former Product Development Director and now a Serrv consultant, visited our partners in the West Bank again this spring to assist with fair trade training and assessment on behalf of Serrv and the World Fair Trade Organization.
- Two of our Product Designers, Anne Brady and Kerry Evans, recently returned from visiting several of our partners in Asia. Anne visited six groups in India and Kerry visited two in Vietnam and one in Cambodia. They worked on product design, business training, and gathering updates on their social programs.
- CEO Bob Chase recently attended the spring Divine Chocolate board meeting in Washington, DC.
- Three Serrv staff are attending the World Fair Trade Annual Conference this spring, where we take part in business decisions and meet representatives from many of our artisan partner organizations.
- One of our Marketing staff, Danielle Alling, is traveling to Kenya to visit three of our partners this summer.

Look for updates on these trips and more in our fall newsletter!

An inspiring vision in Bali

This Spring, we had the great pleasure of welcoming Agung Alit and Hani Duarsa from our close partner Mitra Bali in Indonesia for a visit to our Madison, Wisconsin office and stores. Serrv is honored to work with such an inspiring organization that is so passionate and deeply committed to the fair trade model and its ability to lift marginalized artisans out of poverty.

Agung began Mitra Bali in 1993 as a response to witnessing small-scale, impoverished craft producers of Bali being underpaid for their magnificent craft traditions, while middlemen in the growing tourist industry seized the majority of the profits. He decided to introduce the system of fair trade to these artisan groups so they would receive the fair payment and benefits that they deserved.

Agung views fair trade as a holistic model that focuses on the greater community. Mitra Bali has built a water pump for a local community which provides clean water for over 300 people, and has developed proper sanitation facilities for artisans and their families. The organization also maintains a plantation project with struggling artisans who are also farmers,



Agung, a passionate advocate for fair trade, shows off his fair trade tattoo.

“Living in Bali has always been beautiful but just for a few—I hope to include the small people there through Fair Trade, moving ahead with their families and finances and quality of life.”

—Agung Alit, founder, Mitra Bali

so they can keep their land instead of selling it off for extra income. Mitra Bali and the farmers have planted more than 1,000 albizia trees on these lands, using the matured timber for wooden crafts in their workshops. They've created a resourceful way to preserve the natural environment while providing artisans with a sustainable source for their raw material.

We congratulate Agung and the Mitra Bali staff on their creative vision for how fair trade can transform communities, through product sales combined with broader development programs.



The Monarch Butterfly Kite, one of our best-selling items from Mitra Bali.



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OUR MISSION

to eradicate poverty wherever it resides
by providing opportunity and support
to artisans and farmers worldwide

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Join our growing global community



Introducing... Fair Trade Egypt



Serrv is proud to introduce a new partnership with Fair Trade Egypt—the first fair trade organization in Egypt! Fair Trade Egypt (FTE) was established in 2004 to offer income opportunity to unemployed Egyptian artisans and to protect Egypt's rich craft heritage.

FTE works with 34 artisan groups that include 2,300 Egyptian craft artisans, primarily women. They provide artisans with product design, literacy training and medical support, capacity building including workshop investments, technical assistance such as computer training, and fair trade advocacy.

Find products from Fair Trade Egypt at serrv.org/egypt.