



BUYER BE FAIR TRANSCRIPT

THERE IS NO DOUBT ABOUT IT. WORLD TRADE IS BRINGING ALL OF US CLOSER TOGETHER.

NEVER HAVE SO MANY PRODUCTS FROM SO MANY PLACES COMPETED FOR OUR ATTENTION.

SO MUCH WEALTH...

SO MUCH CHOICE...

AND YET...

PROTESTORS: No more sweatshops, no more sweatshops...

AS GLOBALIZATION'S CRITICS REMIND US...

HALF THE WORLD'S PEOPLE REMAIN DESPERATELY POOR.

THEIR MISERY... AND OUR INSATIABLE PASSION FOR RESOURCES... THREATEN LAND, AIR, FORESTS, WATER...AND EVEN LIFE ITSELF.

BUT WHAT IF OUR PURCHASES COULD ACTUALLY IMPROVE THINGS?

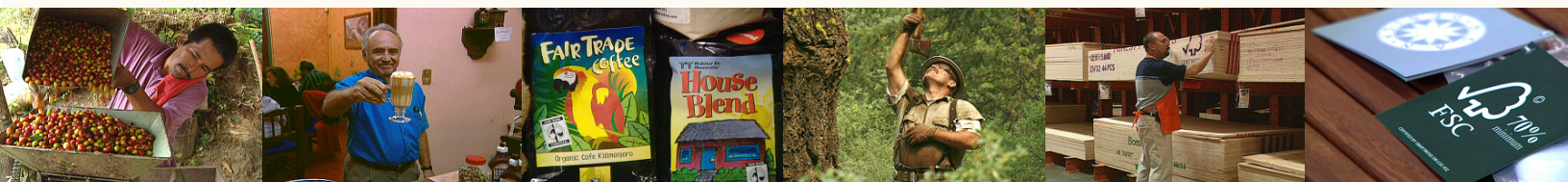
WHAT IF WE COULD SHOP WITH A CONSCIENCE?

MIGHT SOMETHING AS SIMPLE AS A LABEL ON A PRODUCT HELP CHANGE THE LEGACY WE LEAVE FOR GENERATIONS TO COME?

PAUL RICE—TRANSFAIR USA: I believe consumers in the United States and in Europe are a sleeping giant. They have tremendous power to effect change through their purchasing decisions...So if we can awaken the sleeping giant... we can transform society. We can truly transform the market.

Title:

BUYER, BE FAIR: THE PROMISE OF PRODUCT CERTIFICATION



THE STATE OF OAXACA, IN SOUTHERN MEXICO, IS A LAND OF CONTRAST...

WITH ITS BUSTLING CAPITAL CITY...

COLORFUL CELEBRATIONS...

RUGGED RELIEF

STUNNING SEASCAPES...

DENSE FORESTS...

SUPPORTING ONE OF THE WORLD'S MOST DIVERSE SONGBIRD POPULATIONS...

YET OAXACA IS A PLACE WHERE POVERTY IS ALWAYS NEARBY...

HERE, WHERE TEMPERATE ZONE AND TROPICS MERGE, LAYS A LAND ONCE ISOLATED...

NOW, TIGHTLY CONNECTED TO EACH TWIST OF THE GLOBAL ECONOMY.

THIS IS A PLACE WHERE NEW IDEAS ARE EMERGING.

THE COFFEE SURE LOOKS APPEALING AT CAFÉ ANTIGUA IN OAXACA CITY.

OWNER DIEGO WOOLRICH SPENDS SIXTY HOURS A WEEK SERVING HIS CUSTOMERS.

WHILE WISHING HE WAS SOMEWHERE ELSE...

BACK WHERE HIS DELICIOUS ARABICA BEANS WERE GROWN...

WOOLRICH OWNS A COFFEE PLANTATION HOURS AWAY IN THE MOUNTAINS.

WOOLRICH: The low prices on the world market make it impossible to survive just by producing coffee.

IT OFTEN COSTS DIEGO WOOLRICH MORE TO CULTIVATE HIS BEANS THAN HE CAN SELL THEM FOR.

IF HE DIDN'T OWN THIS COFFEE HOUSE, HE WOULD HAVE TO ABANDON HIS PLANTATION.

THEN, SOON...

IT WOULD LOOK LIKE THIS.

NOT LONG AGO, HUNDREDS OF PEOPLE MADE A LIVING HERE.

ALEMANIA PLANTATION WAS ONCE A WHOLE TOWN UNTO ITSELF...

WITH ITS OWN CITY HALL...

AND BRIGHTLY-PAINTED CHURCH...

NOW...ALEMANIA IS DESERTED...

ITS WORKERS SCATTERED TO THE WINDS.

EVEN THE DISHES WERE LEFT UNWASHED.

UP THE ROAD IS ANOTHER PLANTATION...

LIKEWISE ABANDONED...

THE GRAND PATIOS, ONCE COVERED BY COFFEE BEANS, ARE EMPTY NOW.

NEITHER PLACE COULD COMPETE WITH THE CHEAP BEANS THAT FLOODED THE MARKET WHEN TWO COUNTRIES—BRAZIL AND VIETNAM—DRAMATICALLY INCREASED THEIR COFFEE PRODUCTION.

PAUL RICE: The coffee coming out of Brazil and Vietnam tends to be fairly low quality, so it is going into canned coffees. But those coffees have created an oversupply situation globally which has led to plummeting coffee prices for all growers.

NOT ONLY PLANTATIONS ARE IN TROUBLE.

RICE: Most coffee farmers are very small growers, family farmers that grow coffee on one, two, three acres of land...

AND THEY'VE NEVER HAD IT EASY.

POOR AND ISOLATED, THEY SELL THEIR BEANS TO MIDDLEMEN—COYOTES, THEY CALL THEM—WHO EARN A LION'S SHARE OF THE PROFITS.

RICE: Now add on that the current coffee crisis and what you have is a truly dramatic and chilling tale of human suffering.

BEATRIZ AVALOS—MEXICAN ECOLOGIST: So what do coffee farmers do? Either they abandon their land and go somewhere else looking for a job, Mexico City or even the United States, or, they start clearing, cutting down the shade coffee forest to grow maize, beans for subsistence, cattle, you name it...

AS SHE STUDIES THESE DEVELOPMENTS, MEXICAN ECOLOGIST BEATRIZ AVALOS GROWS INCREASINGLY WORRIED.

AVALOS: If things continue as they are...then what we will see happening is the total destruction of all of these forests with irreversible damages to biodiversity, to the soil, tremendous erosion, the aquifers...will all dry up. So we will have a big water problem.

MORE THAN LAND AND WATER ARE AT STAKE.

AVALOS: People suddenly are left with nothing and therefore nothing to lose... the immediate consequences of that may be very radical in terms of social and political instability and we know what can happen with social and political instability.

IT IS A TROUBLING SCENARIO...

BUT LESS THAN AN HOUR BY DIRT ROAD FROM THE ABANDONED PLANTATIONS, THE NEWS IS QUITE DIFFERENT.

FOR THE FIRST TIME EVER, THE TINY OUTPOST OF XANICA HAS A STORE...

THERE IS A NEW GRINDER FOR MAKING CORNMEAL.

FOR COFFEE FARMER JOSE VASQUEZ, HIS WIFE CATALINA, AND THEIR SEVEN CHILDREN, LIFE IS ACTUALLY LOOKING BRIGHTER.

THEY ARE STILL POOR...

BUT EARNING MUCH MORE NOW...

THANKS TO A PROGRAM CALLED FAIR TRADE.

EACH MORNING, JOSE LOADS HIS BURRO FOR THE TREK TO A STEEP RIDGE WHERE HIS COFFEE TREES GROW.

WITH OTHER SCATTERED VILLAGERS OF XANICA, JOSE BELONGS TO A COOPERATIVE CALLED "LA TRINIDAD."

LIKE MANY SIMILAR COOPERATIVES AROUND THE WORLD, LA TRINIDAD SELLS MUCH OF ITS COFFEE FOR PREMIUM "FAIR TRADE" PRICES THAT ARE HIGHER THAN THOSE OFFERED ON THE WORLD MARKET.

SOMETIMES THE FAIR TRADE PRICE IS DOUBLE THE WORLD MARKET PRICE.

AND BECAUSE MOST OF LA TRINIDAD'S COFFEE IS ORGANIC, IT BRINGS AN ADDITIONAL PREMIUM OF SEVERAL CENTS A POUND.

JOSE VASQUEZ: Fair trade has done a lot for me and my family...we are better off. Before, I didn't even have a drying patio...We were selling cheaply and now we're getting a better price. It's changed the whole community a lot...I say thank you to those in the United States who buy the coffee from us because this helps us succeed.

IT'S HARD TO SEE JOSE'S COFFEE PLANTS, SO LUSH AND DIVERSE IS THE SURROUNDING CANOPY.

HIS COFFEE IS SHADE-GROWN, PRESERVING THE FOREST, PREVENTING EROSION AND ENSURING THE SURVIVAL OF WILDLIFE.

BARBARA BRAMBLE—NATIONAL WILDLIFE FEDERATION: We love to tell the story of shade-grown coffee because there's hardly ever the chance for a person living in suburban America to directly help conservation of habitat for migratory birds. But if you buy shade-grown, you are actually...helping to conserve habitat.

DEVELOPMENT ECONOMIST MATT WARNING FIRST CAME TO THE VILLAGE OF XANICA IN 2000. AT THE TIME, THE POVERTY HERE WAS AS BAD AS HE'D SEEN ANYWHERE.

MATT WARNING—ECONOMIST: When I went down to Mexico and began doing research on coffee, I learned that the Fair Trade movement was working to try and improve the livelihood of farmers...and I was so impressed with the difference that this whole Fair Trade approach was making in the lives of these farmers that I got hooked on it and decided to pursue this as my primary focus of my research...

SO HE'S BEEN COMING BACK TO XANICA FOR THE LAST FIVE YEARS.

WARNING: I've seen really remarkable changes that have been brought about by Fair Trade.

THERE IS A NEW CARPENTRY SHOP...

BEEHIVES... SO THE VILLAGERS CAN SELL HONEY...

AND EVEN A NEW NURSERY TO DEVELOP BETTER TASTING COFFEE...

WARNING: They've engaged in a number of different projects associated with Fair Trade and clearly just the difference in their standard of living is really obvious.

IN THE PLAZA AT LOS NARANJOS, ANOTHER OAXACAN TOWN, CHILDREN CELEBRATE A MEXICAN HOLIDAY.

BUT THESE VILLAGERS HAVE MORE TANGIBLE THINGS TO CHEER ABOUT.

THOUGH MUCH LARGER, WEALTHIER, AND LESS ISOLATED THAN XANICA, LOS NARANJOS IS ALSO PART OF LA TRINIDAD COOPERATIVE.

AND IT, TOO, IS A PLACE TRANSFORMED BY FAIR TRADE.

AS IN XANICA, COFFEE FARMERS IN LOS NARANJOS OWN ONLY SMALL PARCELS OF LAND.

BUT THEY ALSO SELL THEIR BEANS FOR FAIR TRADE PRICES.

AND EARN THE PREMIUM FOR ORGANIC.

INDIVIDUAL GROWERS RECEIVE ABOUT TWO THIRDS OF THE FAIR TRADE PRICE FOR THEIR BEANS.

THE REST GOES TO THE COOPERATIVE.

MEMBERS DECIDE HOW TO SPEND THE COMMUNITY FUNDS.

IN LOS NARANJOS, THEY VOTED TO USE SOME OF THE MONEY TO RESTORE THE TOWN'S CRUMBLING CATHEDRAL...

FAIR TRADE PROFITS ALSO HELPED BUILD A NEW COFFEE STOREHOUSE...

THE COOPERATIVE BOUGHT A COPY MACHINE SO VILLAGERS DON'T HAVE TO TRAVEL FOR HOURS TO DUPLICATE IMPORTANT DOCUMENTS.

THERE'S EVEN A SHINY NEW TRUCK TO TAKE THEIR COFFEE TO THE MILL.

AND...

AS IN XANICA...

A COFFEE NURSERY...

BECAUSE BUYERS WILL ONLY PAY FAIR TRADE PRICES FOR PREMIUM-QUALITY BEANS...

FOUR HOURS AWAY, IN OAXACA CITY, BUYERS FROM THE UNITED STATES TASTE COFFEES FROM LA TRINIDAD.

IT'S CALLED "A CUPPING."

JORGE CUEVAS WAS TRAINED IN ECONOMICS IN THE UNITED STATES.

BUT HE RETURNED HOME TO MEXICO, EAGER TO PUT HIS KNOWLEDGE TO WORK.

NOW HE'S A PARTNER IN SUSTAINABLE ORIGINS, A COMPANY THAT CONNECTS COFFEE BUYERS WITH FAIR TRADE AND ORGANIC GROWERS.

AFTER THE CUPPING, HE WILL TAKE THE GROUP TO LOS NARANJOS.

JORGE CUEVAS: By bringing buyers here we make sure that they understand the work we do. So they get a full grasp of the origins of their coffee and it is easier for them to sell it. There is a personality behind. There is a story behind the product and if people see that by themselves it is easier for them to explain it and to promote that coffee. People have to live it, they have to feel it, they have to sit on a dirt floor, feel the warmth of the people welcoming them...to go back re-energized and say O.K. we are fully committed to helping these farmers because they produce excellent coffee but also I know them now, I know their faces, I remember those pictures, I make that connection. It strengthens our ability to find the best possible conditions and prices for the coffee and for the farmers.

THE SALE OF FAIR TRADE COFFEE ACTUALLY BEGAN TWO DECADES AGO...

HERE AT THE MAX HAVELAAR FOUNDATION IN THE NETHERLANDS.

HANS BOLSCHER: It all started in 1987 with a group of Mexican coffee farmers in Oaxaca who wanted to sell more of their coffee to the supermarkets for better prices...

THEY WERE PART OF A COOPERATIVE CALLED UCIRI, LED BY A DUTCH PRIEST NAMED FRANZ VAN DER HOFF.

WITHOUT SUPPORT FROM HIS CHURCH, FATHER VAN DER HOFF CAME TO MEXICO IN 1980 TO LIVE AND WORK WITH POOR FARMERS.

FRANZ VANDERHOFF: There was not only poverty, but real, real misery. Then as a worker priest I moved into the villages and I was picking coffee because I had also to live...we had a meeting in '81 in a church, to analyze what was going on.

THE FARMERS AGREED THAT WHAT THEY NEEDED MOST WAS A FAIR PRICE FOR THEIR COFFEE...

ONE THAT COVERED PRODUCTION COSTS AND STILL LEFT THEM MONEY TO SUPPORT THEIR FAMILIES.

FATHER VAN DER HOFF TOOK THEIR CONCERNS BACK HOME TO HOLLAND.

VANDERHOFF: We don't want charity; we want a just market... Fair trade is about justice, is about dignity, is about empowerment. Justice in the marketplace, that means that cost of production at least has to be paid...the farmer has a family, he has to have upkeep of the family so that has to be part of the cost of your product...

HIS REQUEST WAS INITIALLY REJECTED BY BIG COFFEE COMPANIES. BUT A FEW DUTCH

ACTIVISTS WERE ENERGIZED BY THE IDEA.

THEY STARTED THE MAX HAVELAAR FOUNDATION TO PROMOTE THE CONCEPT OF FAIR TRADE.

BOLSCHER: But we said there are consumers out there who are ready to do that, who are ready to pay more if they know that the producer gets a better price...But then you have to make it recognizable for them. And then came the idea of certification. Put on a label on a package, on the shelf in the supermarket.

EVENTUALLY, SEVERAL DUTCH FIRMS BEGAN BUYING COFFEE WITH THE MAX HAVELAAR LABEL, INDICATING THAT FARMERS WERE EARNING HIGHER PRICES.

NOW, POLLS SHOW THAT 92% OF DUTCH CONSUMERS KNOW WHAT THE LABEL MEANS, AND MANY LOOK FOR IT BEFORE THEY BUY.

HANS BOLSCHER—FORMER DIRECTOR, MAX HAVELAAR FOUNDATION: Conservative people like it, liberal people like it, socialist people like it. They all find something in it.

THAT'S EVEN MORE TRUE IN THE UNITED KINGDOM.

IN MANY WAYS, GARSTANG, NEAR LANCASTER, IS A TYPICAL ENGLISH VILLAGE...

BUT IN ONE WAY, GARSTANG IS SPECIAL...

GARSTANG CALLS ITSELF THE WORLD'S FIRST FAIR TRADE TOWN.

FAIR TRADE LABELS ARE TO BE FOUND ON PRODUCTS EVERYWHERE THROUGHOUT THE VILLAGE.

SHOPPERS PURCHASE THEM WITH PRIDE.

BRUCE CROWTHER—GARSTANG FAIR TRADE COORDINATOR: We only have a population of 5000 people, a very, very small town. But it just goes to show that a small town can have a large impact.

IT ALL BEGAN WITH THE EFFORTS OF A SINGLE INDIVIDUAL.

CROWTHER: I have always been considered an idealist...I think you need to have ideals, you need to believe that things will happen...I once heard that a child dies every four seconds from poverty. Now in all honesty, I cannot get to bed at night and sleep soundly thinking that I am not doing anything about that. So, I think we all need to do what we can.

BRUCE CROWTHER LEARNED ABOUT FAIR TRADE IN THE EARLY 1990S. AT FIRST, HE WAS ABLE TO CONVINCE ONLY A FEW FELLOW CITIZENS TO GET INVOLVED.

CROWTHER: I have to say that in those early days it was quite frustrating...Eventually, we decided to bring everybody together into a room and give them a meal...we didn't want to ask them to pay for anything, or to donate anything. We just asked them to pledge the support for Fair Trade. And that was very successful. And all the churches came on board, the council became more interested and the businesses became more interested, and the schools. And they all signed a pledge form saying that they would support Fair Trade...

NINETY PERCENT OF GARSTANG'S BUSINESSES JOINED IN.

CROWTHER: And then at a public meeting in April 2000, the people of Garstang actually voted to make Garstang a Fair Trade town.

IN GARSTANG'S SCHOOLS, FAIR TRADE IS PART OF THE CURRICULUM, AND CHILDREN WRITE POEMS ABOUT IT.

ROSALIND WHITTAM—YOUNG STUDENT (reading her poem): The cocoa farmers spend their day like slaves on their farms/and by the end/they have nothing to spend with aching legs and arms. If you buy Fair Trade/more money is made/the farmers get more for their crops/ it's easy to do/so why don't you?...As the farmers look toward the setting sun/the harvest is picked and the work is done/ they look with a tear/as some money appears/and they quietly thank Fair Trade.

WHEN GARSTANG BECAME A FAIR TRADE TOWN, THE BRITISH FAIR TRADE FOUNDATION DEVELOPED CRITERIA TO ALLOW OTHER TOWNS, INCLUDING CARDIFF, EDINBURGH, AND EVEN LONDON, TO FOLLOW ITS EXAMPLE.

IT'S SOMETHING BRUCE CROWTHER COULD SCARCELY HAVE IMAGINED WHEN HE STARTED HIS CAMPAIGN.

CROWTHER: And I really do believe now that it is possible that one day we will have a world where we will have Fair Trade towns and cities throughout the world.

MAYBE EVEN IN THE UNITED STATES, WHERE INTEREST IN FAIR TRADE IS GROWING STEADILY...

SUPPORTED BY AN OAKLAND, CALIFORNIA, ORGANIZATION CALLED TRANSFAIR USA.

TRANSFAIR'S FOUNDER, PAUL RICE, BROUGHT THE IDEA HOME FROM CENTRAL AMERICA.

RICE: I lived and worked in Nicaragua for eleven years and had a chance to work with a Fair Trade co-op that was just getting started in Nicaragua in 1990.

RICE STARTED TRANSFAIR USA TO CERTIFY COFFEES AND SOME OTHER PRODUCTS, ALLOWING THEM TO USE ITS LABEL FOR PROMOTION.

THE LABEL ASSURES CUSTOMERS THAT THE PRODUCT HAS BEEN PURCHASED AT FAIR TRADE PRICES FROM SMALL FARMERS OR ARTISANS.

RICE: It puts power in the hands of consumers to vote for a better world every time they go to the store...

WHEN TRANSFAIR USA WAS FOUNDED IN 1999, A SMALL WORKER COOPERATIVE CALLED EQUAL EXCHANGE WAS THE ONLY FAIR TRADE COMPANY IN THE UNITED STATES.

TODAY, IT'S A DIFFERENT STORY.

RICE: We've signed up over 300 coffee companies offering all kinds of coffees throughout the country. We're in 20,000 retail outlets now with Fair Trade coffee and tea and chocolate and now fresh fruits as well. ...We're growing at an average annual rate of about 50% a year.

CUSTOMER AT LADRO COFFEEHOUSE: A grande cappuccino please

BARISTA: How do you want your cappuccino? Wet or dry?

CUSTOMER: Dry please.

ONE FAIR TRADE OUTLET IS CAFFE LADRO, RECENTLY VOTED FAVORITE COFFEEHOUSE IN

COFFEE CRAZY SEATTLE.

JACK KELLY—CAFFE LADRO OWNER: Every bean that we sell is triple certified. So it's Fair Trade, TransFair Certified Fair Trade, shade grown and organic... There's what I call a Win-Win-Win situation going on because the environment is improved, the entire ecosystem, the birds, and then with organic the coffee itself is better...But what we try to do is keep it simple...What we talk about is Fair Trade.

JACK KELLY STARTED BUYING FAIR TRADE BEANS WHEN HE LEARNED THAT THOUSANDS OF SMALL COFFEE PRODUCERS WERE GOING BROKE.

KELLY: You want to be able to sleep well at night. If you can sleep well at night, you have probably done OK. And I wasn't sleeping OK. I was tossing and turning over this. I can't feel OK about making my living off of someone else's plight. And making more money because of someone else not making enough...We changed our behavior. As a company we bought a more expensive coffee, the profit went down, and all these things that everyone says you can't do, but people do all the time... The decision was very simple for me.

NOW, EVEN LARGER FIRMS ARE MAKING THE SAME DECISION.

THE FAIR TRADE LOGO IS PROMINENTLY DISPLAYED AT MORE THAN A HUNDRED WILD OATS SUPERMARKETS.

PERRY ODAK—CEO OF WILD OATS: So you will see signs throughout our store—education throughout our store that talks about Fair Trade.

PERRY ODAK'S SYMPATHIES WITH FAIR TRADE CAME FROM GROWING UP ON A STRUGGLING SMALL FARM.

ODAK: We, as companies, should not be making profits on the backs of small farmers...And I believe business managers have a duty to do the right thing in everything that they do. It's satisfying all the stakeholders, not just the stockholders. Consumers write to us and tell us, thank you Wild Oats, for doing the right thing.

BESIDES COFFEE, WILD OATS NOW CARRIES MANY OTHER FAIR TRADE PRODUCTS.

AND, SO FAR AT LEAST, CONSUMERS ARE WILLING TO PAY MORE FOR THEM.

ODAK: What we're seeing is that our organic Fair Traded bananas outsell our conventional bananas two to one...our customers love Fair Trade.

RICE: Fair Trade is not just a market, it's also a movement...Fair Trade has emerged as the big issue on campuses around the country now. We have hundreds and hundreds of university campuses that have switched now to Fair Trade coffees.

SARA BODNAR—STUDENT ACTIVIST: Would you like to sign a petition to keep Fair Trade coffee here in our cafe?

AT THE UNIVERSITY OF PUGET SOUND STUDENTS PETITIONED THEIR FOOD SERVICE TO MAKE THE SWITCH.

BODNAR: Our school is the first in the Northwest to become Fair Trade certified...I think one of the great successes of the Fair Trade coffee campaign overall has been the addition of Fair Trade to the common vocabulary of most people... And it makes it that much easier to get people to sign a peti-

tion or engage in conversation when they feel comfortable with a term like Fair Trade.

WARNING: Fair Trade is an amazingly uncontroversial subject. It is hard to find people that will take a stand against it.

WARNING IN CLASS: What do you know about Fair Trade, in particular Fair Trade coffee?

STUDENT: It is like a brand, then you don't have to tax things, regularize things. You can let the market decide through labeling.

MANY OF MATT WARNING'S STUDENTS HAVE BECOME FAIR TRADE ACTIVISTS.

CONCERNED ABOUT POVERTY AND THE ENVIRONMENT, THEY SEE PRODUCT CERTIFICATION AS A POWERFUL WAY TO BRING THEIR VALUES INTO THE MARKETPLACE.

STUDENT ACTIVIST: Good morning Weyerhaeuser stakeholders.

THAT'S WHY SEVERAL JOINED THIS RALLY OUTSIDE THE HEADQUARTERS OF WEYERHAUSER, THE GIANT TIMBER COMPANY.

STUDENT ACTIVIST: Wake up Weyerhaeuser. Free coffee.

THEY WANT WEYERHAUSER TO STOP CUTTING ANCIENT TREES AND SEEK INDEPENDENT CERTIFICATION FOR ITS LOGGING PRACTICES.

STUDENT ACTIVIST: Learn about old growth logging. Get some coffee. Come on guys.

BODNAR: Fair Trade coffee and the demands that we are making to Weyerhaeuser are actually very closely related...The responsibility of corporations today I believe is to inform their consumers where their products come from and how they were produced.

LIKE COFFEE, WOOD IS ONE OF THE WORLD'S TOP SELLING TRADE GOODS...

AND A MAGNET FOR CONFLICT...

DEMONSTRATOR: Clinton,Gore! Cut no more!

BY THE EARLY 1990S, MASSIVE CLEAR-CUTTING OF TEMPERATE AND TROPICAL RAINFORESTS HAD PRODUCED A FIRESTORM OF INTERNATIONAL CONTROVERSY.

IN THE PACIFIC NORTHWEST, THE ENDANGERED SPOTTED OWL BROUGHT TIMBER HARVESTING NEARLY TO A STANDSTILL.

DAVID FORD: I was heading up the lobbying efforts on behalf of the industry... And we were fighting the fight, and, you know, it was us versus the environmentalists and we really, through that whole fight, we really lost that battle...

LOGGER AT PROTEST: Famous spotted owl T-shirts. Right here.

WHILE SOME LOGGERS CHOSE TO MOCK THE SPOTTED OWL, INDUSTRY LOBBYIST DAVID FORD LOOKED FOR COMPROMISE.

HE'D HEARD ABOUT A NEW ORGANIZATION CALLED THE FOREST STEWARDSHIP COUNCIL.

THE COUNCIL, KNOWN BY ITS INITIALS, F.S.C., SEEKS TO IMPROVE TIMBER MANAGEMENT BY CERTIFYING FORESTS THAT ARE SUSTAINABLY MANAGED.

FORD: This is the first tool I saw come along in my 20 plus year career which I looked at and said, hey, this might change the dynamic of the discussion here... and it really has become a passion for me, to find ways to use the marketplace to fundamentally drive change.

SINCE 1993, FSC MEMBER ORGANIZATIONS HAVE GATHERED ANNUALLY TO SET POLICIES FOR FORESTRY CERTIFICATION.

TODAY, THE FSC IS COMPOSED OF THREE GROUPS...

THE ECONOMIC, ENVIRONMENTAL, AND SOCIAL CHAMBERS.

FSC MEMBER AT MEETING: There are seven motions where both the economic and the social chamber have an opinion and the environmental doesn't.

OVER THE YEARS, THESE COMPETING STAKEHOLDERS HAVE STRUGGLED MIGHTILY THROUGH COUNTLESS MEETINGS, TO REACH A CONSENSUS ACCEPTABLE TO ALL.

THEY'VE AGREED ON A SET OF PRINCIPLES WHICH SERVE AS REQUIREMENTS FOR CERTIFICATION.

FOR EXAMPLE...

ALL LOGGING MUST GUARANTEE OPPORTUNITIES FOR INDIGENOUS PEOPLE TO USE THE FORESTS...

RESPECT WORKER AND COMMUNITY RIGHTS...

BE ECONOMICALLY VIABLE...

AND ENVIRONMENTALLY SUSTAINABLE...

FSC TRAINER: This is one of several plantations at the property

IN THE VERMONT WOODS, STUDENTS LEARN HOW TO DECIDE WHETHER A TIMBER OPERATION MEETS FSC REQUIREMENTS.

THEY HOPE TO BECOME ASSESSORS FOR SMARTWOOD, ONE OF THREE INDEPENDENT COMPANIES THAT CONDUCT FSC AUDITS IN THE UNITED STATES.

STUDENT: What kind of pre-logging, pre-operation assessment would you do?

FSC TRAINER: In a perfect world, you will normally have two days,...

RICHARD DONOVAN—SMARTWOOD: Every audit that we do will include a forestry professional...an ecologist or biologist. And somebody who will focus on community relations...The ecologist, or biologist will be somebody that has a lot of local familiarity. They know the plants and animals in that region...they will be well-schooled enough in their own training to be able to say these are the values that in that particular forest we need to conserve and manage....

DON HANSEN—ROSEBURG RESOURCES FOREST MANAGER: Good forest management will satisfy almost all of the requirements of certification. So it isn't anything that we have to fear.

BUT DON HANSEN DID HAVE REASON TO WORRY WHEN HIS COMPANY FIRST SOUGHT FSC CERTIFICATION.

THEY'D APPLIED HERBICIDES TO HELP YOUNG TREES GROW AFTER A FIRE.

AND THAT TROUBLED THE ASSESSORS.

HANSEN: They didn't feel that herbicide use was compatible with a lot of their ideas of sustainable forest management but after looking at the problems...they realized...that some prudent and judicious use of herbicide could be tolerated...they actually reassessed their stance on herbicide use...it wasn't adversarial at all. It was professional to professional.

LARRY NUSSBAUM CONDUCTING ASSESSMENT: So this is the general spacing that you were going for?

AFTER THE ORIGINAL ASSESSMENT, COMPANIES MUST ALSO UNDERGO SMALLER ANNUAL AUDITS TO MAKE SURE THEIR OPERATIONS ADHERE TO FSC PRINCIPLES.

COMPANIES MUST PAY FOR THE CHECK-UPS THEMSELVES, WITH NO GUARANTEE THAT THEY WILL BE CERTIFIED.

LARRY NUSSBAUM: This spacing looks great. These trees are really going to respond

THE STORY OF FSC ACTUALLY TAKES US BACK TO OAXACA, MEXICO, WHERE SOME OF THE FIRST LOGGING OPERATIONS WERE CERTIFIED.

IT'S THE ANNUAL FEAST DAY IN THE ZAPOTEC INDIAN VILLAGE OF SANTA CATARINA IXTEPEJI, NEAR OAXACA CITY.

IN 2002, IXTEPEJI RECEIVED A SPECIAL PRIZE FROM THE WORLD WILDLIFE FUND FOR SUSTAINABLE LOGGING.

THOUGH IT LOOKS DANGEROUS, TIMBER HARVESTING AT IXTEPEJI IS CAREFULLY MANAGED FOR SUSTAINABILITY AND CERTIFIED BY FSC.

EVERY EFFORT IS MADE TO PREVERSE THE EXCEPTIONAL BIODIVERSITY IN THIS SUBTROPICAL FOREST.

AT NEARBY IXTLAN DE JUAREZ, WHERE LOGGING IS ALSO FSC CERTIFIED, A LUMBER MILL AND A SMALL FURNITURE FACTORY ALLOW THE COMMUNITY TO SELL FINISHED PRODUCTS WITH FSC LABELS.

JOSE AQUINO: FSC is an organization which has given us support to help us evaluate what we are doing in our forests. So we can be sure that it is good for the maintenance of our forests.

IN THE UNITED STATES, THE COLLINS COMPANIES WERE THE FIRST TO HAVE THEIR FORESTS CERTIFIED BY FSC.

THEY OWN LARGE HARDWOOD HOLDINGS IN PENNSYLVANIA AND...

A HUNDRED THOUSAND ACRES OF EVERGREENS, NEAR CHESTER CALIFORNIA.

JAY FRANCIS MANAGES COLLINS' CALIFORNIA FOREST LANDS.

FRANCIS: I am the envy of all my peers, being able to work in a forest like this... I feel extremely blessed to work for a company who not only expects but demands that we take good care of the forest for the long term...The trees range in age, all the way from zero all the way up to about 350 years old. We've got some old growth trees on just about every acre of the forest.

COLLINS CUT THIS PART OF THE FOREST JUST A FEW YEARS AGO, LEAVING MOST TALL TREES UNTOUCHED.

FRANCIS: The trees that we leave, provide the seed base.

SO THE COMPANY NEVER HAS TO PLANT AT ALL...

SINCE 1941, COLLINS HAS REMOVED TWO BILLION BOARD FEET OF TIMBER FROM ITS CALIFORNIA LAND.

YET THE FOREST STILL CONTAINS AS MUCH WOOD AS IT EVER DID.

FRANCIS: The overall objective is to leave the stand in better growing condition after we finish our harvesting process than it was when we started... We focus on what is left in the forest standing rather than the product that we are removing. The retention of large trees...the mix of species...all contribute to a diversified forest that is pleasant to look at, it provides homes for a variety of wild-life...

SNAGS ARE LEFT STANDING AND WOODY DEBRIS SCATTERED ON THE GROUND, TO PROVIDE HABITAT FOR BIRDS AND FOREST ANIMALS.

COLLINS IS ALSO RESTORING AND RE-VEGETATING STREAMBEDS THAT WERE DAMAGED BY CATTLE LONG AGO.

THE COMPANY HAS ALREADY BEEN THROUGH TEN YEARS OF FSC AUDITS, SHOWING CONTINUAL IMPROVEMENT IN ITS PRACTICES.

FRANCIS: To date it has been a mostly positive experience...there is certainly the potential there for burdensome paper work and I hope this process doesn't get laden down with that because I think if it does it's going to turn a lot more folks off to the certification process...

FRANCIS ALSO WORRIES THAT SOME INDUSTRY COLLEAGUES FIND FSC RULES TOO RESTRICTIVE, WHILE MANY ENVIRONMENTALISTS THINK THEY ARE NOT STRICT ENOUGH.

FRANCIS: I am cautiously optimistic... I am sure there are folks both in the environmental community and the industrial community that would like nothing better than to see FSC certification trip and fall flat on its face.

ONCE AVAILABLE ONLY IN BOUTIQUE SHOPS LIKE THIS ONE, FSC CERTIFIED WOOD CAN NOW BE FOUND IN SOME OF AMERICA'S LARGEST COMMERCIAL OUTLETS.

IN 1999, HOME DEPOT, THE WORLD'S LARGEST SELLER OF LUMBER, ANNOUNCED A PREFERENCE FOR FSC PRODUCTS.

JOHN SCHWAGERT—HOME DEPOT WOOD BUYER: We're going to move towards as much certified wood as possible as quickly as we can...Home Depot sells several million dollars a week of certified wood products in our stores today...if one vendor brings us a product that is certified and another brings us a product that is not certified we are always going to give preference to the product that is

certified.

HOME DEPOT HAD PREVIOUSLY BEEN ATTACKED FOR SELLING WOOD FROM ENDANGERED FORESTS.

RANDY HAYES—RAINFOREST ACTION NETWORK: We blockaded their front doors. We chained people to their doors. We climbed the sides of their buildings and hung banners. We got the code for the loud speaker system in every store across the country and we could walk up, punch in the code and be on the loudspeaker and say “Good afternoon, all of you Home Depot shoppers. Would you like to see where we sell mahogany doors that helped destroy the Amazon. Meet us at Aisle 4.”

HAYES: And at a certain point we had literally a hundred demonstrations going on the same day, all across the country and in Canada.

FOR NOW, HOWEVER, THERE IS NOT NEARLY ENOUGH FSC WOOD TO FILL HOME DEPOT'S SHELVES.

AND MOST OF ITS CUSTOMERS DON'T EVEN KNOW WHAT CERTIFIED MEANS.

CUSTOMER: Well, I know it is treated with chemicals so that it stands up for a long time...

CUSTOMER: I worked with wood for my whole life and I've never heard the term certified...

CUSTOMER: It's probably a good grade of wood...

PERHAPS SUCH CUSTOMER CONFUSION EXPLAINS WHY FEW AMERICAN COMPANIES HAVE SOUGHT FSC CERTIFICATION.

BUT IT'S A DIFFERENT STORY AT THIS DO-IT-YOURSELF STORE NEAR AMSTERDAM.

CUSTOMER: Yes, of course, I've heard about FSC. Read a lot about it in the newspapers... I think it's well known here in Holland. You see advertising about it...

CUSTOMER: I will pay extra for it. I do, I do pay extra for it...

CUSTOMER: I care about FSC labeling because it's good for the environment and it's good for my children and for everyone in the world I think.

GEMMA BOETEKEES—FSC EUROPE: 49% of the Dutch people know what FSC stands for... FSC Netherlands together with WWF in the Netherlands have organized several consumer campaigns now... And they also have been very much supported by the corporate sector.

DUTCH CONSUMERS LEARNED ABOUT FSC THROUGH A SERIES OF TV AND RADIO PUBLIC SERVICE ANNOUNCEMENTS.

TWO DUTCH PRODUCERS TOOK THE LEAD TO CREATE THE CAMPAIGN.

JULIA SAMUEL—DUTCH TV PRODUCER: People don't realize what the damage is when they buy non-FSC tropical hardwood...I've seen it and it is heartbreaking.

WHEN JULIA SAMUEL PRODUCED A TELEVISION DOCUMENTARY IN AFRICA, SHE WAS IN FOR A SHOCK.

SAMUEL: It's amazing what you see. In which speed the forest has been cut down... Now, at this

moment we are here, a football field of rainforest disappeared. I talked to the people of the forest. They were so desperate, they didn't have anything to eat anymore, they had no idea how to continue their lives... People don't realize that there is blood on this wood... When I came back to Holland I spoke to Diederik and we said, well we have to do something against this.

AS DIERDERIK AND JULIA BEGAN WORK ON THE PSAs, THEIR RADIO AND TV COLLEAGUES VOLUNTEERED TO HELP.

SAMUEL: And everybody did it for free. Yes, that is really great.

THEN THEY OFFERED THE SPOTS TO DUTCH BROADCASTERS.

HUIZINGA: We just say what we are doing and we just give them the commercial, and say do you want to help us? Everybody says, of course we want to help you, what do you need? So everybody starts to broadcast the commercials...

SONG: What about us, is there a place for you and me?
What about us, is there a place for us to be? What about us?

HUIZINGA: We don't say don't buy wood, but be aware of it. When you buy wood, just buy the good wood, that's the thing.

BOETEKEES: Many shops have the policy that if they can offer it in an FSC labeled product, they wouldn't offer it without an FSC label anymore. So there's only one choice for the customer...I firmly believe that it is the company's job to make a choice for the consumer. The company that is selling the product. The company is responsible for what it sells.

IN SWEDEN, WHERE RECOGNITION OF FSC IS ALSO HIGH, NEARLY HALF THE COUNTRY'S EXTENSIVE FORESTS ARE CERTIFIED, INCLUDING THOSE OWNED BY SVEASKOG, THE NATIONAL TIMBER COMPANY.

A MECHANICAL HARVESTER MAKES QUICK WORK OF EVERGREENS ON SVEASKOG LANDS.

IN MID-APRIL, HUNDREDS OF REINDEER MOVE THROUGH SVEASKOG TIMBER IN SWEDISH LAPPLAND, FOLLOWING THE MELTING SNOW INTO THE MOUNTAINS.

THE NATIVE SAMI PEOPLE HAVE HERDED REINDEER IN SWEDISH FORESTS FOR CENTURIES.

UNDER FSC RULES, THEY MUST BE PERMITTED TO CONTINUE DOING SO.

RESPECT FOR THE TRADITIONAL ECONOMIC ACTIVITIES OF ALL INDIGENOUS CULTURES IS A CENTRAL FSC PRINCIPLE.

MARIA ADLERS—MILL SUPERVISOR: Today, due to the FSC scheme, there is always an obligation to consult in all cases with the Sami villages...and to try and adjust the harvesting so much that it is workable or manageable for the Samis...In most cases it is done with a very good relationship...

FSC RULES ALSO REQUIRE THAT CERTIFIED TIMBER BE CAREFULLY TRACKED ALL THE WAY FROM THE WAY FROM THE FOREST TO THE ULTIMATE CONSUMER—SO BUYERS CAN BE CONFIDENT ABOUT THE LABEL.

IT'S CALLED THE CHAIN OF CUSTODY RULE.

MOST OF THE WOOD FROM THIS MILL FINDS IT WAY TO THE UNITED KINGDOM, THE WORLD'S LARGEST PURCHASER OF FSC TIMBER.

BUT SOME ENDS UP HERE, IN LYCKSELE, A SMALL CITY IN SOUTHERN LAPPLAND.

AT LYCKSELE'S HEDLUNDA FURNITURE FACTORY, ONLY FSC CERTIFIED LUMBER IS ALLOWED THROUGH THE DOOR.

EACH YEAR, THAT WOOD IS FASHIONED INTO TWO MILLION "IVAR" BOOKSHELVES FOR IKEA, THE GIANT FURNITURE RETAILER.

THE BOOKSHELVES ARE SHIPPED TO IKEA STORES ALL OVER THE WORLD...

AS MUCH AS POSSIBLE, IKEA PRODUCTS ARE MADE WITH FSC-CERTIFIED WOOD.

PAR STENMARK—IKEA ENVIRONMENTAL MANAGER: For IKEA it's clear that our long term goal is to get more wood from forests that are certified in a credible way, such as FSC...It's a matter of doing the right thing. We have to take care of the forest. That's what matters here...

FSC CERTIFICATION ACTUALLY MAKES IT EASIER FOR IKEA TO FIND WOOD THAT MEETS THE COMPANY'S STRICT ENVIRONMENTAL STANDARDS.

STENMARK: When the wood comes from FSC certified forests, we don't have to do our own check ups that the minimum requirements which we have are fulfilled. So that is a great advantage. In business to business communication, FSC is a great value to us.

EUROPE HAS TAKEN THE LEAD IN FSC FOREST CERTIFICATION. BUT CANADA MAY SOON BE CATCHING UP.

CANADA'S EXTENSIVE FORESTS ARE THE WORLD'S MOST VALUABLE. AND RECENTLY, SEVERAL FOREST LANDS IN CANADA'S INTERIOR WERE FSC CERTIFIED.

HERE, ON THE COAST OF VANCOUVER ISLAND, IN BRITISH COLUMBIA, WHERE THE REALLY BIG TREES GROW, THE TRANSITION IS COMING MORE SLOWLY...

BUT THE OUTLOOK APPEARS PROMISING.

THIS REMARKABLE PLACE IS CALLED CLAYOQUOT SOUND.

IT IS PEACEFUL HERE NOW...BUT IT WASN'T ALWAYS THAT WAY...

DEMONSTRATORS: The whole world is watching! The whole world is watching!

IN THE EARLY 1990s, CLAYOQUOT SOUND WAS ROCKED BY ANGRY PROTESTS AGAINST OLD GROWTH LOGGING.

800 PEOPLE WERE ARRESTED.

LINDA COADY—WWF, CANADA: And in Canada that was a big deal you know, that's the largest display of civil disobedience in Canadian history, we didn't have a war in Vietnam.

AT THE TIME, LINDA COADY WORKED FOR MACMILLAN/BLOEDEL, THE TIMBER COMPANY THAT WAS DOING THE CUTTING.

COADY: The company didn't like the conflict...so MacMillan/Bloedel had the option of exiting or of staying and trying to figure out a different way forward.

NEGOTIATIONS LED TO THREE POINTS OF AGREEMENT BETWEEN THE COMPANY AND PROTESTORS...

THAT CLAYOQUOT SOUND SHOULD BE MADE A BIOSPHERE RESERVE...

THAT WHAT LIMITED CUTTING WAS PERMITTED THERE SHOULD BE FSC CERTIFIED...

AND THAT A BUSINESS LED BY NATIVE PEOPLE SHOULD DO THE CUTTING.

EMPLOYEE AT MEETING: These are much smaller than the big pink objects.

THAT BUSINESS IS CALLED IISAAK. THE WORD MEANS RESPECT IN THE LANGUAGE OF THE NUU-CHAL-NUTH PEOPLE, WHO HAVE LIVED ON VANCOUVER ISLAND FOR MILLENIA.

LARRY BAIRD—IISAAK: We're biggest, in terms of nations. We have the most members out here and we probably have the most clout and the smartest guys and the toughest negotiators...We have always used the forest. To us the forest is a working forest...we took canoes...we made houses...And clothes. Our clothing came from cedar, red cedar bark...cedar canes and baskets...And for us it was total utilization, the berries, the deer, the animals and everything else.

LARRY BAIRD IS A TRADITIONAL NUU-CHAL-NUTH CHIEF. DURING HIS MANY YEARS AS A COMMERCIAL LOGGER, BAIRD WATCHED THE FOREST SHRINK STEADILY.

BAIRD: The rule book was made out of rubber and you could stretch the rules any way you wanted and it was basic you know...log, burn it and pave it, that's what it was... and I guess people just said, hey look we got to do something. We can't continue on the way we're going.

SO IISAAK IS TRYING TO SET A BETTER EXAMPLE.

THIS ONE ACRE SECTION OF ITS TIMBERLAND WAS CUT IN 2000, USING HELICOPTERS TO TAKE OUT THE WOOD.

THE AREA WAS REPLANTED TWO YEARS LATER, ACCORDING TO FSC GUIDELINES.

BAIRD: It costs a lot of money for us to go out and do those kinds of things... helicopters and those things... they don't come cheap... There's still a bottom line for this company. Not making huge profits but at least breaking even and paying our bills and employing people and those kinds of things. We still have to... We've had to become businessmen.

IF CONSUMERS ARE NOT WILLING TO PAY MORE FOR WOOD FROM SUCH SUSTAINABLY HARVESTED FORESTS, IISAAK WILL FAIL.

BARBARA BRAMBLE—NATIONAL WILDLIFE FEDERATION: The concept of certification was probably born out of a simplistic view of how commerce and trade works, and certainly most of the founders didn't know very much about how the wood business works. They weren't in the paper business, they weren't in the logging business, they weren't in the furniture business, they wanted to conserve forests...So a wonderful idea was born I think, with assumptions that were rather simplistic...that consumers would immediately recognize the label, that they would go out of their way to find these products.

FSC PRODUCTS FROM MANY COUNTRIES WERE PROMINENTLY DISPLAYED AT THE 2002 FOREST LEADERSHIP CONFERENCE IN ATLANTA.

FSC STILL FACES MAJOR HURDLES IN THE UNITED STATES, WHERE A COMPETING INDUSTRY LABEL, ISSUED BY THE SUSTAINABLE FORESTRY INITIATIVE, OR SFI, IS PREFERRED BY MANY TIMBER COMPANIES.

BUT SFI IS VIEWED WITH SUSPICION BY ENVIRONMENTALISTS BECAUSE ITS STANDARDS, THOUGH TOUGHER THAN IN THE PAST, WERE CREATED SOLELY BY THE INDUSTRY.

DESPITE COMPETING LABELS AND OTHER OBSTACLES INCLUDING THE COSTS ASSOCIATED WITH CERTIFICATION, THE FOREST STEWARDSHIP COUNCIL CONTINUES TO GROW.

THE ORGANIZATION HAS MOVED TO NEW OFFICES IN BONN, PROVIDED FREE BY THE GERMAN GOVERNMENT.

IT IS ALSO OPENING OFFICES IN AFRICA AND ASIA.

BRAMBLE: To actually make the system work is harder than anyone could have imagined when we started out. The beautiful thing is that these difficulties have mostly been surmounted, that the people who stuck with it are, indeed, selling product now. Paper is coming into the marketplace faster than we could have imagined. The green building business is booming. A lot of producers are finding markets, but I don't think they thought it was going to take ten years and I know we didn't think it was going to take ten years.

SONG ON GUITAR: Whistle punk, whistle punk, give me a blest from your horn. I've got a hitch of logs all hitched up and ready to be borne.

FSC WOOD SHOWS UP IN MANY OTHER PRODUCTS, LIKE THIS GUITAR.

ERIC PALOLA— NATIONAL WILDLIFE FEDERATION: It's a wonderful sounding guitar but this one is especially important to me because...it was built particularly as an FSC model. The neck is cherry that comes from Pennsylvania, the sideboards are Mexican hardwood... I'm always proud to talk about it and show it to people. And talk about FSC...Some big, fairly mainstream players are coming into the system...People like Potlatch. These are folks that were militantly against the FSC five, six, seven years ago...I'm very bullish, I'm very excited about FSC. Because I think it's going to really be the salvation of our forests, quite frankly.

THE FUTURE SUCCESS OF FSC AND FAIR TRADE WILL ULTIMATELY REST WITH THE RESPONSE TO A SINGLE QUESTION:

WILL CONSUMERS VOTE WITH THEIR WALLETS FOR CERTIFIED PRODUCTS?

IF A RECENT USA TODAY POLL IS ACCURATE, THEY WILL.

9 OF 10 AMERICANS SAY THEY'D PAY MORE FOR FAIRLY-TRADED AND SUSTAINABLE GOODS.

THERE ARE NOW HUNDREDS OF FAIR TRADE AND FSC PRODUCTS.

CERTIFICATION AS A BROAD IDEA IS SPREADING TO OTHER SECTORS OF THE ECONOMY.

NEW ORGANIZATIONS LIKE THE MARINE STEWARDSHIP COUNCIL AND THE SUSTAINABLE TOURISM COUNCIL ARE FORMING.

ALTERNATIVE ENERGY PROVIDERS AND MANY OTHER COMPANIES ARE ALSO BEING CERTIFIED.

SHOPPING WITH A CONSCIENCE JUST MIGHT BE CATCHING ON.

RICE: I believe that most consumers at the end of the day would rather feel that the things that we consume are not hurting others.

HAYES: We're all sort of a family coming together in a global movement that can create this paradigm shift to a better world. That's the responsibility on our shoulders. And we need everybody to join that movement.

CREDITS