



FAIR TRADE CAMPUS CAMPAIGN GUIDE

Serving fair trade coffee on college and university campuses builds the market for fair trade products while supporting small scale farmers. As more colleges and universities recognize the importance of choosing fair trade, entire campus communities have the delicious satisfaction of choosing justice with each cup of coffee.

Seven keys to delicious fair trade service on your campus

1 Research fair trade, find out how it works, how it benefits farmers directly, and why it is a viable alternative. Ask what coffee supplier is used on your campus and if they sell a fair trade variety (investigate at www.transfairusa.org). If your campus purchases from a food distribution supplier, check to see if they offer fair trade coffee. If they do, ask your campus food service department to begin ordering it. If not, ask them to switch to a supplier that does offer fair trade coffee. If they agree, move on to Step 7. If you meet resistance, move on to Step 2!

THINK BIG: Double your fun and influence by working with students at another college.

2 Build support with like minded students. All you need to start is a small group of committed individuals. From that group begin inviting other students and established groups to join your fair trade coffee coalition. Think of groups related to: faith, peace, environment, human rights, social justice, Latin America, Africa, Asia, corporate accountability, or immigrant rights. Your new coalition of supporters can do education and gain widespread support on your campus for fair trade coffee

THINK BIG: Is there a justice focus anywhere on your campus or in the college's mission statement or motto you can incorporate in your fair trade campaign?

3 Research purchasing on your campus. The two key questions to research are: Who decides what coffee is served? and How much coffee is consumed at each location (cafeterias, campus cafes, etc.)? These answers determine where to focus your campaign.

THINK BIG: As you research ask students and staff working in dining services to join the campaign!

4 Ask faculty and staff for support. Faculty and staff have considerable influence when they speak together with students. Your faculty and staff allies can also offer strategic advice.

THINK BIG: Can you start by getting all of the campus offices to serve fair trade coffee?

WHAT ARE THE ESSENTIALS?

Plan to talk about issues campus leadership will be most concerned about. Clearly illustrate to the administration that:

- Fair trade coffee is quality coffee that students want to drink
- The campus community supports the shift to fair trade coffee
- The price will be competitive OR (even better) that the campus community would be willing to pay a few cents more for fair trade coffee



5 Educate your campus community about fair trade, how it works, why it is important and how your campus can make a difference by drinking fair trade coffee. Serve them up a cup of the good stuff! Hold a teach-in! Host a speaker! Make sure that the tone of your events is positive and helps you to wow and woo the administration.

THINK BIG: Invite a fair trade farmer to speak on your campus.



6 Meet with the campus administration, bring student leaders from your coalition who represent a large and diverse group of students, and a fair trade coffee representative. Engage the administration with your evidence, wow them with your research and WIN by getting fair trade coffee to be served at your campus!

THINK BIG: If the administration is reluctant, ask to “pilot” fair trade coffee in select areas on campus.



7 CELEBRATE YOUR VICTORY OF GETTING FAIR TRADE COFFEE ON YOUR CAMPUS!

USE THESE FAIR TRADE RESOURCES TO SUPPORT YOUR CAMPAIGN:

LUTHERAN WORLD RELIEF: www.lwr.org/coffee

EQUAL EXCHANGE (LWR’s partner in the LWR Coffee Project): www.equalexchange.com

SERRV INTERNATIONAL (LWR’s partner in the LWR Chocolate Project and LWR Handcraft Project): www.serrv.org

OXFAM: www.oxfamamerica.org

TRANSFAIR: www.transfairusa.org

FAIR TRADE FEDERATION: www.fairtradefederation.com

FAIR TRADE RESOURCE NETWORK: www.fairtraderesource.org

INTERNATIONAL FAIR TRADE ASSOCIATION: www.ifat.org

THE FAIRTRADE FOUNDATION: www.fairtrade.org.uk

GLOBAL EXCHANGE: www.globalexchange.org



LUTHERAN WORLD RELIEF *and its partners throughout the world thank you for the work you and your community do for justice and peace in our world.*

*To launch the **LWR COFFEE PROJECT** on your campus or in your parish, visit www.lwr.org/coffee, email coffee@lwr.org or call 410-230-2801.*