

Fair Trade: A Taste of Justice

Agriculture is big business, but for the majority of farmers the benefits are small. In developing countries most farmers work modest plots of land and are isolated from markets. The path leading from their farms to your table is long and filled with powerful intermediaries. As a result, little of the money that you spend on food reaches farmers.

But there is an alternative. Equal Exchange has created a different path to the market for farmers that brings them closer to you, and delivers more of your dollars to them. Equal Exchange does this by purchasing coffee and other crops directly from farmer co-ops around the world, adhering to Fair Trade standards. Through this model we believe food becomes a delicious and powerful tool for creating positive change for small farmers and their families.



Jose Humberto Magana, Coffee Farmer, Las Colinas Cooperative, El Salvador

Equal Exchange's Guiding Principles

Trade directly with democratically organized small farmer co-operatives.

Provide producers with advance credit for crop production.

Pay producers a guaranteed minimum price that provides a stable source of income as well as improved social services.

Provide high quality food products.

Support sustainable farming practices.

Build a democratically run co-operative workplace.

Develop more environmentally sound business practices.



EQUAL EXCHANGE, UMCOR Coffee Project
50 United Drive, West Bridgewater, MA 02379
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Equal Exchange is a founding member of The International Fair Trade Association and a worker-owned co-operative dedicated to Fair Trade.



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A Taste of Justice



The UMCOR Coffee Project

A United Methodist project linking congregations with small farmers and their families through Fair Trade

Photograph: Florizelda Cunia Quevedo, Coffee Farmer & Member of Cepicafe Cooperative, Peru

EQUAL EXCHANGE: A Worker-Owned Co-operative Dedicated to Fair Trade



Equal Exchange is a democratically organized, worker-owned co-operative, founded in 1986, to pioneer a new model of trade built upon fairness and stronger relationships between farmers and consumers.

When you purchase Equal Exchange coffee, tea, chocolate, and other products, you join a network that enables farmers in Latin America, Africa, and Asia to stay on their land, support their families, plan for the future, and care for the environment. Through Fair Trade we can create a more equitable world.

Equal Exchange applies the principles of democracy, ownership, participation and transparency to its own model; each worker has an equal stake, an equal vote and a voice in key decisions.

“United Methodists can ‘Do Justice’ through the UMCOR Coffee Project. Our Equal Exchange partnership makes it possible for the consumer to positively impact the world.”

June H. Kim

Executive Secretary, United Methodist Committee on Relief



The United Methodist Committee on Relief

UMCOR is the humanitarian relief and development agency of the United Methodist Church, a worldwide denomination. Compelled by Christ, UMCOR responds to natural or human made disaster – those interruptions of such magnitude that they overwhelm a community's ability to recover on its own.



Eusebio Laron Torres, Cacao Farmer, CACVRA Cooperative, Peru

Small Farmers. Big Change.

Equal Exchange seeks to reconnect people with the farmers who grow their food, and to create a unique, mutually beneficial network. Equal Exchange is committed to long-term relationships with small farmer co-operatives, which are owned and controlled by the farmers themselves.



The UMCOR Coffee Project

The UMCOR Coffee Project, a partnership between the United Methodist Committee on Relief and Equal Exchange, is a way for your congregation to join hands with small farmer communities across the world. You can put your faith into action by using fairly traded coffee, tea, chocolate and snacks in your congregation and by learning about how our consumer choices impact the global community. Through the Project farmers receive fair prices for their crops, affordable credit and long term trade relationships with a trading partner they can trust, Equal Exchange. In addition, for every pound of fairly traded products United Methodists order through the Project, Equal Exchange makes a donation to the UMCOR Small Farmer Fund, which assists family farmers in the global south.

Social and Economic Gains

When they join a co-operative, farmers and their families gain more control over their economic future, and together make strides that wouldn't have been possible if they were acting alone. Thanks to the co-ops and the added income from Fair Trade, farmers can make investments in their land, in education, and in improved social services for their communities.

Equal Exchange is proud to work with over 38 coffee, tea, cocoa and sugar farmer co-ops in 20 countries around the world. Those relationships help make possible such projects as: the construction of a coffee mill in Mexico; training in tea cultivation and harvesting methods in India; organic certification in Peru.

“What's not to like? We are able to help small farmers, we're buying great coffee, tea and chocolate, and we're contributing to UMCOR with each purchase.”

Jim Gramlich

Westlake United Methodist Church



JOIN THE NETWORK United Methodists and Farmers Making a Difference through Fair Trade

“Consumers and farmers must continue to walk together. We are all working together in this cooperative effort for the good of all...we are all in the same struggle for a life of peace.”

Diego Perez Lopez

Coffee Farmer & Member of CIRSA Cooperative, Chiapas, Mexico

CHURCH COMMITMENT: In 2008, the United Methodist General Conference passed a resolution calling on all UMC churches to use fairly traded products; district conferences across the U.S. have passed similar resolutions.

DISASTER RELIEF: UMCOR has provided thousands of dollars in emergency earthquake and hurricane relief to farmer co-operatives with whom Equal Exchange trades in Central America, the Dominican Republic and Mexico.

DOMINICAN REPUBLIC: The CONACADO Cooperative of small cocoa farmers has used Fair Trade premiums to dig wells for clean drinking water and has repaired school buildings. The co-operative has invested in cocoa processing improvements like new cocoa fermentation tanks and drying tunnels.

COLOMBIA: The CCAOC Cooperative of small coffee farmers has established education scholarships and a school lunch program. Farmers have learned to protect the environment and have renovated their organic farms, improving family nutrition.

SRI LANKA: SOFA, the only small farmer tea organization in Sri Lanka, has organized hundreds of farm families. Vital income from fairly traded tea sales allows SOFA to educate members on quality, sustainable agriculture and organic farming techniques.

WHAT YOU CAN DO...

- ❑ **SERVE** fairly traded coffee, tea and cocoa after worship and at church gatherings
- ❑ **FUNDRAISE** for congregational projects, missions and UMCOR using fairly traded products from Equal Exchange
- ❑ **OFFER** fairly traded products at your holiday bazaar or alternative gift market
- ❑ **ORGANIZE** a buying club in your congregation so members can enjoy fairly traded products at home
- ❑ **EDUCATE** your congregation with brochures, bulletin inserts, newsletters and videos/DVDs from Equal Exchange and UMCOR.
- ❑ **SPREAD THE WORD.** Encourage other congregations in your community to join Equal Exchange's Interfaith Program. Ask your local grocery stores and cafes to carry Equal Exchange products



HOW TO ORDER

- DOWNLOAD AN ORDER FORM OR PURCHASE ONLINE AT: www.equalexchange.coop/umcor
- CALL EQUAL EXCHANGE'S INTERFAITH PROGRAM AT: **774-776-7366**
- EMAIL EQUAL EXCHANGE'S INTERFAITH PROGRAM AT: interfaith@equalexchange.coop