

Fair Trade Fridays- Outreach Package

Objectives

- Share information on fair trade initiatives and why they are important
- Show how to spot logos and where on campus to find fair trade coffee

Set-Up

- Coffee and cups (if outreach is on the Friday)
- Fairtrade handouts
- Table-top velcro board and visuals
- OS banner

Need to know!

SYMBOLS



FAIRTRADE
INTERNATIONAL

Fairtrade International:

- Must come from FLO-Cert inspected and certified producer
- Strong standard setter for small producers. Factory and farmworker welfare standards.



Fair For Life

- Very inclusive product certification
- Focus on marginalized producers and workers
- Standards for living wages and democratic premiums



Small Producers Symbol

- The only farmer-led fair-trade certification
- Strong eligibility requirements
- First Fair Trade farmer-owned certification system.



Fair Trade USA

- Developed in 2011
- Has health and safety requirements
- But has no collective bargaining and living wage requirements



Fairtrade Federation

- Non-profit trade association promotes North American businesses that are full committed to fair trade
- But does not indicate an audited supply chain



World Fair Trade Organization

- 324 organizations and 70 countries
- Strong internal control systems, peer review, and external audits



Rainforest Alliance

- NOT a fair-trade label
- Shows a farm, forest, or tourism has been audited meet enviro, social and economic standards
- More suited for larger farms



Direct Trade

- Form of sourcing alternative to Fairtrade certification
- Practiced by some coffee roasters
- No agreed definition and unlike Fair Trade Coffee, there is no 3rd party certification.

INFO ON VELCRO BOARD

What Fairtrade Does

- About better prices, decent working condition and fair terms of trade for farmers and workers
- Supports farming communities and protecting the environment where they work

What does the Fair-Trade Logo Mean

- Fairtrade ingredients have been produced by small scale farmer organizations/plantations that meet Fairtrade social, economic and enviro standards
- Standards include: workers' rights, enviro protection, payment at Fairtrade min price and Fairtrade premium
- Range of products: bananas, honey, coffee, oranges, cocoa, cotton, fruits and veggies, juice, nuts, oil, quinoa, rice, spices, sugar, tea, wine.
- Fairtrade producers have 50% of say in all key decisions. (Fairtrade consult with producers and business)
- Independent certification body is called FLO-cert (checks and monitors Fairtrade standards)

The Supply Chain

1.) Farmers and Workers

- Farmers receive a sustainable income and support for their families
- Guaranteed a minimum price that give them stability and reduce risk of child labour
- By committing to Fairtrade standards, farmers must protect their ecosystem and reduce use of harmful chemicals

2.) Fairtrade Cooperatives

- Associations of farmers or company dependant that are democratic
- Collaboration means they can negotiate prices and share/purchase equipment
- Fairtrade Premium: an additional sum of money paid on top of min price that farmers/workers invest in social, enviro, and economic development projects

3.) Processors and Distributors

- Supply chain must be monitored by Flo-cert
- Fairtrade aims for transparency throughout the entire supply chain (from harvest to packaging)

4.) Consumers

- Fairtrade connects to other cultures. Products are made in unique locations and from unique peoples
- Means high quality products and making a difference in the lives of people who grow your food
- Is better for the environment

Fair Trade Campus Program

- Recognizes colleges/universities demonstrating strong commitment to fair trade
- Broad awareness and support of fair trade
- Fairtrade provides tools and info needed

Outreach Tips

1. Try standing beside or in front of the table, instead of sitting down behind it
2. Offer something fun to do, free to get, or a hook statement or question to get people interested
3. Review the Outreach package and find info you find interesting prior your volunteering
4. It's ok to admit you don't have the answer to a person's questions. Just provide the most truthful information or suggest reliable places where they can find out more.

Other programs on Campus

- Green to Go (reusable container program)
- Urban Beekeeping tours

Upcoming Events

- Earth Hour Race
- Electronics Recycling Blitz



Coffee Bean Plant

- Produces cherries with a pit (AKA the coffee bean)
- The beans are naturally beige in color and turn brown during roasting
- Naturally high in caffeine, as they are roasted caffeine levels decrease

Coffee Harvesting

- Coffee fruit is produced year around, so there is rip and unripe fruit on 1 tree
- It must be harvested by hand so that only the ripe fruit is removed
- Coffee is produced in developing countries such as: Brazil, Columbia, Indonesia, Ethiopia, and Costa Rica



