**Tuesday, June 5, 2018**

**Quincy Fair Trade 101**

Thomas Crane Public Library

**Who are we?**

Quincy Fair Trade Task Force.

**Our Mission Statement:** *(¼ Sheet Cards)*

Collectively, we are a collaboration of local businesses, faith communities, schools, and concerned community members. (So basically, we’re a collaboration of anyone who wants to be included.)

And so formally speaking, we are working together to help Quincy join Boston in becoming a leader in promoting social and economic justice by raising awareness about the Fair Trade Movement and extending the invitation for others to commit to purchasing Fair Trade products when available.

**Our Vision Statement:**

In a sentence, we have one goal:

To let our purchasing power set the world free.

We’ll be telling you a bit more about that as we go today, but I want to also introduce you to the larger organization that we are affiliated with – Fair Trade Campaigns.

**Who is Fair Trade Campaigns**

Fair Trade Campaigns formalized here in the US in May of 2013. As you can see here, (slide) there are a number of types of campaigns that can be started.

**Fair Trade Campaigns Mission:**  
To grow a passionate community of lifelong Fair Trade advocates, who, in turn, inspire others to support the Fair Trade movement.

Because, as we’ll talk about quite a bit today, it’s people like you and me who are best positioned to communicate to our local businesses and institutions that Fair Trade values can make the world a better place.

And the great thing about this linking of arms is that it’s a global grassroots movement working across 24 countries on six different continents.

**What we are not here to do tonight:**

* We are not here **to speak poorly** of other businesses.
  + I have personally been working to raise awareness about human trafficking since 2012. And what I have learned is that it’s **complicated.**
  + One day you hear that a business is doing poorly. The next minute you hear that, that very same business is in the **process** of changing their practices.
  + So while we’ll be talking a lot tonight about **ethics,** rather than speaking ill of any business in particular,

**What we will, instead, be looking to do here tonight is:**

* **Applaud** those who have been willing to **go first**
* L**earn more** about the Fair Trade **Movement in general**
* But then, specifically, we’ll take a **deeper look** at how the work of the Movement is having **positive impacts on our world**
* We’ll **sample** a few Fair Trade products
* And when it’s all said and done, we’ll talk about how we can be **involved** in these efforts – both here in Quincy and around the world.

And so…as I prepared for this evening, I realized that one way I *could have* organize the evening would have been to create a long and lengthy powerpoint presentation, highlighting the various statistics and problems that exist in our world.

But quite honestly, that **didn’t seem** all that **interesting** to me. And if it didn’t seem interesting to me, I was having trouble imagining how it would be interesting to you.

So **instead,** we are going to share with you tonight a **series of short videos** that have been made by various Fair Trade organizations, which, I’m hoping, will be a much **more powerful and effective** way to communicate the **meaningfulness** of engaging in the Fair Trade endeavor.

But before we get started, perhaps we could also just quickly go around, say who we are and what brought us here tonight. (Pause)

Thank you so much! And also, just to get a sense – can we go around one more time and just say in a sentence or two what our engagement with Fair Trade has been up to this point in our lives? (Pause)

Thanks!! That way we all know each other a little better.

And so what we’ll do with a good portion of the rest of our evening together is walk through a series of videos. As we go, I’ll make a few remarks after each one in order to highlight some of the things that may seem most important. And then we’ll move on to the next video. Our first video tonight is called:

What is Fair Trade, which is a short overview of a number of key topics we’ll be addressing:

<https://www.youtube.com/watch?v=aetw560Xjhg&t=14s> (3 min 25 sec)

* Sustainability in relationship to societies, economy AND the environment.
  + Done through ensuring living wages for workers
  + Training farmers how to adapt to climate change
  + Enabling communities to invest in education
* Cooperatives have helped with these goals

The Fair Trade Difference: (Sustaining Farmers)

Food for Kids, Gas Stoves, Dental Clinic, Power of Us

https://www.youtube.com/watch?v=IjCs8aMfZZw (5 min)

* A group in the Philippines started a food program to feed the students
* A community in India replaced gas stoves for their workers
* A Colombian community started a dental clinic
* And then this call at the end for us to help keep these types of programs alive by way of purchasing Fair Trade products.

Meet Coffee Farmer Samuel

<https://www.youtube.com/watch?v=LCmU-uK93wc> (5 min 20 sec)

* Again and again, what we see is relatable in many ways
  + Talking about challenges of our work
  + Talking about our needs and how we are going to sustain ourselves
  + And as is true in so many ways, finding our sustainability through our work is a big theme.
* Again, we’re seeing how Fair Trade programs helps to give children an education, which, in many ways, is something that is almost a given. We have systems in place for these sorts of things, even though, clearly, we have to work on it all the time.

**Protecting the Environment via Fair Trade:**

<https://www.youtube.com/watch?v=pQ22SrbFemM> (2 min)

* Do not allow the most toxic chemicals in the FT world
* Farmers are encouraged to move towards organics
  + Working towards a new normal that is also economically stable.

**Women Empowered – Bananas**

<https://www.youtube.com/watch?v=o2c6_yxoNYE> (2 min)

**Fair Trade: Quality Products**

<https://www.youtube.com/watch?v=taaG6c8JvnE> (2 min)

* Americans tend not to buy something just because it’s helpful to someone – a sad but true reality
* And so knowing this, the thing we are able to communicate is the win-win – that the product you receive is better AND it helps others.

**Frontline:**

<https://www.youtube.com/watch?v=0-30v3FP4J4> (5 min)

* One way that these issues impact America
* Farms that are associated with Fair Trade organizations are more closely regulated so that these sorts of things do not happen.

**Fair Trade in Media PA:**

<https://www.youtube.com/watch?v=HfSpqBQTCfE> (6 min)

You can make a difference

* Making one decision can help fuel the movement.
* You’re going to buy it anyway.
* It is in our best interest to take care of the people we get our goods from and to take care of our planet.

**A moment for reflection on all we just saw…**

So, the people we saw in that last video are from Media, PA. And they have the honor of being named the 1st Declared Fair Trade City in the United States.

And I realize that **what it means to be a Fair Trade City** is something we haven’t talked about yet. So let me just quickly describe that process.

**What does it mean to be a declared Fair Trade City or a Fair Trade Town?**

As it turns out, the process is fairly simple.

1. The first thing you do, is **gather a group of people** who are willing to work on the endeavor with you. I mentioned earlier that *we are the Quincy Fair Trade Task Force*. Gathering ourselves formally is part of that process.
2. After that, one of your primary goals is to **engage with organizations and retailers in your city.** When you do this, you’re looking for one of a couple of things.

* The first thing is: Who is **already selling or offering** a **minimum of 2** Fair Trade Products at their stores, in their offices, in their lobbies, at their events and so on.
  + This is your **low-hanging fruit.** These are people who are already on board.
  + All you are doing in these instances is **inviting them into a community of people**. Rather than being lone reeds out there on the frontier, they now have a community of **like-minded partners** to **share the journey with**. And we can help and support one another as we move forward.
* But then also, your second task is to speak to retailers and organizations who would be **willing to consider offering** a **minimum of 2** Fair Trade products at their stores, in their offices, in their lobbies, and at their events.
  + - Specifically in my work over the last year, I have encountered hundreds of people who have no idea what Fair Trade is, what it means, what it does, or how to find it.
* So we gather our retailer and organizational partners. We establish what 2 or more products it is that they are offering. And then we list them on our Fair Trade Campaigns Quincy page. (**Pass out handout.)**
  + For them, this is first and foremost **free advertising.**
  + For us, this allows us to give people a place they can go to see what sorts of businesses and organizations are supporting a cause that they care about in their city. It **allows us to shop intentionally.**
* In order to see Quincy become declared a Fair Trade City, given our population, we need 18 retailers and 18 organizations.
  + Currently, we have 7 retailers and 2 organizations.

Given that we are a **new campaign**, our **primary focus** right now is in **engaging these retailers and organizations.**

2a. But another thing that our **Task Force works towards** is **hosting events** in the city that help **raise awareness** about Fair Trade and the issues that the movement is working to solve in conjunction with countless others.

So **tonight’s event** is one such event. Come August, we will have a **booth** at the **August Moon Festival** doing a Taste Test of Fair Trade Chocolate. We are actually hoping to again partner with the **Library in October**, which happens to be Fair Trade Month, in bringing in a guest speaker who has first-hand experience with the farmers or workers in some of the areas we’ve seen tonight.

1. And then going back to our enumerated points surrounding what it takes to be declared a fair trade city, the last thing is getting your **campaign mentioned** by your **local media** in some way (which we have already accomplished but will continue to work towards) and **connecting with your local government**. This is anything from having a couple of meetings with your **town officials** to passing **a city-wide proclamation** that states the support of your mayor.

So that’s an overall look at the process of becoming a declared Fair Trade City. As you complete these things, you list them on your Fair Trade Campaigns webpage that has been set up for you. (This is what our progress currently looks like.) And when all of those things are completed, you receive a **certificate that declares it official.**

In **our state in particular**, we’ve seen **2 cities complete** the process.

**Northampton in 2008**

**Boston in 2010**

And obviously, we hope that Quincy will join those cities soon.

But it is **not work** that is meant to be **done alone**. And so we wanted to additionally talk to you tonight about **ways that you can become involved:**

**How can you get involved:**

1. **Research more for yourself**

* Tons of You Tube Videos on the subject
* Ted Talks
* The Fair Trade Campaigns website has a ton of information
* Fair Trade Foundation
* Fair Trade USA

1. **Discover who your Fair Trade Vendors are.**

In addition to the list you see on the sheet we just handed out:

* Dean’s Beans
* Equal Exchange
* Stop N Shop – FT Bananas, Chocolate, Coffee, Tea
  + Not Rice, Quinoa, Oil, Avocados
* Luna Bars/Lara Bars
* Ben & Jerry’s
* Honest Tea
* UnReal Candy
* Coffee Break
* Dunkin’s Espresso based drinks are all FT.
* B Good Café in Hingham

1. **Commit to changing over 1 of your regular purchases to a Fair Trade option.**

* A lot of people can **easily feel overwhelmed** when looking at the entire picture at once.
* Some people **imagine** a world where everything **costs** them **exponentially more** and where they have **no connection to how** that cost is **translating** into helped lives.
* So don’t do that. Take the time to **engage** with the real live stories of people who are **being positively impacted.**
* And then commit **to changing 1** product.
* After awhile, who knows, maybe you’ll feel **inspired to change another** product. And then another.
* But imagining that we have to do it **all at once** can be really overwhelming.
* So start with 1 thing and then go from there as you feel able.

1. **Tell someone else.**

The **single most effective** way to spread the word about anything is through **word of mouth.**

Our team could pass out 1,000 flyers, and it wouldn’t be as effective as one person going to a friend and telling them what they have **learned,** how it **impacted** them, what they **plan to do** about it, and then **asking** their friend **to join** them.

It’s the same as anything. We see a friend is going to an event, we think, “Hmm…maybe I would like to go to that event.”

We see a friend wearing something, eating something…our friend raves about a new restaurant, tells us we should try it – we do.

The **power of personal relationship** is far more effective than anything else we an possibly do.

1. **Ask your local grocery store and favorite clothing stores to offer (even more) FT products.**

The issue of **supply and demand** is infinitely important. Vendors want to buy what they **know people will purchase**. We can tell them that we will purchase these products if they will stock them on the shelves. If they start to see a bunch of people saying, “*Hey, I went to buy Fair Trade bananas, and you didn’t have them in stock.”* Or, “*I have heard that Fair Trade Quinoa, Rice, Avocados, Oil, Sugar, etc are available. I would purchase those if you had them.”* This allows our vendors to know what the demand is.

Similarly, this is **true in the organizations we’re a part of**. As people in the working world, if our organizations bring *in coffee or snacks for meetings*, we can **ask if they would consider purchasing fair trade.**

If we have a **place of worship,** we can tell them that this is an issue that we care about and see if they will offer fair trade products at **social events** or services that they throw.

If we have children that attend **schools**, we can encourage them to offer Fair Trade products in their **lunchrooms,** in their **school stores,** and in their **teacher’s lounges.**

In fact, if you are part of a Parent Teacher Council, you can encourage your school to do **fundraisers** that support Fair Trade Products. Equal Exchange, for instance, offers 40% of the profits back to the organization. Places like BGood offers 25%.

1. **Let your place of worship know that they can become a declared congregation.**

For our church, we made the decision to purchase **Fair Trade coffee** back in **2011.** Later we also changed our **tea and hot chocolate** to Fair Trade. But we had **no idea** that there was such a thing as a **Fair Trade Congregation.**

And it turns out, that it is **not difficult**

* A minimum of **2 products**
* **2 events** where you offer these products
* A minimum of **2 times a year** that you offer **information** on why these and other social justice issues are important.

1. **If you know a business or an organization that sells FT products or you think would be interested in learning more, we’d love to hear about them.**

We are in the process of adding more **Quincy retailers and organizations** to our webpage. So if you know of others, we’d love to be able to connect with them.

1. **Join the Quincy Fair Trade Task Force.**

At the moment, we meet together once a month for an hour to see what our progress has been and what we want to be focused on for the next month.

Questions.