

Be a Hero for a Better World!



"Fair Trade is a market-based, entrepreneurial response to business as usual: it helps third-world farmers developing direct market access as well as the organizational and management capacity to add value to their products and take them directly to the global market. Direct trade, a fair price, access to capital and local capacity-building, which are the core strategies of this model, have been successfully building farmers' incomes and self-reliance for more than 50 years."

-- Paul Rice

BetterWorldHeroes.com

Be A Hero For A Better World

BetterWorldClubs.com

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