

A look at the numbers...

See fact sources in notes section starting at page 416

The US government has documented the existence of **forced and child labor** in the manufacture of some

122
products

originating from

58
countries

6,000

Number of Fair Trade-certified products, which are guaranteed to use ethical labor practices, with \$4 billion in annual sales.

41 million

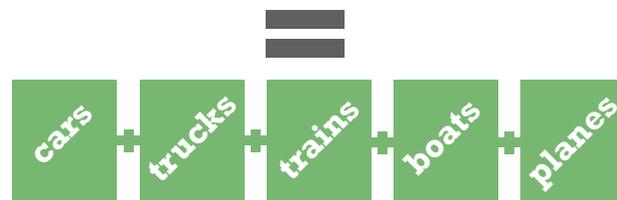
Estimated number (19%) of US adults that are considered conscientious consumers and are concerned with supporting social justice and sustainable living with their wallets.

Farmed on 30 million acres and employing some 25 million families worldwide, **coffee is the 2nd largest global commodity after oil** and it has an enormous environmental, social and economic footprint.



Deforestation currently accounts for 17% of greenhouse gas emissions, as much as all the cars, trucks, trains, planes and boats in the world combined.

DEFORESTATION



334 million

Forest acres worldwide (about twice the land area of Texas) that are certified by the Forest Stewardship Council (FSC). FSC maintains the highest standard in forestry by protecting indigenous rights, keeping more trees standing and protecting biodiversity.

460 million

Pounds of coffee that were certified by the Rainforest Alliance in 2010, helping to make fair priced, forested and shade grown coffee the norm.



FOR THE PLANET

Since its inception in 2002, the **1% For the Planet** network has grown to more than **1,400 businesses in 38 countries**, together giving over **\$15 million annually** to more than **2,000** social and environmental groups worldwide.

TOMS' one-for-one model has **provided over one million pairs of shoes** (one pair donated for each one sold) to those in need and has also begun to **attract partnerships and spin-offs**.



Newman's Own line of food products gives all of the company's profits to **charitable causes** and has **given more than \$300 million to date**.

New Leaf Paper has **saved the equivalent of over 5 million trees and 400 million pounds of greenhouse gases** by developing new and innovative lines of recycled papers.



Impact investing—where an investor proactively seeks to invest in businesses that generate financial returns and have intentional social and/or environmental goals—is growing substantially and it is estimated that the industry could grow from its **present \$50 billion to \$500 billion** within the next decade.

Numbers Pages Notes

1. '122 products from 58 countries' Bureau of International Labor Affairs, "List of Goods Produced by Child Labor or Forced Labor," *US Department of Labor*, 2009.
2. '6,000 fair trade' Fairtrade Labeling Organizations International, "Annual Report: 2008-2009," 2010.
3. '41 million' Lifestyles of Health and Sustainability, <http://www.lohas.com/about>, accessed July 5, 2011.
4. '30 million acres, 25 million families, 460 million pounds' see Rainforest Alliance, *Supplying the Demand for a Livable Planet*, p. 291–292.
5. 'Deforestation 17%, 334 million' see Rainforest Alliance, *Supplying the Demand for a Livable Planet*, p. 291–292.
6. '1% for the planet' see 1% for the Planet at <http://www.onepercentfortheplanet.org/en/>.
7. 'TOMS' see Tom's Shoes at <http://www.toms.com/>.
8. 'Newman's Own' see Newman's Own at <http://www.newmansown.com/>.
9. 'New Leaf' see New Leaf Paper at <http://www.newleafpaper.com/>.
10. 'Impact Investing' see the Global Impact Investing Network at: <http://www.thegiin.org/>.