UC San Diego’s Triton Blend: Fighting Food Insecurity on Campus and Abroad
One purchasing decision lead to $2000 in additional support to the Triton Food Pantry and over $7000 to La Copan, Honduras.
Overview

- How and Why UCSD Became a Fair Trade Campus
- Impact of this decision on campus operations
- Opening of the Triton Food Pantry
- Intersection of Global and Local Food Insecurity
- Triton Blend Development
- Student Education
- Brand Ambassador
- La Copan, Honduras
- Creating Multiple-Impact Projects
How and Why UCSD Became a Fair Trade Campus
The Process (Fall 2009)

• One Earth, One Justice student group request to the Chancellor
• Chancellor sent request to Housing*Dining*Hospitality
• Stakeholder Committee
  • Real Estate
  • University Centers
  • Students
  • Purchasing
The Goals

• Student Goal: Become Fair Trade University as certified by FTUSA

• Staff Goal: Implementable policy

• 2nd certified Fair Trade University in the nation, 1st in the UC system
Original Policy

• 100% Exclusively Fair Trade Certified
  • Coffee, Tea, Sugar

• Fair Trade Certified Options
  • Chocolate (including chocolate candy bars, hot chocolate & mocha drinks)
  • Ice Cream Pints
  • Grains: Rice, Quinoa
Revised Policy

• Exclusively Fair Trade Certified label or equivalent certification or verification (including but not limited to Equal Exchange, Fair for Life & FLO labels)
  • Coffee, Tea, Sugar

• Fair Trade Certified Options
  • Solid, pure Chocolate products
  • Ice Cream Pints
Triton Food Pantry

- Opened February 2015
- No real on-going funding
- UCOP funding & Vice Chancellor funding to get it going
- Serves on average 218 students/week since it opened
I wonder.....
Opening of the Triton Food Pantry

Opened in February 2015

Part of the Global Food Initiative
Opening of the Triton Food Pantry

Currently Serves 218 students weekly

As many as 28% of UC San Diego Students are Food Insecure

Not many commitments for ongoing funding
Intersection of Global and Local Food Insecurity

Coffee farmers, like students experience cyclical flows of income

Unexpected costs or poor yields results in cash shortages

Many coffee farmers go through a “hungry season” between harvests, limiting to one meal per day

Permanent interventions require investment—from money that could potentially feed a family
Triton Blend Development

Coffee contract included option for custom coffee with 15 cents premium for campus project

Janet Napolitano Launched Global Food Initiative, and Food Pantry was identified as the benefactor

Custom Roast Presented with Four Options

Developed Marketing Assets Including: Labels, Stickers, Posters, Hang Tags, etc

Donations for Product Launch Including: Market Tabling Events, International Night, Triton Fest, etc.

Premium check sent to campus quarterly
Student Education

Roasting Plant Tours

Professional Sensory Training

Connections with coffee farmers

Impact Reports
Brand Ambassador

Student selected to execute field marketing plan and drive awareness of both Triton Blend Coffee and ecoGrounds contributions to the Triton Food Pantry
Triton Blend Coffee has raised over $2000 for the student pantry since it’s launch in Fall 2015.

Because it is also Fair Trade AND Organic certified, these premiums have generated an additional $7000 for COCAFCAL, the FTUSA coffee cooperative located in La Copan, Honduras.

Several of their projects specifically address Food Insecurity.
Diversification creates new sources of food, generates additional sources of revenue, and supports biodiversity in rainforest agriculture.
Questions?