



awaken your consciousness

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Bringing Equal Exchange Coffee to Your Campus!

Across the country student actions for fair trade have been producing results. From campus ministry offices to student-run cafes to entire dining halls, students are requesting and succeeding in having fair trade options. As you start campaigning on your campus, we'd like to be your partner, and to share tips that have helped other students succeed.

Why Equal Exchange?

Fair trade supporters have helped to expand fair trade into a growing movement. That means you have many companies to choose from that can provide fair trade products to your campus. We're thrilled to be a part of a growing and changing movement, and want to highlight a few things that make Equal Exchange different... and hopefully even more appealing to your campus's decision makers!

100% Fair Trade: All of Equal Exchange's coffee is fairly traded. Our mission is to connect coffee drinkers and farmers by allowing consumers to exercise their conscious consumer power, and by paying farmers fair trade prices for **all** the coffee we buy from them.

Supplying What Your Campus Needs: Equal Exchange offers conventional, organic, decaf and flavored coffees. We have a track record of successfully servicing a range of campuses with different needs, so chances are we can match your campus's needs. We also offer organic tea and hot cocoa, for campuses looking to offer a menu of fairly traded products.

Making Education Easy: We offer materials and access to Equal Exchange staff, to help students inform their peers about the importance and impact of choosing fair trade. We also provide "point of sale" materials that stand alongside our products, so once a campus has made the commitment to Equal Exchange, we help celebrate that fact and provide resources to continue to inform coffee drinkers what's special about their cup.

Walking the Cooperative Talk: While Equal Exchange practices fair trade by buying directly from democratically run cooperatives, we also look to bring the principles of fair trade into our own business structure. We are a democratically run worker-owned cooperative ourselves. By choosing Equal Exchange, you not only support fair trading practices with communities abroad, you also support an alternative business here in the US that is changing "business as usual."

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Power in Numbers

Fair Trade offers an issue that many existing student organizations can rally behind. Consider what clubs already exist on campus, and how you might be able to work together to lobby for change. Many campaigns have succeeded by uniting groups that find their own interests reflected in fair trade, including environmental concerns, social justice, Latin American issues, and worker rights.

Approach faculty and staff and invite them to join your efforts. These are some of the people who will stay on campus after you've gone. Having their support lends strength to your voice and will help ensure that fair trade demand on campus will continue for years to come.

Gain Some Ground

When thinking fair trade coffee on campus, often the first thing that comes to mind is convincing your Dining Services to serve Equal Exchange coffee. While this is a great end-goal, we encourage you to consider other outlets to approach first. Where else is coffee sold or consumed on campus? By working with individual academic department offices, Campus Ministries, and independent cafes on campus, you'll be winning more people over, gaining their support, putting fair trade into circulation on campus, and all the while, making an even stronger case for your Dining Services that there is campus demand for fair trade.

Approach Dining Services

Hope for the best, and prepare for the long haul. In some cases, students have convinced their Dining Services to serve fair trade coffee simply by asking. Keeping this in mind, approach them with a positive attitude, and give them a chance to be convinced. Let them know how you can help them make the switch and publicize their good decision. Go into any meeting knowing what you're asking for, timelines you are willing to accept, and how to hold Dining Services to any agreements they make.

Resources

If it's not as easy as just asking, get ready for a creative, fun, hard, and rewarding campaign! These groups offer strong tools and resources to help you build a successful campus campaign:

- *United Students for Fair Trade (USFT)*: a national organization connecting active students on campuses across the country. www.usft.org
- *Oxfam America*: an international development agency that supports fair trade and offers reports on trade policies, the coffee crisis and its impacts, and a resource guide for students looking to start a campus campaign. www.oxfamamerica.org
- *Global Exchange*: an international human rights organization that supports fair trade and offers educational materials and a guide to help students campaign. www.globalexchange.org

Call on Us

As you explore the systems and opportunities within your campus, let us know how we can help. We can offer advice and materials to help you succeed in your campaign, and the products to help your Offices, Campus Ministries, and Dining Services fulfill their commitment! If you're at the stage of approaching your Dining Services, please fill out the enclosed guide and let us know what you find out, so we can help determine if Equal Exchange can match your campus' needs.



So you want to learn to navigate your dining service for Fair Trade coffee possibilities...

Find your dining service director. Start with your dean or administration department if it's not explicitly stated otherwise.

The dining service director will be able to help you answer your most basic questions about vendor relationships. It's a good idea to create a friendly relationship with this person. Ultimately their job is to provide students and faculty with a quality dining experience.

Basic questions for the dining service director:

1. Is the dining service run by a corporate food service or is there an independent dining service on campus. Some examples of corporate food services are Sodexo/Marriott or Aramark. At some universities there are both types of dining services on the campus.
2. Who makes the decision about what coffee vendors to use?
3. Is the dining service open to experimenting with a Fair Trade coffee company in addition to current coffees offered?
4. What type of coffee product is used on campus, what brand or what is the vendor they go through?
5. Does the food service currently provide Fair Trade coffee on campus?
6. How many places on campus is coffee brewed? How many places is espresso served?
7. Does the current vendor provide point of sale material for the coffee and/or espresso?
8. What other coffee related items does the current vendor supply? (for example paper cups, syrups, sugar packs, creamers, etc.)

If you have questions or concerns about this questionnaire please contact Julia Knott at the Organizing department of Equal Exchange jknott@equalexchange.com or (774) 776-7371.