A look at the numbers...

The US government has documented the existence of forced and child labor in the manufacture of some products originating from 58 countries.

122 products

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.

30 million acres

25 million families

334 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.

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

cars = trucks = trains = boats = planes

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.

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.

See fact sources in notes section starting at page 416
Numbers Pages Notes
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/.