Fair Trade: Campus Advocacy for Global Impact
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Fair Trade Campaigns
Why Fair Trade?
Of the world’s poor, most work in farming

A global problem

2.6 billion live in poverty

~65% work in farming

Standards address these challenges...
Strict standards for working and environmental conditions ensure that farmers are treated fairly and the land is harvested sustainably

Economic
- Minimum price guarantee
- Contracts are honored
- Access to financial records
- Community Development Premium

Social
- No child labor or forced labor
- Access to first aid and trained caregivers
- No discrimination or abuse
- Training on safe chemical handling and use of protective gear

Environmental
- Preservation of local ecosystems and measures against climate change
- No damaging agrochemicals
- Proper waste management
- No GMOs
Development Funds help communities thrive
In addition to paying farmers and artisans a fair wage for their products, Fair Trade also Guarantees a “community development premium”.

Here are a few examples of successful community development projects chosen by farmers:

- Education – scholarships, etc.
- Environmental training and organic certification
- Healthcare & medical training
- Infrastructure – schools, bridges, etc.
- Water access and food security
- Access to credit

Kavokiva Coopérative, Côte d'Ivoire
Kavokiva distributes scholarships to members’ children to attend school. Their premium has helped to build schools in remote villages and provide supplies like blackboards and desks.
How Fair Trade works across the supply-chain

1. **Certify Farms**: Inspect and audit against Fair Trade standards
2. **Register Traders**: Trace and measure impact
3. **Register Brands**: Provide impact stories, engage customers, and advise on supply chain development
4. **Highlight At Retail**: Design and execute promotions
5. **Engage Consumers**: Raise awareness through PR, social media and grassroots outreach
The number of Fair Trade products grows

Over the last decade, Fair Trade Certified alone has worked in partnership with over 1,500 companies to certify thousands of products. Here are just a few:

Major Brands

Food Service Partners
A National Movement for Fair Trade on Campus
Student-Staff Partnerships
Fair Trade College/University Steps

**Goal 1: Form a Fair Trade Committee.** The Fair Trade Committee develops and provides leadership for the campaign action plan. Think about who on campus would most help gain traction and sustain the campaign (e.g., students, faculty, administration, and staff).

**Goal 2: Make Fair Trade products available on campus.** A minimum of two Fair Trade products should be available in campus-owned/operated venues as well as in service contracts where possible.

**Goal 3: Use Fair Trade products in University offices, meetings and events.** Offer Fair Trade coffee, tea, sugar and other products whenever possible.

**Goal 4: Commit to Fair Trade education, awareness-raising and growth of Fair Trade on campus.** Host events each academic term that inspire students and faculty to learn about Fair Trade and purchase Fair Trade products. Introduce Fair Trade into classes and publicize your efforts in campus publications.

**Goal 5: Develop a Fair Trade Resolution** which incorporates the commitments outlined in sections 1-4 above, and get it approved by appropriate governing bodies.
Resources

Learn More at: www.FairTradeCampaigns.org
Questions? Reach out!

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Case Study: UCLA

Associated Students UCLA

- 27 retail dining outlets
- 6 convenience stores
- ASUCLA Catering

Housing & Hospitality Services

- 4 all-you-care-to-eat restaurants
- 4 to-go restaurants
- UCLA Catering
- UCLA Coffee Service
Case Study: UCLA

E3: Ecology, Economy, Equity
Case Study: UCLA

RFP for coffee contract
Case Study: UCLA

What’s in your cup matters.
Help protect workers and the environment. Choose to brew with Fair Trade products from UCLA Coffee Service.

3

Catering and coffee services
Case Study: UCLA

Meet the Vendor Fair
UNIVERSITY OF CALIFORNIA, IRVINE (UCI)

36,000 STUDENTS

24,000 STAFF & FACULTY

#1 Sierra's Coolest Schools in America

AASHE STARS Platinum Rating

A+ on PETA2's Vegan Report Card

Top 10 Recyclemania Competition Since 2011

East Food Court Green Restaurant Certification

2018 Fair Trade University Designation
UCI DINING

2 DINING HALLS
Zero Waste
(97-98% Diversion Rate)

26 RETAIL DINING
National & Aramark Proprietary Brands

5 CONVENIENCE STORES
Quick-Service: Grab & Go Items

CONCESSIONS + CATERING
L.A. Rams Training Camp, Ceremonies, etc.

MET UCOP'S 20% SUSTAINABLE FOOD PURCHASES BY 2020 GOAL DURING 2013-2014 YEAR WITH 27%
FAIR TRADE IN 8 MONTHS

SEPTEMBER
STARTED CAMPAIGN
- Formed Student Group
- Planned Quarterly Events
- Researched FT Products

FEBRUARY
CATERING
- Changed Catering’s Default Coffee to Fair Trade

MARCH
CAMPUS OUTLETS
- All Proprietary and Java City Locations Introduced at Least 2 FT Products (13 Locations + Bookstore)

MAY
RESOLUTION
- Fair Trade Resolution Signed by Vice Chancellor and Associate Chancellor of Sustainability
EDUCATIONAL EVENTS

VALENTINE’S DAY
Sampled Endangered Species Chocolates

FAIR TRADE FINALS
DIY Face Mask and Stress Balls, and Giveaways from FT Campaigns

CHOCOLATE TASTE TEST
Non-FT Chocolate vs. FT Chocolate

COSTA RICA CLASS
What is Fair Trade? How Can You Help? What FT Options are Available?
KEYS TO SUCCESS

STRONG PARTNERSHIP
- Between University and Aramark
- Same values and goals

COMMON & STRICT DEADLINE
- Goal was to finish everything before end of spring quarter

MOTIVATED STUDENTS
- Brainstormed, planned, and staffed events
- Inventory of locations
Thank You!
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