



Fair Trade Coffee

FACILITATOR'S GUIDE



TO: Workshop Facilitators

Dear Educators:

OXFAM-Canada and the Vancouver Fair Trade Coffee Network, with the financial support of VanCity Credit Union, are pleased to provide you with this Fair Trade Coffee Workshop kit. We're sure you will find it extremely useful in your efforts to raise greater awareness about fairly traded coffee as a means to support small-scale coffee producers.

We feel that the best way to improve the lives of coffee producers and their families is by ensuring they are paid a fair price for their work. However, receiving a fair price will not have a significant impact if fairly traded coffee is only purchased by a small number of committed people. Our goal for this campaign is to increase awareness of the benefits that fair trade brings to small-scale coffee producers in order to increase consumer demand for fairly traded coffee.

By giving this workshop in your workplace, community, school or church, you are promoting a better life for coffee producers, their families and their communities. Like all of us, coffee producers prefer to earn their own living and not rely on charity. Receiving a fair return for their labour and production makes this possible. By increasing awareness of the injustices of the conventional trading system and the benefits of fair trade, you will be directly participating in a growing global movement to promote fair trade. By increasing consumer demand for fairly traded coffee, you make it possible for coffee producers and their families to enjoy the basic human rights of having enough to eat, decent shelter, access to affordable health-care and education.

What a difference a cup of coffee can make!

If you are among the one third of the world's population who drink at least one cup of coffee a day, then you are directly linked to the 20 million people worldwide who produce coffee. We invite you to explore this connection with your community and discover ways of making it a positive force for social change.

The workbook contains enough detailed information about the conventional coffee trade and the fair trade alternative to enable you to design an interesting, thought-provoking workshop. When combined with the suggested video and a discussion of action steps, the participants should feel inspired to do their part in promoting fairly traded coffee and social justice.

Thank you for making a difference in the lives of coffee producers around the world.

Yours sincerely,

OXFAM-Canada
Vancouver Fair Trade Coffee Network

FACILITATOR'S GUIDE

This fair trade coffee workshop kit has been designed to contain almost all you will need to offer an informative and inspiring workshop. Included are:

- "Before You Begin" - suggestions for designing the workshop
- an agenda for a two-hour workshop
- an agenda for a one-hour workshop
- a workbook
- an announcement sheet
- a video - *Common Grounds: The Story of Coffee*
- an evaluation form

DESCRIPTION OF CONTENTS

"Before You Begin"- This piece is intended to help you design and prepare for the workshop, including suggestions to consider during the workshop.

Agendas - We have offered two workshop agendas: a one-hour and a two-hour format. While the two-hour workshop allows you to cover the material more effectively, the one hour format provides a thorough introduction to the issues. Please note that the agendas offer possible ways to structure the workshop: feel free to adapt them to suit the needs of your group.

Workbook - Please copy as many workbooks as you need to give to workshop participants. It is useful to refer to specific pages during the presentation of material. You may also wish to copy graphs or diagrams for use on flip-charts or overhead projectors.

The workbook has been designed to follow a logical order as reflected by the agendas - beginning with an introduction to fair trade in general and the way it differs from conventional trade. A more detailed examination of the conventional coffee business and the fair trade alternative is followed by suggested activities for promoting fairly-traded coffee in your community.

We particularly encourage you to prepare a list of places where fairly-traded coffee (packaged and brewed) is available in your region (and update it regularly). If you are working on a specific activity not mentioned in the workbook, we recommend including that information as well.

Announcement Sheet - This piece can be used to publicize the workshop, either for posters, leaflets, or media releases.

Video - We have included a video-tape with a 15 minute clip from *Common Grounds: The Story of Coffee*. The clip focuses on a group of coffee producers and shows the steps involved in harvesting coffee. It is an invaluable visual aid. Use as much or as little of it as you need.

Evaluation - Your feedback helps us to be more effective when designing similar kits in the future. Please take a few minutes to complete and return the evaluation form in the kit or email your comments to van@oxfam.ca.

BEFORE YOU BEGIN

Before the Workshop

Find a venue that is appropriate.

Advertise the workshop.

Make arrangements to bring equipment you will need.

Do research on topics you are presenting.

Gather and itemize materials you will bring with you.

What are the Objectives?

Be specific - what is it that you want participants to know and be able to do?

How will you know you have achieved your goal?

Be realistic - consider the time you have available.

Who Are the Participants?

How many people?

Social identity?

Sectors they represent?

Areas of work and knowledge?

Do they know each other?

Why are they here? What are their expectations?

Effective Introduction

Make sure that the objectives are clear.

Warm people up - use dynamic activities in which they have to team up.

Find out expectations of participants.

Get people focused - you can use video for this.

Establish credibility as facilitator.

During the Workshop

Present information visually (charts, overheads, videos, slides).

Use small group activities where applicable.

Give participants hands on experience (coffee beans, packages).

Adapt to needs as they arise.

Deal with problems and questions as they occur.

Watch the time and know when to move on.

FAIR TRADE COFFEE WORKSHOP AGENDA

This agenda is based on a one-hour interactive workshop.

1. Welcome (5 mins.)

Introduction of facilitators and participants. Invite participants to help themselves to refreshments and indicate location of washrooms.

2. Objectives of Workshop (2 mins.)

To raise awareness of fair trade coffee.

To give enough information to participants to allow them to become actively involved in promoting fair trade coffee in their communities.

3. Introduction to Fair Trade (5 mins.)

Fair trade is an alternative to conventional international trade. It is a trading partnership between producers, traders, and consumers which provides a more equitable and sustainable form of exchange.

Review "Introduction to Fair Trade" in your workshop booklet.

4. Introduction to the Conventional Coffee Trade (10 mins.)

Under conventional trade the exchange between producers and buyers is rarely fair. In most cases, the person or company buying a product or service is looking for the lowest possible price in order to make the greatest amount of money. This applies whether the buyer owns a small store or a multinational corporation. For the producer, it usually means exploitation, poverty, and intolerable working conditions.

Review sections on the conventional coffee trade in your workshop booklet.

Use an overhead projector to show charts and graphs contained in your kit or place them on the wall.

Pass out samples of green beans and roasted beans.

5. Fair Trade Coffee

(15 mins.)

Show video clip from *Common Grounds: The Story of Coffee*. This video looks at how fair trade is making a difference in the lives of producers and consumers from Chiapas, Mexico to Nova Scotia.

Review "The Fair Trade Coffee Alternative" in your booklet (Transfair Canada, certification process, non-certified fair trade coffees).

Hand out packages of different brands of fair trade coffee.

6. Activities to Promote Fair Trade Coffee

(10 mins.)

Review the section of your booklet entitled "What You Can Do To Help." Have a discussion of which activities would be most effective in your community.

7. Question and Answer Period

(8 mins.)

End the workshop with a question period and discussion. Be sure that throughout the workshop you allow questions to be asked, but watch the time!

8. Evaluation/Questionnaire

(5 mins.)

Total: 60 mins.

FAIR TRADE COFFEE WORKSHOP AGENDA

This agenda is based on a two-hour interactive workshop.

1. Welcome (5 mins.)

Introduction of facilitators and participants. Invite participants to help themselves to refreshments and indicate location of washrooms.

2. Objectives of Workshop (2 mins.)

To raise awareness of fair trade coffee.

To give enough information to participants to allow them to become actively involved in promoting fair trade coffee in their communities.

3. Group Dynamic (15 mins.)

Objective:To get an overall understanding of the groups' knowledge of coffee issues.

Materials:Papers and pens

Put participants in groups of two. Then ask each group to write everything that comes to mind when they think of coffee. Do this for five minutes. When time is up, ask each group to read their results and post results in view of all. There may be similar comments/descriptions so ask participants to raise their hands if they have listed similar comments (this allows things to move much faster). Use the results to introduce your discussion of coffee.

4. Introduction to Fair Trade (5 mins.)

Fair trade is an alternative to conventional international trade. It is a trading partnership between producers, traders, and consumers which provides a more equitable and sustainable form of exchange.

Review "Introduction to Fair Trade" in your workshop booklet.

5. Introduction to the Conventional Coffee Trade (15 mins.)

Under conventional trade the exchange between producers and buyers is rarely fair. In most cases, the person or company buying a product or service is looking for the lowest possible price in order to make the greatest amount of money. This applies whether the buyer owns a small store or a multinational corporation. For the producer, it usually means exploitation, poverty, and intolerable working conditions.

Review sections on the conventional coffee trade in your workshop booklet.

Use an overhead projector to show charts and graphs contained in your kit or place them on the wall.

Pass out samples of green beans and roasted beans.

6. Common Grounds: The Story of Coffee Video Clip (15 mins.)

This video looks at the journey of our morning cup of coffee, and how fair trade is making a difference in the lives of producers and consumers from Chiapas, Mexico to Nova Scotia.

7. Fair Trade Coffee (25 mins.)

Review "The Fair Trade Coffee Alternative" in your booklet (Transfair Canada, certification process, non-certified fair trade coffees).

Hand out packages of different brands of fair trade coffee.

8. Activities to Promote Fair Trade Coffee (15 mins.)

Review the section of your booklet entitled "What You Can Do To Help." Have a discussion of which activities would be most effective in your community.

9. Question and Answer Period (15 mins.)

End the workshop with a question/discussion period. Be sure that throughout the workshop you allow questions to be asked, but watch the time!

10. Evaluation/Questionnaire (8 mins.)

Total: 2 hours



Announcement

Choosing your brand of morning coffee may not seem like an important task. But that consumer choice has a profound impact on the millions of people around the world who depend on coffee production for their livelihood.

Canadian coffee drinkers have two choices. They can buy coffee produced under a traditional trade structure and support a system that concentrates wealth into a few hands. Or they can drink fairly traded coffee, and support democratic control, fair wages, and sustainable development, without sacrificing quality.

What makes fair trade fair?

Who controls it?

Who monitors it?

How did it start?

Does it cost more than traditionally traded coffee?

Where do the profits go?

Is it charity?

Where can you buy it?

How can you get involved?

These questions and more will be discussed in an interactive workshop presented by the Vancouver Fair Trade Coffee Network in collaboration with Oxfam Canada.

FAIR TRADE COFFEE EVALUATION/QUESTIONNAIRE

1. Did the workshop increase your awareness of the differences between conventionally traded coffee and fairly traded coffee?

Yes, substantially

Yes, somewhat

No

Comments:

2. Do you think the fair trade certification process was adequately explained?

Yes No

Comments:

3. Did the workshop give you enough information on how to promote fair trade coffee?

Yes No

If not, how could it be improved?

4. Were you satisfied with the topics covered?

Yes No

If not, which topics would you like to see added or dropped? _____

5. Which of the following elements provided the most useful information?

Lecture

Video

Group discussion

Handouts

Comments:

6. In which of the following ways would you be interested in promoting fair trade coffee?

Coffee shop visits

Trying to convince your school, workplace, church, union or other institutional buyer of coffee to buy fair trade coffee

Helping to organize more workshops

Other: _____

7. Do you know anyone who would be interested in attending a workshop similar to this one?

Yes

No

If yes, would you be willing to give us their name and phone number or email address? _____

8. Do you have any further comments/questions?



Fair Trade Coffee

WORKSHOP



Acknowledgements

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Larry Reid
Susan Toor
Elizabeth Vargas

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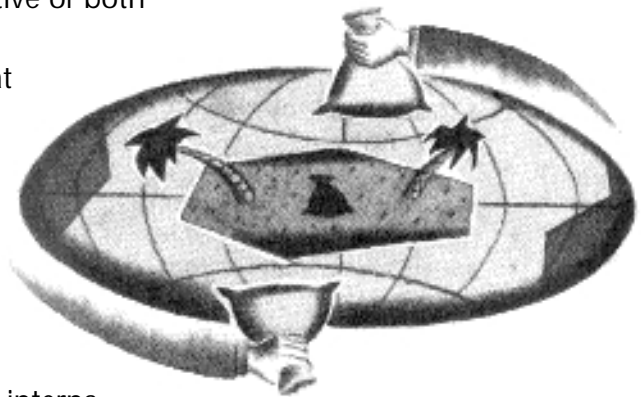
We would also like to extend a special thank you to Van City Credit Union and Oxfam-Canada for the funding they provided for this project.

WORKSHOP OBJECTIVES

- To introduce participants to the conventional coffee business and the concept of fair trade
- To give participants a working knowledge of fair trade coffee and how the TransFair system works
- To encourage participants to become involved in activities to promote and raise awareness of fair trade coffee
- To encourage participants to buy and drink fair trade coffee

INTRODUCTION TO FAIR TRADE

Before examining coffee from the perspective of both conventional and fair trade, it is useful to understand the term "fair trade" and what its goals and practices are. Further into the workshop, we will explore the ways in which fair trade particularly benefits coffee producers.



What is Fair Trade?

Fair trade is an alternative approach to conventional international trade. It is a trading partnership between producers, traders or buyers, and consumers which provides a more equitable and sustainable form of exchange. It does this by providing better trading conditions and by raising awareness of conditions endured by workers in many countries.

Fair trade is a trading partnership between producers, traders or buyers, and consumers which provides a more equitable and sustainable form of exchange.

How Fair Trade Differs from Conventional Trade

Under conventional trade the exchange between producers and buyers is rarely fair. In most cases, the person or company buying a product or service is looking for the lowest possible price in order to make the greatest profit.

Fair Trade Practices

- to pay fair prices to producers which recognize the true cost of labour and production
- to buy directly from producers
- to pay an advance of up to 50% to allow producers to buy seeds, tools and materials
- to ensure the environment is not being harmed in the production of a product
- to share profits with the producers
- to ensure the culture of the producer is respected
- to work with producers who benefit their members socially as well as economically
- to work with democratically-run organizations like co-operatives and self-help groups

A stylized, handwritten logo for IFAT (International Federation of Alternative Trade) in black ink, slanted upwards to the right.

This applies whether the buyer is a small businessperson or a multi-national corporation. For the producer, it usually means exploitation, poverty and intolerable working conditions.

Alternative trading organizations or fair traders in Canada and the U.S. pay fair prices to small producers, prices that recognize the true cost of labour and production. By selling small producers' handicrafts and food products in the north, these organizations help to ensure that they make a fair income that allows them to keep a decent roof over their heads, feed their families and send their children to school. Customers are encouraged to think about the person behind the product.

Goals of Fair Trade

Many fair trade retailers, wholesalers and producers are members of the International Federation of Alternative Trade (IFAT). IFAT is a global network of fair trade organizations that works to improve the livelihoods and well-being of marginalized people through trade. Members of IFAT agree to follow the goals of fair trade as outlined below:

- To improve the livelihoods and well-being of producers by improving market access, strengthening producer organizations, paying a better price and providing continuity in the trading relationship
- To promote development opportunities for disadvantaged producers, especially women and indigenous people, and to protect children from exploitation in the production process
- To raise awareness among consumers of the negative impact of traditional trade on small producers, so consumers can exercise their purchasing power in a more positive way
- To set an example of partnership in trade through dialogue, transparency and respect
- To campaign for changes in the rules and practices of conventional international trade
- To protect human rights by promoting social justice, sound environmental practices and economic security

IFAT members agree to share financial information and business practices on a regular basis to enable both members and the public to assess IFAT's, and each organization's, social and financial effectiveness.

AN INTRODUCTION TO COFFEE

Coffee has been around for a very long time. It can be traced back as far as 600 AD in the central plateaus of what is now called Ethiopia. It has grown in popularity through the years, and is now the second most valuable legally traded commodity (petroleum is the first). A large number of people around the world drink coffee, and many depend on it for their livelihood. Twenty million people around the world are involved in the production of coffee.



Photo: Joshua Berson

Where Does Our Coffee Come From?

Half the world's coffee comes from small producers who farm small plots of land. They are largely self-sufficient farmers who grow their own fruits, vegetables and other crops. Coffee provides them with the cash they need to pay for products and services such as clothes, medical care and education.

For these small producers, producing coffee is an arduous task. They work long hours preparing the soil, tending the crop, and harvesting the coffee by hand. The women on the farm work the longest hours because they also have household duties to perform such as taking care of children and feeding the family.

After all that work, however, many of these independent producers still don't earn enough money from their coffee crop. In many instances they're not paid a fair price for their product and only receive about 10% of the retail price of the coffee they've produced. As a result, many of those farmers have to look for work off the farm when they're not busy raising their own crops.

COFFEE CONSUMPTION IN CANADA

- 67% of Canadians drink coffee every day
- The average coffee drinker consumes three cups a day
- Coffee represents 18% of all beverages consumed in Canada, second only to tap water
- 74% of all coffee consumed is roast and ground, 20% is instant and 6% is specialty
- 52% of coffee is consumed in the morning hours
- 19% of coffee is consumed at dinner, or in the evening
- 69% of all coffee is consumed at home
- 13% is consumed at work or school, 12% in restaurants
- 9% of total coffee consumed is decaffeinated

(From The Coffee Association of Canada)

Coffee Producing Countries

Most coffee sold in Canada comes from five leading coffee producing areas: Colombia, Brazil, Guatemala, El Salvador, and Peru.



Top Ten Coffee Producing Countries Worldwide

Brazil	Ethiopia
Colombia	Ivory Coast
Guatemala	Uganda
Mexico	India
Indonesia	Vietnam



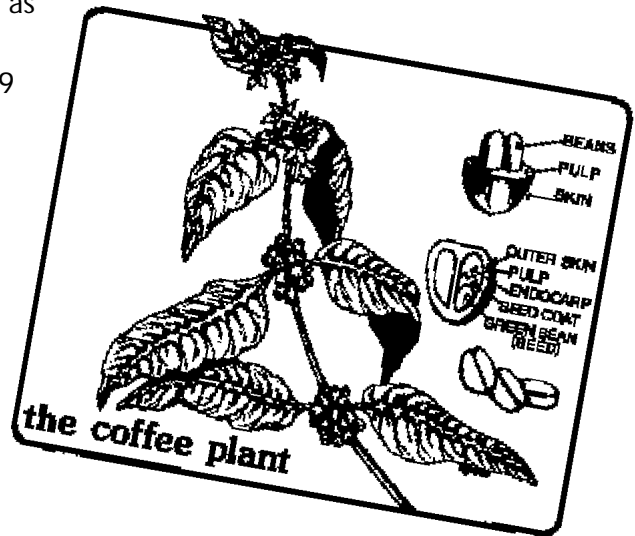
Other Producers

Hawaii	Cameroon	Zimbabwe
Honduras	Angola	Costa Rica
Bolivia	Papua New Guinea	Ecuador
Dominican Republic	Puerto Rico	Cuba
Nicaragua	Yemen	Jamaica
Venezuela	Burundi	Sao Tome
Tanzania	Philippines	Principe
El Salvador	Panama	Peru
Haiti	Sudan	South Africa
Madagascar		



The Journey of the Coffee Bean

Coffee grows on evergreen shrubs (usually referred to as trees) that demand a high level of care. Most coffee plants are grown from seed in a nursery for between 9 and 18 months, or until they reach a height of 18 to 24 inches. They are then transplanted into prepared fields. Coffee plants normally begin to bear fruit within 5 years of their initial seeding, and yield good quantities of beans within 8 years. The average plant produces enough berries each year to make about 1 1/2 pounds/0.7 kilograms of roasted coffee. The trees produce at an optimum level for 15 to 20 years but may continue to bear for many more years where conditions are favourable.



(Sources: The Encyclopedia Americana, 1995; The World Book Encyclopedia, 1999)

Harvest

Coffee beans are picked by hand. Because the beans don't all ripen at the same time, a picker might have to make several trips back to the same tree to collect all the beans. For that reason, harvesting the beans can take up to two months to complete, depending on the size of the farm. The beans are then washed, dried, shelled (to remove the cherry-like covering) and sorted either on the farm, or at the beneficio – the local processing facility.

Some farmers don't have the facilities to dry and shell the beans (a large cement pad for sun drying, and a manual or machine-operated mill to remove the outer coating of the bean). This means many farmers must rely on outside help to complete the task.

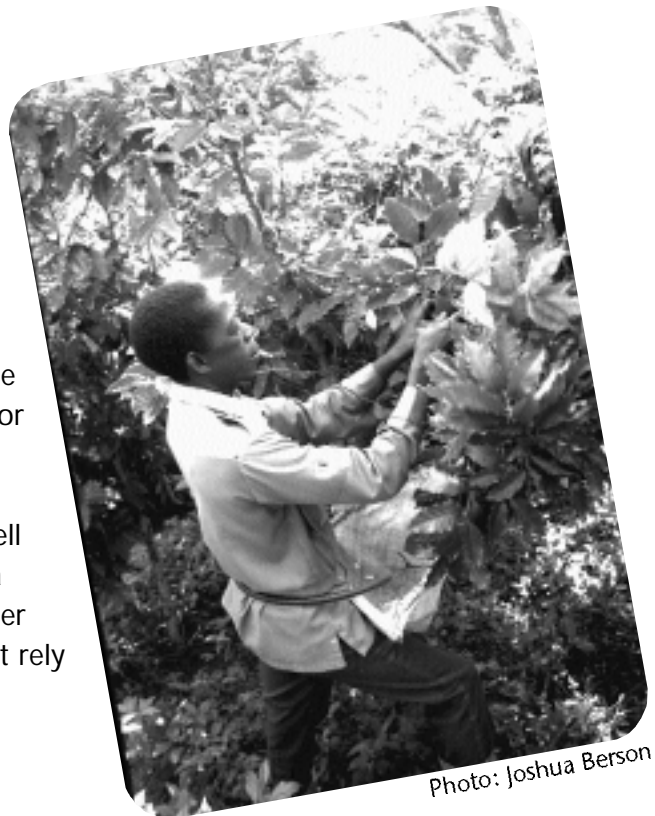


Photo: Joshua Berson

After Harvest: Traditional Trade Scenario

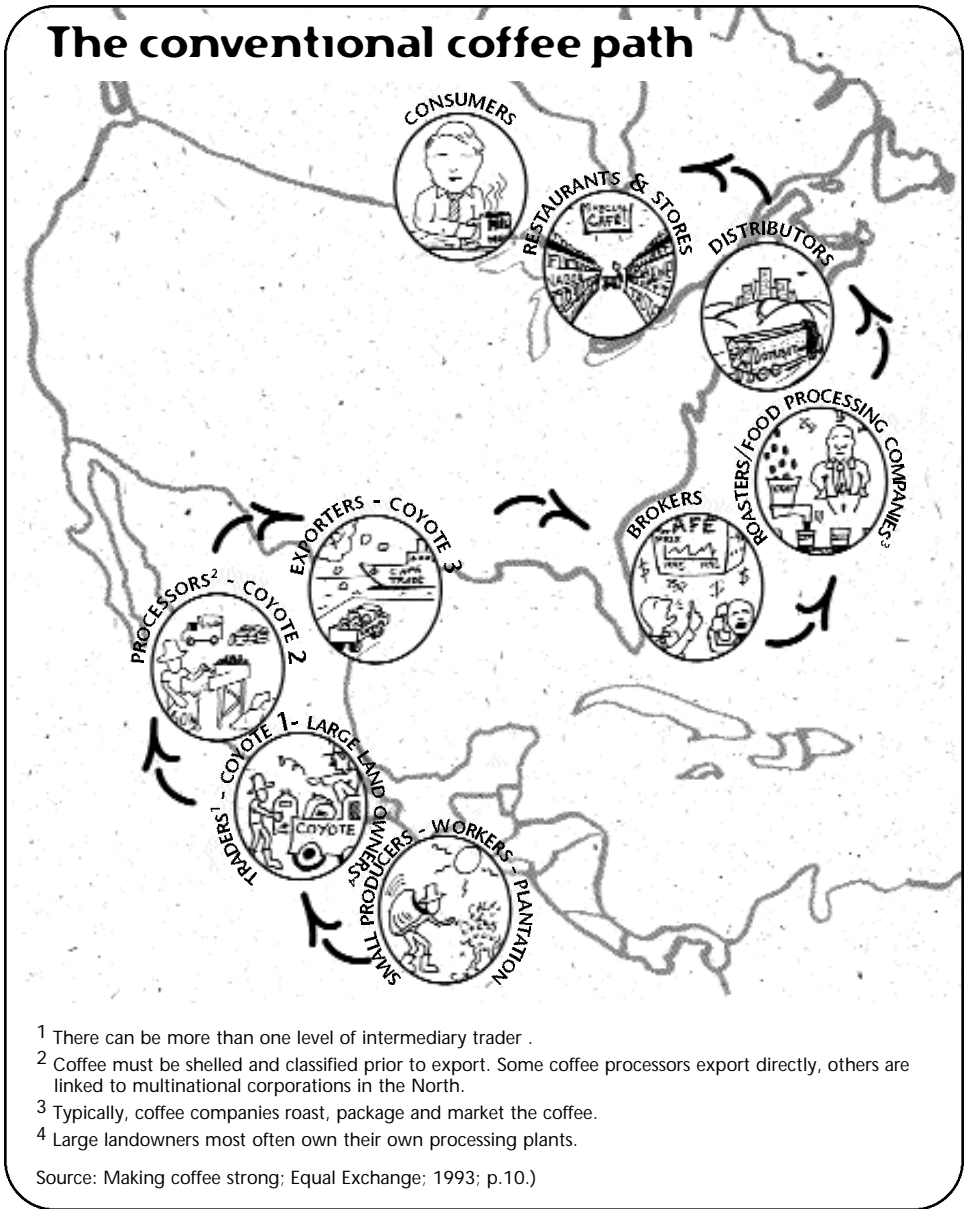
Bags of green, unroasted beans are then taken to, or picked up by, the middleman/intermediary/coyote. (Many smaller scale farmers don't own trucks in which they can

transport their harvest.) If necessary, the coyote completes the processing of the beans. Beans are then taste-tested, graded on the basis of quality, and transported to ports for shipping. Most coffee is not roasted until it arrives in the country where it will be consumed.

The coyotes generally pay cash up front for the beans, but they pay the farmer a low price for this luxury of fast cash. The price paid is often less than the market price for coffee, and nowhere near the cost of producing the coffee. Why would a farmer continue to deal with someone who pays an unfair price? Because he doesn't have many other choices.

The farmer is dependent on the coyote because he provides services the

farmer needs: instant cash, transportation, and credit. Because many farmers don't own the land they farm and have few assets, they can rarely get loans from banks. Coyotes often do double duty as coffee middlemen and moneylenders charging interest rates of up to 200%. Also, because many farmers have very little access to updated price information (via telephone, radio, or internet access), they are forced to accept the price offered by the coyote.



from Coffee with a Cause pg. 25

Coffee Quality

The quality of coffee is affected by many factors:

- temperature and rainfall - the highest quality beans are produced where the temperature averages 70 F/20 C and the annual rainfall is 40 - 70 inches/1000-1800 mm
- altitude - generally coffee grown at higher elevations is better because the beans mature more slowly
- soil quality - coffee grows best in soils that are rich in potash
- storage, roasting, and grinding

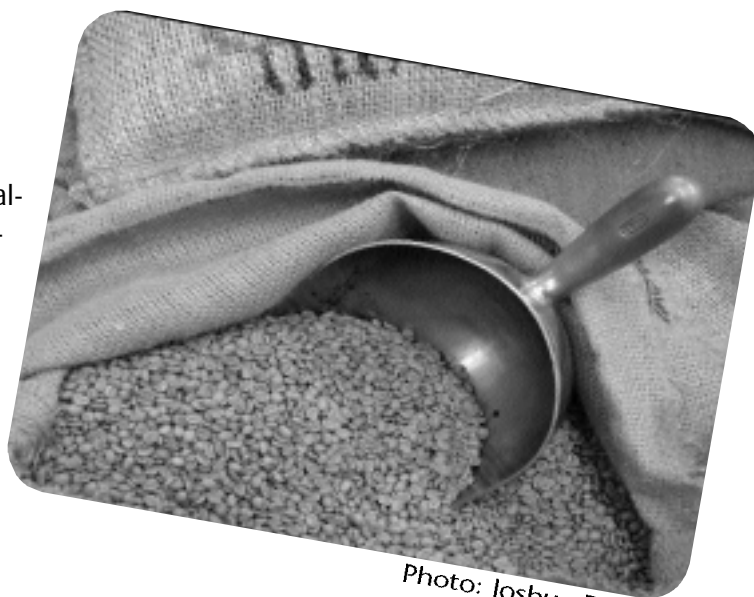


Photo: Joshua Berson

(Source: Encyclopedia Americana, 1995)

Coffee Varieties

There are two main species of coffee: *Arabica* and *Robusta*.

Arabica is preferred over other species and two of its varieties, *bourbon* and *caturra*, are especially high in quality.

Arabica

- Gourmet coffee – milder in flavour
- Accounts for 78 % of the coffee produced
- Grown in Central America, countries along the Andes, parts of Brazil, East Africa and Madagascar
- Beans mature more slowly because they're grown in mountainous areas. This produces a better quality bean and a better cup of coffee
- More difficult to maintain because Arabica beans are easily affected by changes in weather
- Trees only produce one harvest per year
- Picking is labour intensive because workers have to return to the same tree several times



Robusta

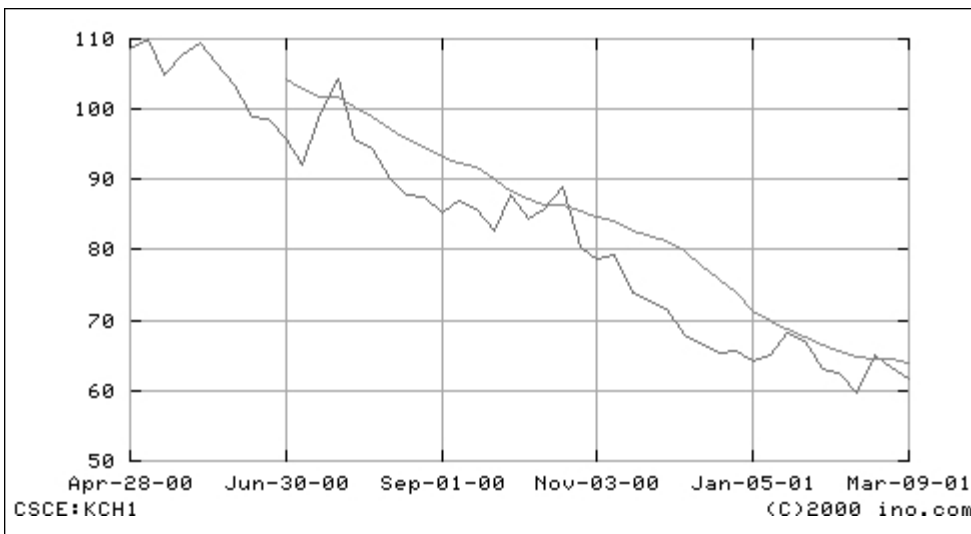
- Often used for instant coffee
- Makes up about 22% of the world's coffee production
- Grown in West Africa, lower regions of Central and South America, the Caribbean, and South East Asia
- Thrives under warm conditions
- Continual harvest
- Beans are all picked at the same time – basically stripped from the tree

The Price of Coffee

This graph shows the price of a contract to buy or sell coffee between April 2000 and March 2001. The vertical axis shows the price in U.S. dollars per 100 pounds of green coffee beans. The uneven line represents the fluctuating price. The smooth line is an estimate of future coffee prices.

- Large volumes of coffee are traded through the New York and London coffee exchanges
- Traders on the coffee exchanges trade futures – contracts to buy and sell a certain amount of coffee at a certain price at some date in the future
- Futures contracts may change hands many times between the time they're first sold and the time the coffee has to be delivered – the contracts are bought and sold without any coffee actually changing hands

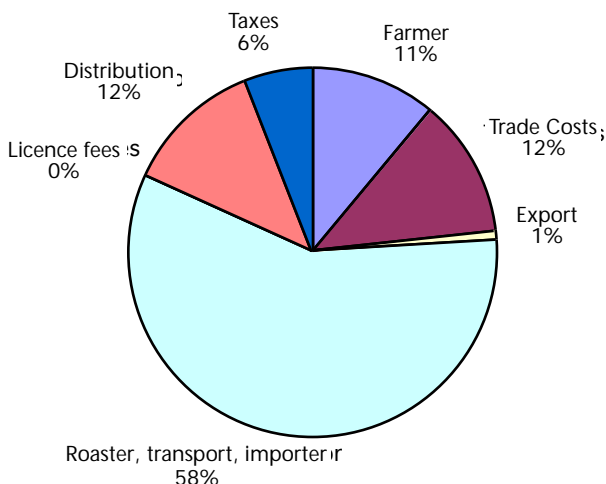
The graph comes from www.quotewatch.com/charts/futures/CSCE/KCH1-weekly.html



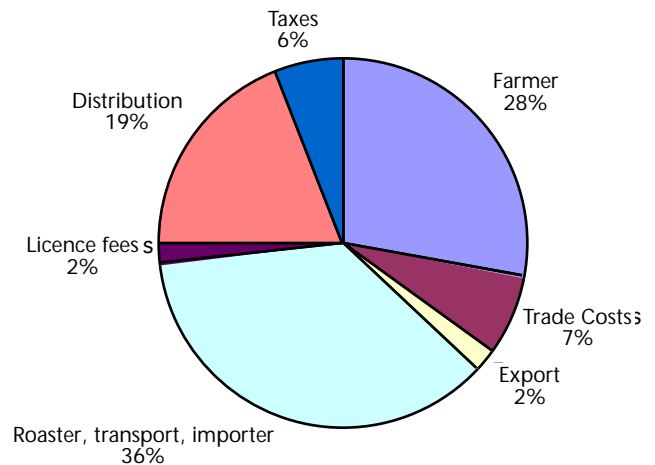
- The price set by the New York and London coffee exchanges determines what you pay for your coffee – no one sells for much less than the New York price because they would be losing money. No one sells for much more because no one would buy from them. Buyers would just purchase from the exchange itself
- The price fluctuates dramatically, because the price is set by speculators, and not by the cost of production or transportation

Who Benefits?

Conventional Coffee Trade 1992

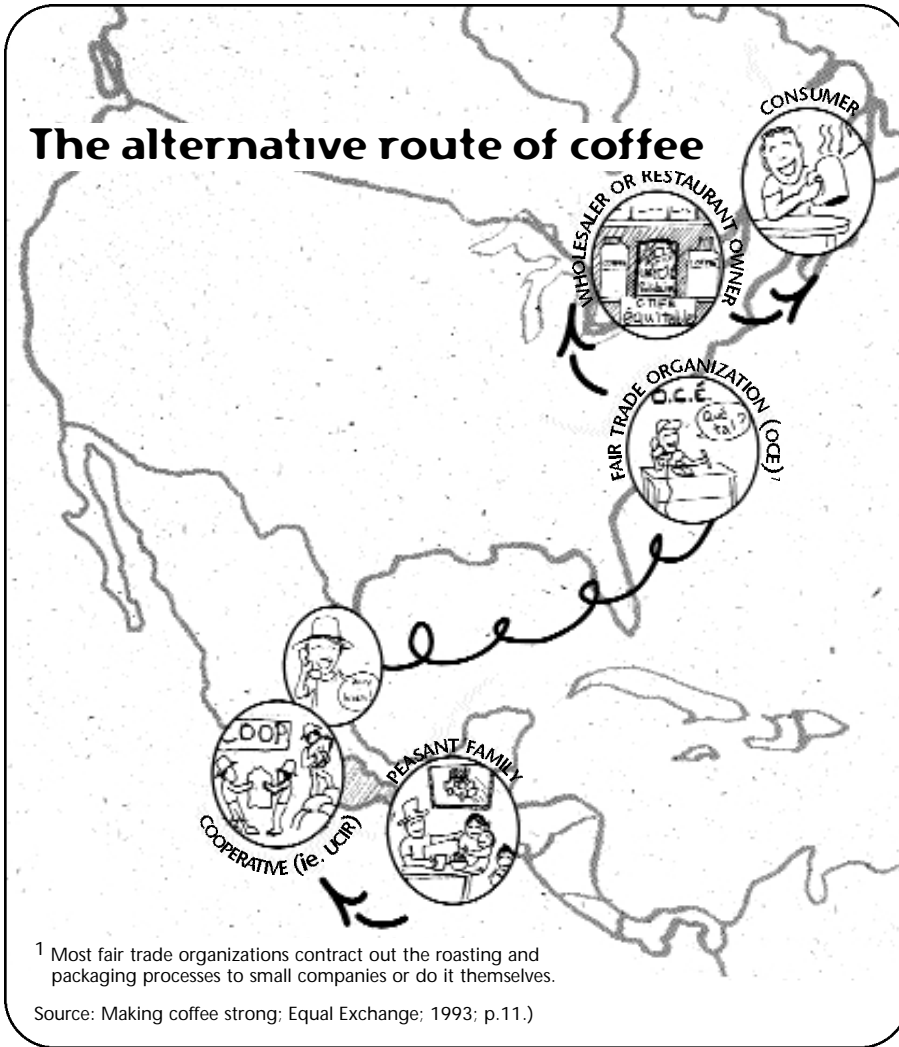


Fairly Traded Coffee 1992



THE FAIR TRADE COFFEE ALTERNATIVE

Under a fair trade scenario, the independent producer does not deal with a coyote/intermediary/middleman. The farmer sells his coffee directly to a fair trade importer, who pays the farmer a fair price for his harvest – considered to be between \$.05 and \$.07 (US) above the market price. It's important to note that fair trade is not charity. It works within the market to level the playing field for farmers who have had to sell their products under unfair conditions.



Principles of Fair Trade Applied to Coffee

- Buy directly from the producer
- Pay a price above the market value
- Offer a line of credit at northern rates of interest
- Establish long term contract (two harvests)
- Promote relationship between producer, buyer and consumer

from Coffee with a Cause pg. 36

A Bit of Background on Fair Trade

Fair trade was practiced long before the term was formalized. Originally associated with handcrafts and supported by faith-based groups, it was considered more an act of charity than of social justice. For example, in North America, both Ten Thousand Villages (formerly Self-Help Crafts) and SERV International began buying handcrafts from European war survivors after World War II. Since that time, both have changed their focus to artisans in the South and have developed more of an economic empowerment model.



Did you know?

Sales of fair trade coffee have increased tenfold in Europe since the introduction of fair trade certification. A significant portion of these sales has been made through alternative trading organizations.

Most fairly traded coffee sold in Canada is high quality coffee. The price is comparable to what most Canadians are willing to pay for gourmet coffee.

In Europe, the Dutch division of OXFAM opened its first shops in the 1960's, selling products from co-operatives in the South. By the mid-1980's in the UK and Switzerland, over one thousand "third world" shops were operating. In 1987, Max Havelaar and TransFair were introduced as certifying corporations to assure consumers that the product they were buying was produced under the principles of fair trade.

Several fair trade organizations were created during the '70's and '80's in North America, often in response to political and economic crises in Central America. During this period in Canada, a small group of social justice and church-based activists pooled their resources to buy green coffee beans from Nicaraguan co-operatives. They figured that paying a fair price for Nicaraguan coffee would help support Nicaraguans during the American backlash to the Sandinista revolution. Those early efforts pioneered a movement that has grown considerably since that time, and led to the establishment of Bridgehead.



The coffee beans Bridgehead first purchased from the Nicaraguan co-operatives were inconsistent in quality and poorly-roasted. As a result, drinking fairly-traded coffee in Canada was considered to be more a duty than a pleasure.

With the advent of gourmet coffee roasters and increasing sophistication amongst coffee drinkers, the fair trade movement has worked to ensure that fairly-traded coffee is as pleasing to the taste buds as it is to the conscience.

(With information from the Fair Trade Federation's "The Conscious Consumer".)

THE INTERNATIONAL FAIR TRADE SYSTEM

TransFair Canada (TFC)

TFC is a membership based, not-for-profit company that owns and licenses the TransFair label. To carry the TransFair label, a product must have been produced under the principles of fair trade. Coffee licensees and importers pay a fee of \$.13 per pound to TFC for the right to use the label. That fee pays the cost of monitoring producers, importers and licensees, to ensure they are operating under the principles of fair trade. Any profits are reinvested in marketing the fair trade label and expanding awareness of fair trade.

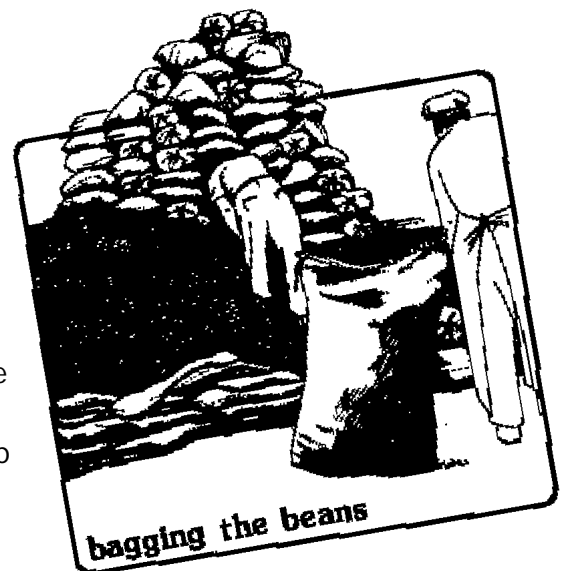
TFC is a member of the Fair Trade Labeling Organizations (FLO). As a member of FLO, TFC has access to the FLO International Coffee Register (ICR) which lists certified fair trade producers. The FLO ICR lists more than 300 small coffee farms (family farms and co-operatives) that are democratically organized.

These farms are in 18 countries: Bolivia, Brazil, Cameroon, Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Peru, Sierra Leone, Tanzania, Uganda, Venezuela and Congo.



Bearing the TransFair Label Means

- Importers pay in advance
- Importers pay a floor price related to the cost of production and a small premium if the world price is above the floor price. Minimum price is US\$1.26 per pound for washed, green Arabica beans, plus US\$.05 per pound premium if the world price is higher
- Importers buy from the same farmer for more than one crop cycle, giving the farmers some medium-term stability of demand, making their farm more sustainable
- Importers may loan money at a reasonable rate of interest
- The coffee comes from over 300 farms registered with the FLO ICR of democratically organized small coffee farmers



Monitoring

Importers must report to TFC four times a year telling how much certified Fair Trade coffee they have purchased, and from which cooperatives. TFC then sends this information to FLO. Producers also report their sales to FLO. FLO cross checks the reported purchases by importers with the reported sales by producers to make sure that the volumes match.

Licensees report to TFC how much Fair Trade coffee they have purchased and sold each quarter, and from which importers. TFC cross checks the reported importer purchases with the reported licensee purchases from the importers, and the reported licensee sales to consumers, to make sure that the volumes match.

TFC also performs spot checks on a sample of importers and licensees, inspecting their books and premises to ensure the integrity of the TransFair logo.

Benefits



- Consumers can easily identify which products are produced under fair trade criteria.
- Producers receive fair pay, economic stability, and reasonable credit. Trading through fair trade channels also gives them access to more buyers.
- Vendors enjoy market recognition through the TFC label, and can easily identify fairly traded products without having to do the research or the monitoring themselves. Selling certified fair trade coffee makes good business sense because the coffee buying public is demanding fair trade coffee. Vendors enjoy free publicity and promotion thanks to TFC and groups like the Vancouver Fair Trade Coffee Network.

Success Stories

- A co-operative in Chiapas owns three gourmet style coffee shops. They have long-term plans to diversify into all levels of the coffee business, so they're not so dependent on the price of raw beans.
- Two Mexican co-operatives are roasting their own beans and have started producing instant coffee.
- A federation of nine co-ops in Costa Rica (COOCAFE) has their own trademark Café Forestal and has set up a foundation to promote more ecologically sound coffee-producing practices.
- Farmers know what the real price of coffee is. If they're selling to a coyote who offers too low a price, they can insist on a higher price or wait for a coyote who will offer more.
- Many co-operatives use the extra income from fair trade to get organic certification as well. This makes their coffee even more attractive to a growing number of North American consumers.



Non-Certified Fairly Traded Coffee

Certification with TransFair is a guarantee to consumers that the coffee they are purchasing is fairly traded. This assurance is particularly helpful when choosing among various brands on a grocery shelf.

However, there are some non-governmental and community-based organizations that market fairly traded coffee without certification from TransFair (e.g. Co-Development Canada and Café Etico; Ten Thousand Villages and Café San Miguel from Level Ground Trading).

These groups say their good reputations in the field of international development and fair trade are enough to satisfy their customers. Because they purchase green beans directly from farmers with whom they have an ongoing relationship, and because their primary motivation is not profit, but improving the quality of life for those farmers, they believe membership in TransFair is unnecessary.

Membership in TransFair involves a cost (\$.13 per lb. of green bean) which is used for monitoring and other activities. These groups say they would rather return that \$.13 directly to the small producers. Level Ground Trading, like Ten Thousand Villages, is a member of the International Federation for Alternative Trading (IFAT).

It is your right as a consumer to demand more than a group's good reputation. Ask whether non-certified fairly traded brands of coffee meet the criteria demanded by TransFair and decide for yourself.

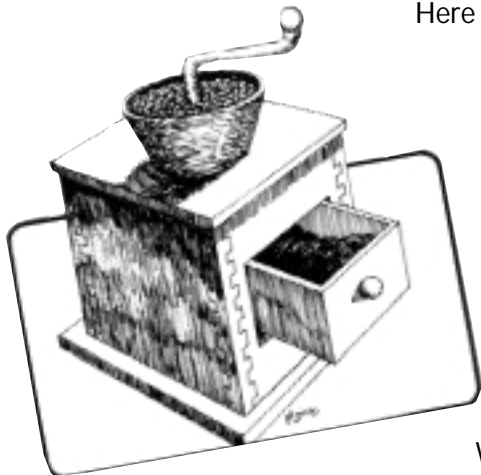


WHAT YOU CAN DO TO HELP



Fair trade depends on demand from consumers. It will not continue to grow unless people support it. That means increasing awareness of, and demand for, fairly traded coffee. That's where groups like the Vancouver Fair Trade Coffee Network come in. We ensure that consumers and retailers know that fairly traded coffee exists, and encourage them to buy/sell it.

Here are some ways of doing that:



Buy Fair Trade Coffee:

If it's not available in your area, find out why. There are several suppliers you can order it from by phone or mail. If you are not a coffee drinker, don't forget that quality gourmet style coffee makes a great gift!

Write Letters, or Email:

Write letters or email business owners and explain why you and your friends would buy fair trade coffee if it was carried at that establishment. (A sample letter and email addresses are listed further on in this booklet).

- **Buy Fair Trade Coffee**

- **Write Letters, or Email**

- **Fill out and Drop off Consumer Cards**

- **Coffee Shop Visits**

Fill out and Drop off Consumer Cards:

Many large chains have consumer comment cards available at the checkout. Fill one out, asking the store to carry fair trade coffee, and explain why it should. Or use the sample consumer card contained in this package.

Coffee Shop Visits:

The most direct approach is to speak with your local coffee shop or store manager. Make sure you have all your facts in order first. Briefly explain the concept of fair trade, and then explain why it would make good business sense for the establishment to offer fair trade coffee. Be sure to have names and phone numbers of fair trade coffee suppliers available to drop off.

Types of Coffee Vendors to Approach

INSTITUTIONAL VENDORS:

Office Coffee:

A.L. Van Houtte (Selena, Red Carpet, Filterfresh), Starbucks, Pistol and Burnes (fair trade).

Food Services:

Beaver (Cara), Aramark (formerly Versa), Marriot.

How they operate:

Generally the institution contracts another company to provide coffee service, including coffee supply and machines. In larger institutions, the contract is put to tender with potential suppliers preparing a bid. The client typically has a list of conditions. Suppliers receive a certain number of points for meeting each condition. The bidder with the best "price to points" ratio wins the contract.

Institutional vendors and fair trade:

- Citizens Bank serves fair trade coffee
- Vancity signed a contract for certified fair trade coffee with Arbuckle in 1999
- The European Parliament serves fair trade coffee
- BC Ferries gave its contract to Nestle for non-fair trade coffee



GOURMET ROASTERS/COFFEE RETAILERS:



Second Cup, Starbucks, Bean Around the World, Blenz, etc.

How they operate:

Larger chains like Second Cup buy coffee from their head office. Smaller independents buy coffee from brokers who may be in Toronto, Montreal, New York, New Orleans, or San Francisco.

Gourmet Roasters and fair trade:

- A number of Gourmet Roasters are now selling fair trade coffee. Most recently, Starbucks USA agreed to a multi-year contract for certified fair trade coffee.
- Second Cup has been approached to sell fair trade coffee but says it donates to CARE instead.

RESTAURANTS AND COFFEE SHOPS:



MMMmuffins, Tim Hortons, Bishops, The Keg

How they operate:

Restaurants often enter into contracts with a coffee supplier, who provides the coffee, the machines and support. Some restaurant chains are owned by a company that also owns a coffee company. For example, Cara owns Harvey's and Swiss Chalet.

SUPERMARKETS:

IGA, Safeway, Overwaitea, Capers, Choices

How they operate:

Supermarkets sell mostly packaged coffee from major suppliers. Phillip Morris owns Kraft and General Foods, and has 70% of the Canadian market. Nestle is the second largest supplier. A.L. van Houtte supplies most of the bulk coffee beans in Canadian supermarkets.

Supermarkets and fair trade:

- While there have been successes, most supermarkets are reluctant to sell fairly traded coffee. For one thing, suppliers have to pay the cost of the UPC bar code (\$1500) to sell in a supermarket. Also, suppliers generally have to pay for shelf space for a new product, or at least provide the product for free.
- Safeway has been resistant to efforts to encourage them to sell fair trade coffee, but it is available in some stores in California.
- Some Sobey's stores in Nova Scotia sell fair trade coffee.

WHERE YOU CAN BUY FAIR TRADE COFFEE IN THE LOWER MAINLAND AND ON VANCOUVER ISLAND (BRITISH COLUMBIA)

Capers

Kitsilano Store - 2285 West 4th Avenue,
Vancouver

Robson St. Store - 1675 Robson Street,
Vancouver

West Vancouver Store - 2496 Marine Drive,
West Vancouver

Choices Markets

2627 West 16th Avenue, Vancouver

3493 Cambie Street, Vancouver

1888 West 57th Avenue, Vancouver

1201 Richards Street, Vancouver

Earth's Good Harvest

1077 - 56 Street, Tsawwassen

East End Food Co-op

1034 Commercial Drive, Vancouver

Galloway Specialty Foods

9851 Van Horne Way, Richmond

IGA

2491 Marine Drive, West Vancouver

Liz's Sales and Service

12430 Skillen Road, Maple Ridge

Old Town Market

1091 Hamilton Street, Vancouver

Peppers Foods

3829 Cadboro Bay Road, Victoria

Quality Foods

Box 779, Chemainus

2275 Guthrie Road, Comox

2220 Bowen Road, Nanaimo

5800 Turner Road, Nanaimo

530 5th Street, Nanaimo

2443 Collins Crescent, Nanoose

319 A East Island Highway, Parksville

2943 10 Avenue Port Alberni

705 Memorial Avenue, Qualicum Beach

Roots Natural

22254 Dewdney Trunk Road, Maple Ridge

Richmond Super Mart

6611 No. 2 Road, Richmond

Saltspring Roasting Company

109 McPhillips Avenue, Saltspring Island

107 Morningside, Saltspring Island

Santa Barbara Market

1322 Commercial Drive, Vancouver

Ten Thousand Villages

2150 West 4th Avenue, Vancouver

5920 Fraser Street, Vancouver

MCC Plaza 31872 South Fraser Way, Box 2038,
Abbotsford

Abbotsford Villages Shopping Centre,

105-2070 Sumas Way, Abbotsford

45776 Kipp Avenue, Chilliwack

Cherry Lane Shopping Centre, 2111 Main Street,
Penticton

Broadmead Village Shopping Centre,

330-777 Royal Oak Drive, Victoria

2030 Oak Bay Avenue, Victoria

Global Village Store, 535 Pandora Avenue,
Victoria

Thrifty Foods

Victoria Stores: Fairfield, Quadra, James Bay,

Colwood, Broadmead, Cloverdale, Central

Saanich, Admirals Walk, Longwood Station

Other locations: Mill Bay, Nanaimo, Sidney,

Parksville, Saltspring Island, Courtenay

Wild West Organic Harvest Co-operative

150-2471 Simpson Road, Richmond

PLACES THAT SELL BREWED CERTIFIED FAIR TRADE COFFEE:

Blue Chip Cookies

Student Union Building, University of British
Columbia, Vancouver

The Pendulum (2 locations)

Student Union Building, University of British
Columbia, Vancouver

Kitsilano Hempco

2936 West 4th Avenue, Vancouver

Raw Organic Health Café

1849 West 1st Avenue, Vancouver

Origins

1689 Johnston (Granville Island), Vancouver

OUTSIDE LOWER MAINLAND AND VANCOUVER ISLAND:

Orbitz Café, Courtenay

Café on 12th, Invermere

Good Nature Store, Invermere

Loon Lake, Kimberley

Kootenay Country Co-op, Nelson

Alpine Grind, Rossland

(List updated January 2001)

FOR MORE INFORMATION ON TFC:

Visit their website: www.transfair.ca

email: fairtrade@transfair.ca

or write: Transfair Canada
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Ottawa, Canada
K1N 7Z2

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P.O. Box 5125

St. John's NF A1C 5V5

email: stjohns@oxfam.ca

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