



TEN THOUSAND  
VILLAGES



### About the Artisans

## Level Ground Trading Ltd.

Ten Thousand Villages and Level Ground Trading share a common vision: Direct Fair Trade relationships with producers focused on quality and transparency.

Level Ground Trading is a Fair Trade company established by four Canadian families in 1997 and based in Victoria, BC for the purpose of improving the lives of disadvantaged producers through trade. Ten Thousand Villages Canada was Level Ground's first customer. In 2013, Level Ground imported the harvests of 5,000 families in 10 developing countries.

Level Ground is a member of the Fair Trade Federation. For more info visit:  
<http://www.levelground.com>

## Aromatic Level Ground Rice

A brown medium grain staple rice – referred to as Kaling Unoy. Unoy has a rare and delectable taste and aroma, which has been known to entice the entire village with its aroma while cooking. The red Unoy is always served during festivals and ceremonies.

### Special Details:

Rice farmers are all subsistence people; they consume the majority of the rice they grow. 78% of the growers are women, most of whom have never had an opportunity to earn an income before. The farmers' holdings are typically less than 1/3 of a hectare.

In Balawis, 52 farmers have committed to producing 9000kgs of rice this season. This feat will require repairing the giant terrace walls, hand planting, fencing the terrace, and at harvest, walking each sack of rice down the mountain.



Travel the world with each visit to Ten Thousand Villages.

Learn how Fair Trade really makes a difference. Our goal is to provide vital, fair income to artisans by marketing their handicrafts and telling their stories in North America. Ten Thousand Villages sells product from more than 30 countries, providing work for nearly 60,000 people around the world.

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[www.tenthousandvillages.ca](http://www.tenthousandvillages.ca)

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