

# Distributors Against Human Trafficking Initiative

In 2020, the National Beer Wholesalers Association — the trade association for America's 3,000 independent beer and beverage distributors — launched the Distributors Against Human Trafficking initiative.

This initiative **mobilizes beer distributor employees in the fight against human trafficking** by providing them with resources to recognize and report the signs of this heinous crime. Training tools include:

- “Spotting the Signs of Human Trafficking” video
- Tip cards and workplace posters
- Digital media assets to amplify messaging
- Webinars featuring policymakers and field experts

## Why Distributors?

Serving over 600,000 retail establishments across the country every day, beer distributors are uniquely positioned to witness signs of human trafficking in publicly inaccessible areas.

## Widespread Participation

Nearly **30,500 distributor employees** from more than **250 companies** representing all **50 states** and the District of Columbia have completed the training since its launch in 2020.

## Effective Partnerships

NBWA and its distributor members have partnered with state attorney generals and leading global anti-trafficking organizations such as **Street Grace, Polaris Project** and **The A21 Campaign**.



## New In 2024: “Can You See Me?” Campaign

In partnership with A21 and the U.S. Chamber of Commerce, NBWA and its member companies launched the new “Can You See Me?” campaign focused on labor trafficking in January 2024.

The campaign includes a new toolkit (with workplace posters, trafficking indicator checklists and digital media assets) to help employees of beer distributors and other industries **combat human trafficking and forced labor in supply chains**.

**Learn More at [NBWA.org/trafficking](https://NBWA.org/trafficking)**