

Use of the Internet to Promote Demand for Union-Made Goods and Services

Submitted by Union Label and Service Trades Department

WHEREAS, the No. 1 mission of the Union Label and Service Trades Department is to promote a greater demand for union-made goods and services; and

WHEREAS, members of our unions and millions of consumers have expressed a strong desire for help identifying and purchasing union-made goods and services; and

WHEREAS, retail sales on the Internet currently exceed \$56 billion a year, an amount that is doubling every 36 months; and

WHEREAS, the Internet allows sellers of union-made goods and services to inexpensively reach and do business with millions of consumers, all over the world, every hour and day of the year; and

WHEREAS, the Union Label and Service Trades Department has created a new website, www.ShopUnionMade.org, to allow consumers to easily find and purchase union-made goods and services;

NOW, THEREFORE, BE IT RESOLVED, that all national and international unions of the AFL-CIO be encouraged in every way possible to provide information on goods and services created and provided by their members to the Union Label and Service Trades Department for inclusion on www.ShopUnionMade.org; and

BE IT FURTHER RESOLVED, that all national and international unions of the AFL-CIO will use all communications tools at their disposal to publicize www.ShopUnionMade.org and promote use of the website by their members and the general public.