

Spread the Word: Sample Letter to the Editor

Letters are one of the most widely read components of a newspaper, making them a great tool for informing your community about Fair Trade rice and your efforts to get it on grocery store shelves.

- Use the sample letter written below as a template.
- Adapt it to the audience you are trying to reach.
- The letter should be 150-200 words (check the newspaper for specific guidelines).
- Write in short paragraphs and focus on one main point.
- Put your full name, address and phone number at the top of the page and sign the letter at the bottom. You must include a phone number for verification purposes.
- Be aware that some newspapers only accept letters electronically.
- You increase the chance of being published when the letter is written as a reaction to a news story or an event.
- Call the publication to make sure your letter was received.

To the Editor:

Change is spreading throughout supermarkets in the United States and rice fields in Asia. The arrival of Fair Trade Certified organic Jasmine and Basmati rice reminds me of the powerful impacts of Fair Trade I have witnessed through my travels and conversations with farmers, students and consumers around the world.

Fair Trade farmers receive a premium price for their rice, allowing them to feed their families, send their children to school, and improve their villages. The Fair Trade price is a life saver for Thai farmers, most of whom make only \$600 a year, a third of the national average income and well below the poverty line. It also supports farmers as they switch to organic production, promoting environmental sustainability and producer and consumer health.

As the recent article about the popularity of Fair Trade coffee in our area indicated, consumers who buy Fair Trade products know they receive a high-quality product that respects the farmers and the earth. By asking stores that do not carry Fair Trade Certified rice to stock it, consumers help this just alternative expand. Growth means that more farmers can join Fair Trade cooperatives, reap the benefits of their harvest, and provide consumers like myself with nutritious rice.

Your name
Your title and organization (if applicable)
Location and date