

JACARANDA

December 8th, 2019

Erin Bird
Fair Trade Calgary

Dear Ms. Bird,

Jacaranda supports the campaign to have Calgary recognized as a Fair Trade Town and supports raising awareness about the benefits and opportunities of fair trade for our community and for producers around the world.

At Jacaranda, we work directly with a community of skilled artisans in the Peruvian mountains to create the knitted garments. The idea of creating an eco-friendly and fair-trade clothing company emerged from the observation of the current environmental and social challenges in our world.

On the environmental side, the impact of the textile industry on the environment and human health is huge: 98 million tons of non-renewable resources are swallowed every year by the textile industry, which is also the second most polluting industry in the world. In regards of the social aspect, we are committed to fair trade and to our skilled artisans to turn our joined efforts into a unique company that respects and cares for all people behind the scenes.

Sincerely,



Cynthia Navarrete

Founder & General Manager

Jacaranda.eco

Cynthia.navarrete@jacaranda.eco

403.560-6093