

Press Briefing

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New Product - Fair Trade Recycled Paper Flower

Sold by Gifts With Humanity (www.GiftsWithHumanity.org)

February 20, 2008 – Edgewater, FL – The Flower industry is worth \$21 billion a year in the US alone, seventy-nine percent of the flowers sold in the USA are imported from countries such as Ecuador and Columbia, where the climate is mild and the pay scale low. The flowers are steeped in a cocktail of chemicals and pesticides to bring the perfect flower to the US consumer. While it is concerning enough that flowers have been tested to have 50 times the pesticide levels that would be allowed in food, take a moment to consider the workers, largely poor farmers in poor countries and underpaid women with little or no access to health care. Over recent years instances of health problems have been widely reported, including the mass poisoning of 200 workers in Ecuador. According to The National Resources Defense Council, 50% of flower workers suffer health issues and 20% are children.

ThaiCraft - Recycled paper Flowers

Show the world how much you care by giving these recycled paper flowers to your loved one. Giving these fun flowers made from waste paper shows a welcome concern for the environment.

The waste paper is collected from the densely populated Bangkok slums. The production of these flowers creates employment for a growing number of low income families in the slums.



Why not make the decision to give recycled paper flowers this Earth Day (or Mother Day)? These pieces of art, are comparable in price, do not die and actually have a positive impact on the planet. In the slums of Bangkok a small group of women collect paper and telephone books to recycle into these unique pieces. As sales have grown, working through the Fair Trade movement locally with Thaicraft.org and now in the USA with Gifts With Humanity, this cottage industry has started to spread employment to others in the slums. This craft improves the lives of the artists in Thailand, contributes to the clean up of the slums and allows US consumers to make a choice and still give flowers to show they care.

Imagine a world were just one in one hundred thousand flower purchases were recycled paper flowers. In Bangkok they would be struggling to find enough paper in the streets and enough artisans to train. These are the sort of problems that the planet needs.