



**FAIR TRADE
COLLEGES &
UNIVERSITIES**

Media Alert

FOR IMMEDIATE RELEASE

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UCLA Becomes 37th Fair Trade College/University in the Nation

Los Angeles, California (May 23, 2016) – University of California, Los Angeles, part of a national initiative by Fair Trade Campaigns to engage college/university students in issues of global poverty, is proud to announce its official designation as a Fair Trade College/University. Fair Trade is an economic system that guarantees to consumers that the products they buy were grown, harvested, crafted and traded in ways that improve lives and protect the environment. Fair Trade Universities recognizes campuses in the US that are committed to educating students about Fair Trade and sourcing Fair Trade products, like coffee, tea, sugar and bananas at all campus dining outlets.

With over 170 Fair Trade Colleges and Universities in the United Kingdom alone, the USA program grew out of work in Europe and the increasing demand for Fair Trade and ethically produced products to be incorporated into institutional purchasing. Fair Trade Campaigns sees the tremendous impact institutional purchasing in the US can have on farmers and artisans worldwide. This is especially the case with larger higher education institutions that have exceptional purchasing power, such as UCLA and other campuses in the University of California system.

“There are few things more exciting than seeing today’s youth come to understand the role that they can play as consumers in making the world a fairer and more just place. To see them become not just conscious consumers, but advocates for Fair Trade, should challenge all of us to do the same.”

- Billy Linstead Goldsmith, National Coordinator, Fair Trade Campaigns.

UCLA Fair Trade was created in 2013 to build awareness and availability of Fair Trade products at UCLA. The Fair Trade campaign was initiated and continues to be spearheaded by E3: Ecology, Economy, and Equity, the largest sustainability student group at UCLA. In April 2013, UCLA’s Undergraduate Students Association Council (USAC) passed a Fair Trade Resolution in support of the campaign, which called upon ASUCLA and Housing & Hospitality Services to pursue the Fair Trade University designation by offering Fair Trade products at every outlet on campus. UCLA has been officially working towards achieving designation as a Fair Trade University since December, 2013. The Fair Trade initiative at UCLA is a partnership between stakeholders on the UCLA campus including ASUCLA, UCLA Housing & Hospitality Services, and E3: Ecology, Economy, and Equity.

UCLA is now the largest Fair Trade campus in the country and the second UC campus to become a Fair Trade University (after UCSD in 2010). With two or more Fair Trade products now available in UCLA’s twenty campus outlets, UCLA has made the widest-reaching commitment to Fair Trade purchasing to date. This is not only momentous for the Fair Trade movement nationally but hopefully a commitment that will lead other campuses in the University of California system to follow suit. There are now over 260 Fair Trade Campaigns in towns, K-12 schools and congregations, as well as college and university campuses across the country, now including UCLA.



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About Fair Trade Campaigns: Fair Trade Campaigns is a grassroots movement mobilizing thousands of Fair Trade advocates on campuses and in communities across the USA. Fair Trade Campaigns recognize towns, colleges, universities, schools and congregations in the US for *embedding Fair Trade purchasing practices and principles* into policy, as well as the social foundations of their communities. Project collaborators include [Fair Trade USA](#), [Fair for Life](#), and [Fair Trade America](#), the four major third-party certifying organizations of Fair Trade products in the U.S. Fair Trade Campaigns also recognizes products sold by members of the [Fair Trade Federation](#), a North American trade association of organizations fully committed to Fair Trade. Visit www.FairTradeCampaigns.org for more info.

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