



# Maintaining Momentum

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## Key Takeaways:

- 1) Meet frequently and hold providers accountable
- 2) Focus on education

### Meet frequently and hold providers accountable

Although UCSD achieved Fair Trade University status in 2010, our work has not finished! For example our Fair Trade Committee makes sure to continue meeting on a **monthly basis**. Meanwhile we are working to rewrite our Fair Trade Policy to be more inclusive of sustainable food categories and not just Fair Trade products. Although we have achieved status, we are still working to incorporate policy into foodservice contracts. Apart from ensuring policies are in contracts, we check on the foodservice operations to **ensure compliance**. This involves being very familiar with what the policy requires and the specifics of individual contracts on campus. If the Fair Trade Policy *is* incorporated into a contract, we must hold the foodservice operation accountable by surveying their sugar packets, coffee, etc.

### Focus on education

Fair Trade Status also means hosting educational events and collaborating with folks in the Fair Trade movement, like local Towns campaigns. UCSD hosts an annual **sustainable food expo** where campus restaurant owners/managers are invited to meet with sustainable food suppliers, including Fair Trade product suppliers. The expo also invites the local San Diego Fair Trade Group to table about their work. Last year in celebration of Food Day, a Sambazon representative made connections with attendees and gave out samples of Fair Trade Acai beverages. This year, we will have the Fair Trade San Diego Group tabling at our annual food expo.



Apart from the annual food expo, Fair Trade outreach work is part of the Student Sustainability Collective's (SSC, a student group on campus) goals as part of their Corporate Accountability section. In the past, the SSC held a film screening of "The Dark Side of Chocolate" on Valentine's Day, and continues to use Fair Trade varieties when hosting events involving coffee or tea.

## Conclusion

**A brief summary** of what can be done after achieving Fair Trade Status:

- Advocates can continue to **serve** on their campus Fair Trade Steering Committee
- **Incorporate** the Fair Trade Policy into contracts
- Hold foodservice operations **accountable**
- **Host** educational events
- **Collaborate** with other Fair Trade Campaigns or groups.

**Get creative!** Fair Trade relies on continued interaction and education of consumers. Fine new ways to keep up the momentum and get people excited about Fair Trade!



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