Fairtrade America Magazine Design

ART 305



Ariana Scaglione

Goals + Objectives

- Get more comfortable in InDesign
- Make consistent typography choices
- Make a plan of the tasks I need to complete for this project over the four weeks and stick to it
- Get more comfortable with magazine design

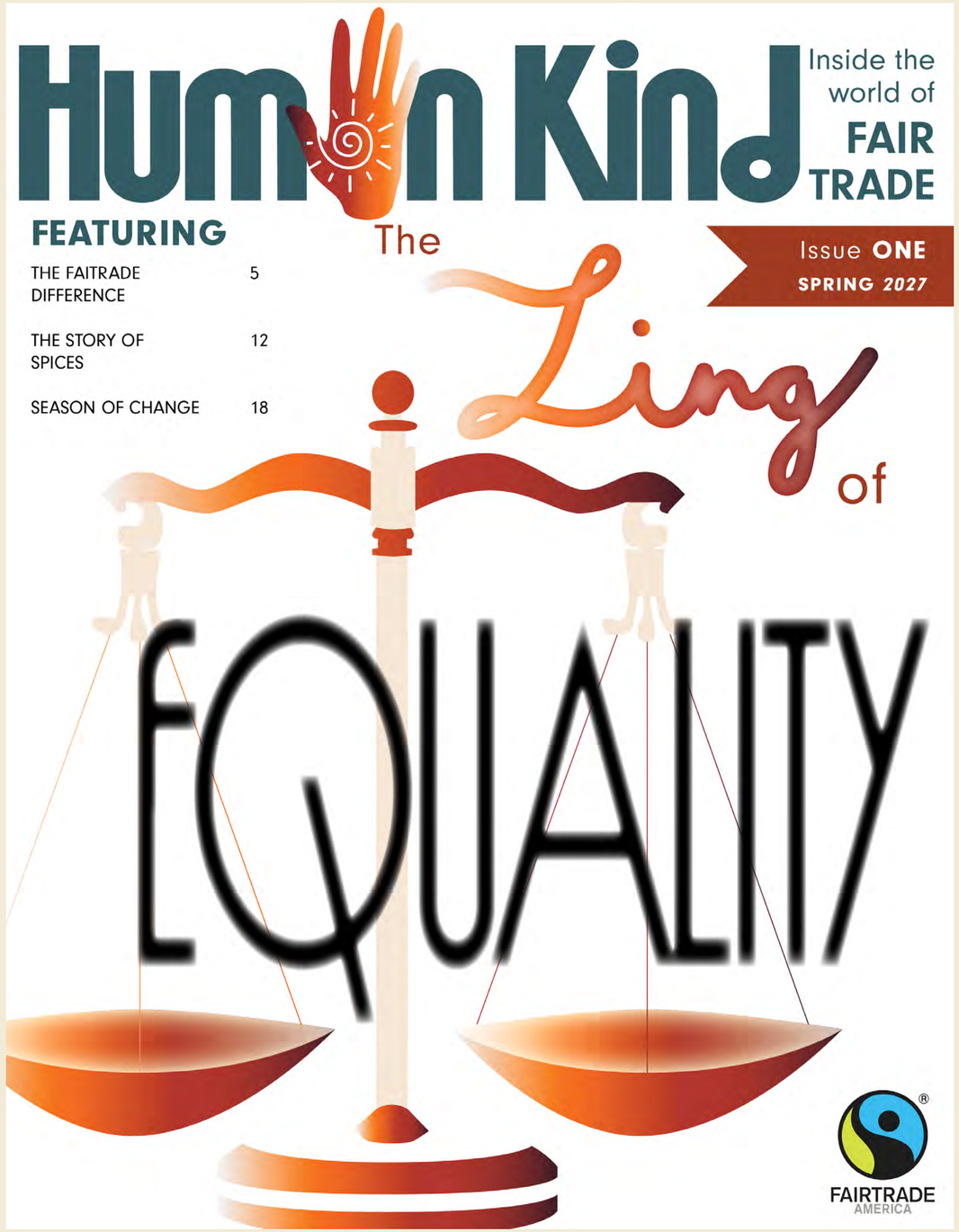
Magazine Title



Final Version



Front Cover


Human Kind
Inside the world of FAIR TRADE
FEATURING
THE FAITRADE DIFFERENCE 5
THE STORY OF SPICES 12
SEASON OF CHANGE 18
Issue ONE
SPRING 2027
The Ling of EQUALITY
FAIRTRADE AMERICA

Opening Spread



Text Heavy Spread #1



Text Heavy Spread #2

Department of Labor lists cloves from Tanzania, cumin from Turkey, pepper from Vietnam and vanilla from Madagascar and Uganda as goods for which evidence of child labour has been found.

"The lack of strong farmer organisations further limits their ability to negotiate better terms and advocate for improved working conditions," says SSI.



"In some developing regions, child labour and scarcity of opportunities for women add additional layers of social inequality. These compounded economic challenges threaten the long-term sustainability of spice production, as financial instability may drive farmers to abandon agriculture for more reliable income sources."



Flavor turned TOXIC

From an environmental perspective, poor agricultural practices like monocropping lead to land degradation, pollution, soil erosion and deforestation in clearing land for industrial-scale spice production. Water depletion is another critical concern; some spices are inherently water-intensive, but poor wastewater management is also prevalent. Meanwhile, uncontrolled use of chemical fertilisers and pesticides leads to soil degradation, biodiversity loss and chemical risks. "Unsustainable farming practices, such as improper water usage for irrigation and an over-reliance on chemical inputs, lead to the depletion and deterioration of natural resources, posing long-term risks to both agricultural productivity and environmental health," says SSI. "Addressing these social and environmental challenges is crucial for ensuring the sustainability and ethical integrity of the spice industry."

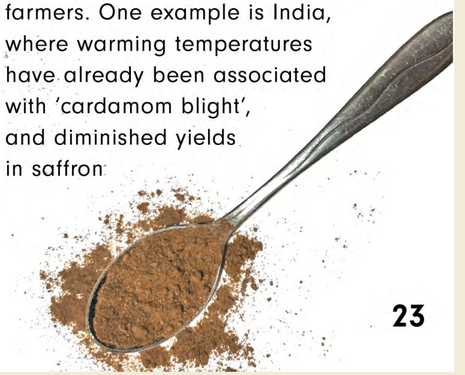


Practices like tilling (which leaves soils uncovered) and low biodiversity in crop systems diminish soil fertility and increase vulnerability to erosion. As soil becomes degraded and, consequently, less fertile, farmers struggle even more to earn a living from their yields, often using chemical fertilisers to try and get more from the land – contributing even further to the depletion of the soil over time. "The excessive use of pesticides also leads to high levels of agrochemical residues in spice products, posing serious food safety risks, says SSI.

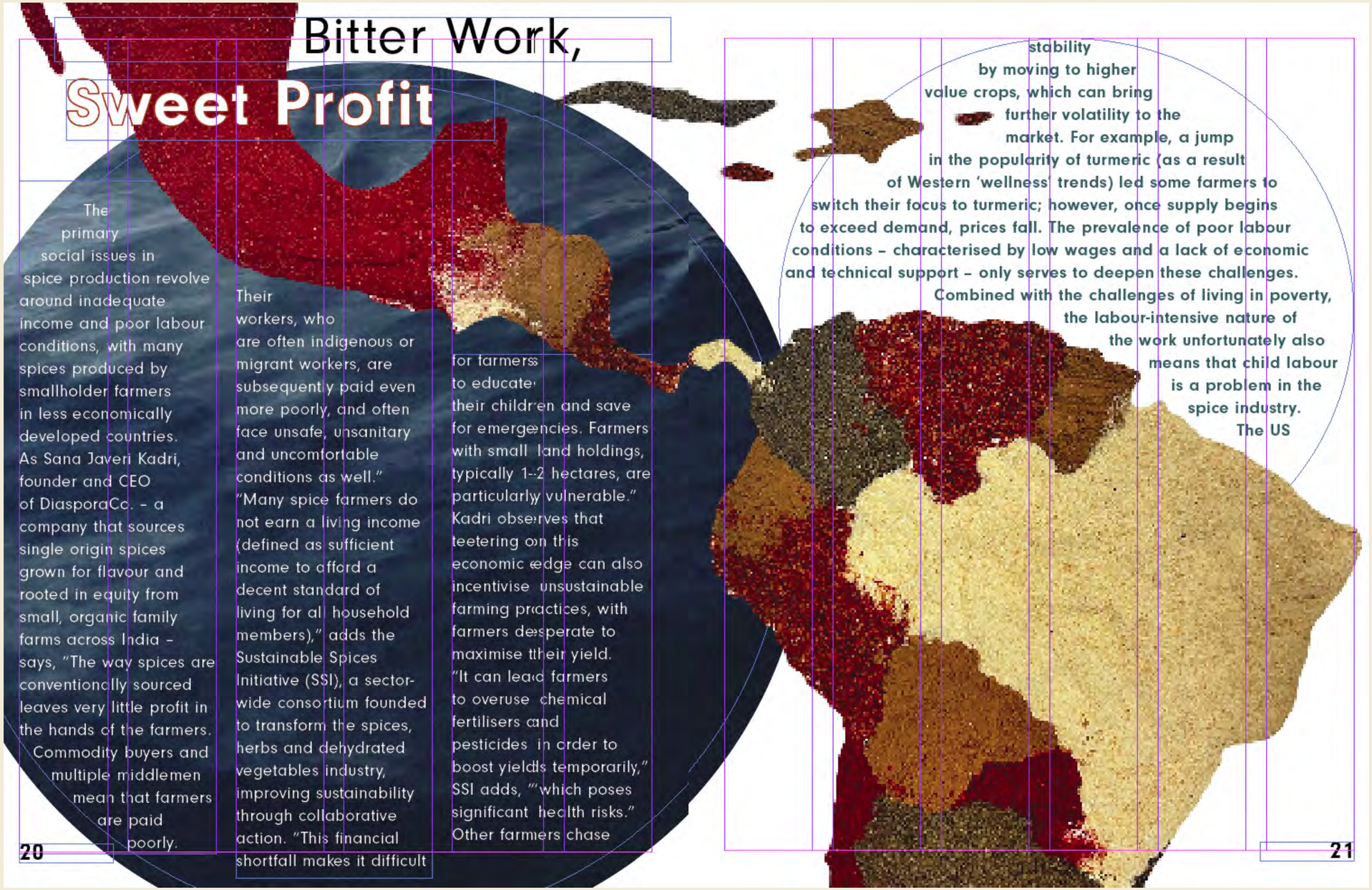


"These chemicals can cause microbiological, mycotoxinand other types of contamination, compromising product quality and posing economic risks throughout the supply chain."

Compounding all the above problems, some parts of the Global South are disproportionately affected by the climate crisis, affecting spice growth and making life even harder for farmers. One example is India, where warming temperatures have already been associated with 'cardamom blight', and diminished yields in saffron



Grid (Spread #2)



Grid (Spread #3)



Digital Mockup



Tap on story to read



Swipe Left/Right to change page



Swipe down to exit story

Digital Mockup

