

## Challenge to Fair Trade

From its beginnings, Fair Trade was all about small farmers—to provide some protection from the unequal conditions of the open market. Its guiding principles were:

- **Work with Democratically Run Cooperatives**

Equal Exchange's partners are small farmer co-ops governed by the farmers themselves.

- **Buy Direct**

Buying direct means that the profits reach the farmers and their communities, not the middlemen.

- **Pay a Fair Price**

A fair price includes a guaranteed minimum price—a safety net to cushion farmers against market fluctuations—plus an above-market premium that the co-op can invest in healthcare, education and product improvement. Since 2000, Equal Exchange has paid over \$10.0 million in Fair Trade premiums for coffee.

- **Provide Advance Credit**

In 2012, Equal Exchange facilitated \$2.0 million in essential pre-harvest credit to coffee farmer co-ops.

- **Encourage Ecologically Sustainable Farming Practices**

Sustainable farming helps build a long-term economic base for farmers while protecting their families, the environment and consumers from dangerous chemicals.

In 2012, Fair Trade USA broke with these guiding principles and Fair Trade International by declaring that it would certify coffee from plantations—a significant lowering of the FT standard that restricted accreditation to coffee growers on democratically run, farmer owner co-ops. By creating lower standards to accommodate the needs of plantations, FTUSA has re-created the problems for small producers that spurred creation of the FT model in the first place, but now with a label that says “Fair Trade”. In response, Equal Exchange has embraced the “Small Producers Symbol” (aka SPP), newly established by the Latin American network of small farmer FT organizations. Large plantations are not eligible for SPP. Through Equal Exchange, we can be assured that we support “Small Farmers. *Big Change.*”

## Why A Buying Club?

Equal Exchange sells Fair Trade certified coffee, tea, chocolate bars and other fine food products direct and wholesale by the case. However, most folks don't want a full case. And shipping adds substantial cost.

By combining individual orders in a nonprofit “club” and buying through the Equal Exchange Interfaith Program, we can enjoy specialty coffee, chocolate bars and other Fair Trade products at or near Interfaith wholesale prices while supporting small co-op growers and their families using environmentally friendly methods. And if the club orders at least \$135, shipping is free. The farmer benefits! The earth benefits! We benefit!

The plan is simple: the club submits one order each month, timed for customer pickup at church on the **first Sunday** of the following month. The order deadline is the **third Sunday** of each month. Church friends submit their orders to their church coordinator by the order deadline either directly or by email.

The Club is nonprofit. We buy mostly wholesale, by the case. Everything that we order is passed on at our wholesale cost with the exception of bags of coffee, which are marked up \$0.35 to help cover the extra retail cost of broken cases.

Sustaining groups are currently the Community of Faith, Fort Thomas, and Union Presbyterian churches. To become a club member, simply place an order. For more information, contact Dean Shupe at 859-371-8074 (dean.shupe@uc.edu).

**Small  
Farmers**  
*Big Change*



## COMMUNITY FAIR TRADE BUYING CLUB



# Welcome to Equal Exchange

Equal Exchange was founded in 1986 to create a new approach to trade based on honest and fair relationships between farmers & consumers and democratic principles. As a worker-owned co-op based in West Bridgewater, MA, Equal Exchange partners with some 26 cooperatives of small-scale farmers in Latin America, Africa, Asia and the U.S. who make their own decisions on business and community matters. The Presbyterian Coffee Project is one of 12 partners of Equal Exchange's Interfaith Program, along with United Methodist Relief, United Church of Christ, Catholic Relief Services, and others. For 2013, Interfaith partners received \$117,000 for development and farming projects worldwide. For more information: [www.equalexchange.coop](http://www.equalexchange.coop)



All of the coffees offered by the Club are Arabica—mountain-grown by small farmers. All are certified as kosher and most are certified organic. **Club offerings not shown in this flyer may be found at [www.nku.edu/~longa/coffee/order.html](http://www.nku.edu/~longa/coffee/order.html).**

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## Specialty Coffees (12-oz. drip & whole bean)

### Organic Breakfast Blend

A balanced blend of light & dark roasts with a rich flavor & sweet overtones.

#### Medium and French Roasts



### Organic Mind, Body & Soul

A lively, smooth, and spicy blend with a chocolate finish.

#### Medium and Vienna Roasts



### Organic French Roast

Rich body with medium acidity, velvety smooth with a hint of caramel (10-oz.).

#### French Roast



### Organic Colombian

Distinctive and elegant with creamy body, light acidity and subtle notes of plum.

#### Full City Roast



### Toffee Carmel

Two deliciously different flavors, combined to give a candy-like sweetness and a buttery finish.

#### Medium Roast



### French Vanilla

A smooth and soothing aroma with rich vanilla flavor.

#### Medium Roast



### Hazelnut Cream

Aromatic, nutty and light with a rich hazelnut flavor.

#### Medium Roast



### Hazelnut Cream Decaf

Aromatic, nutty and light with a rich hazelnut flavor, natural decaf.

#### Medium Roast



### Organic Decaf

A balanced blend with full body, rich flavor and sweet overtones, natural decaf.

#### Full City Roast



### Organic Chocolate Bars (3.5 oz.)

- Panama Extra Dark (80% cacao)
- Very Dark (71%)
- Mint (67%)
- Ecuador Dark (65%)
- Orange Dark (65%)
- Dark w/ Raspberries (60%)
- Dark w/ Coconut (60%)
- Dark with Almonds (55%)
- Carmel Crunch (55%)
- Espresso Bean (55%)
- Milk Chocolate (38%)

### Organic Cocoas

- Hot Cocoa (12-oz. cans)
- Baking Cocoa (8-oz. cans)

### Organic Teas (20 bags per box)

- English Breakfast, Earl Grey, Decaf English Breakfast, Chai