

Frequently Asked Questions - About Worldgoods Fair Trade

Who are the founders of Worldgoods Fair Trade?

Husband and wife, Miranda & Baptiste Paul. Miranda is a native of Green Bay, WI and Baptiste a native of St. Lucia, West Indies. More can be read at:
www.worldgoodsb.com/fromtheowners.html

What is the legal / incorporated name of Worldgoods?

Worldgoods, LLC.

What is the mission of Worldgoods?

The mission of Worldgoods is to promote fair, long-term sustainable development for artisans and the world's poor in several countries, and to stimulate cultural awareness and diversity education within our own community.

We accomplish this mission by promoting and selling fair trade products, hosting events, running a fundraising program, visiting artisan groups and providing free business assistance, and actively recruiting Ambassadors.

When Was Worldgoods Officially Founded?

Although the ideas and groundwork for Worldgoods started many years ago, Worldgoods officially was founded in February of 2007.

What makes Worldgoods Newsworthy?

Currently, Fairly Traded products account for less than 1% of the traditional markets. Worldgoods joins dozens of other organizations willing to face extra challenges to bring customers unique hand made products and organic commodities without compromising human dignity.

Worldgoods is the first U.S. Fair Trade Federation member to work with artisan groups in the West African country of The Gambia. Miranda was a volunteer teacher in The Gambia in 2003. Most people in rural Gambia live on less than \$1 per day.

Worldgoods is both woman-and minority-owned.

Worldgoods was founded on \$2,000 and a promise to help the people of Gambia, West Africa.

The personal stories of owners Miranda & Baptiste Paul are proof that opportunities overcome poverty and two people can change the lives of hundreds. In the country of The Gambia alone, for example, over 420 individuals from over 84 families in three villages are directly or indirectly assisted by our efforts.

Income generated from some of the artisan co-ops has actually proven life-saving for women such as Jay Njie Touray, whose son's life was saved with income from making recycled purses.

Worldgoods is not a charity that believes in creating dependence, but rather on empowering artisans and farmers to become self-sufficient. This model of "Aid through Trade" is one geared toward long-lasting sustainable methods of combating poverty and the challenges associated with low wages.

How much of a selling price does an artisan or farmer make?

Although this amount can vary from item to item, Worldgoods is committed to ensuring that producers' and artisans' lives are greatly improved through paying fair wages in the local context. For most direct purchasing, artisans earn 20%-40% of an item's final selling price, an amount that allows the artisans to earn 2

to 20 times higher (or more, in certain cases) than a traditional buyer would pay. Specifically, women in Njau have experienced over 300% higher wages in less than one year, and artisans in Bakau earn a wage that is 1,200% above national minimum wages. Worldgoods often refers to the World of Good Development Organization's Fair Wage Guide to help ensure that all artisans are earning a wage which situates their families well above international poverty standards and improves their communities.

Is Worldgoods a member of the U.S. Fair Trade Federation?

Yes.

Is Worldgoods a member of Co-op America?

Yes.

How many catalogs per year does Worldgoods produce?

Two. Generally one that is released in early spring, and one in early autumn.

How many Ambassadors independently represent Worldgoods?

The number of Ambassadors is constantly increasing, so please call and ask at the time of your publication to confirm this number.

Is Worldgoods a Franchise, or are their multiple locations?

No. There is ONE Worldgoods Fair Trade, with one main location in Green Bay, WI. Worldgoods Ambassadors independently represent Worldgoods through their own Fair Trade business in a number of states.

Worldgoods offers our goods for wholesale to retail gift shops and other businesses interested in selling goods to help our artisan partners.

How Can I Contact Worldgoods Owners for an Interview?

Please email: fairtrade@worldgoodsb.com

or write to: Attention: Interview Requests
Worldgoods, LLC
602 Zelas Drive
Green Bay, WI 54311

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Please contact Worldgoods to check for updates.