

## Overview & Manager Action Steps

### What is Fair Trade?

*Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the Global South. Fair Trade organizations (backed by consumers) are engaged actively in supporting producers, raising awareness, and in campaigning for changes in the rules and practice of conventional international trade. Learn more about Fair Trade [here](#).*

### Better Tomorrow and Fair Trade

Sodexo recognizes the value of fairly and responsibly traded products for farming communities and consumers around the world. Sodexo's Better Tomorrow 2025, sets out nine measurable commitments, including the following two that guide our purchasing:

- Promote local development, fair, inclusive and sustainable business practices
- Source responsibly and provide management services that reduce carbon emissions

As part of our commitment to responsible sourcing, Sodexo has outlined various global sub-commitments, including increasing sustainable and fairly traded coffee. We have partnered with Conservation International and joined the [Sustainable Coffee Challenge](#) along with over 140 other partners, including corporations, governments, NGOs and research organizations aiming to make coffee the world's first sustainable agricultural product for the wellbeing of humanity and the planet. Sodexo's commitment is that 100% of the coffee served within its proprietary brands will be responsibly sourced by 2021 and in the same timeframe, 99% of all coffee sold in its retail channel globally will be purchased from responsible sources. Fair Trade certification aligns with these goals.

Beyond coffee, we offer a range of products certified to meet Fair Trade certified criteria, including sugar, rice, tea and more.

## Basic Overview of Fair Trade Market Segments:

**Fair Trade Colleges & Universities (FTCU)** in the USA began in 2008 as an initiative to recognize institutions for embedding Fair Trade practices and principles into policy, increasing Fair Trade product availability, and raising awareness of Fair Trade. There are [five basic steps required to earn designation](#)\*

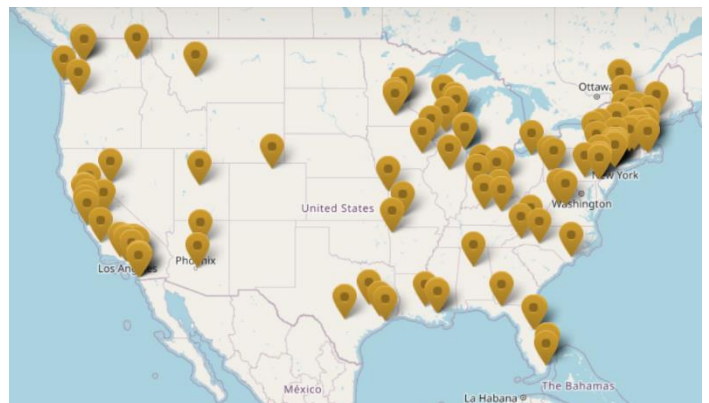
- Build a team;
- Source at least two Fair Trade products in each dining-operated venue on campus, plus the bookstore (typically Aspretto coffee, tea and Fair Trade Certified sugar);
- Provide at least three examples of Fair Trade products offered through campus catering;
- Host at least four educational events/activities per year; and
- Pass a Fair Trade resolution through your campus administration.

\***NOTE:** the FTCU steps have been amended in response to COVID-19 to allow more digital/virtual engagement. For more info, please visit: <https://bit.ly/FTCGoalRevisions>\*

Post-designation, institutions work to continuously deepen their commitment to Fair Trade. Campaigns are centered around partnerships and collaboration among students, dining, and other campus stakeholders.

## Is your campus already registered with Fair Trade Campaigns? If not, consider starting a campaign!

Check the [list of current Sodexo accounts with active Fair Trade campaigns \(subject to change\)](#), as well as the [map on Fair Trade Campaigns' homepage](#), to see if your campus already has a campaign. Reach out to [admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org) if your campus has a campaign but isn't on this list.



- 1) Don't have an active campaign on your campus but want to launch one? Click 'start a campaign' on Fair Trade Campaigns' website and/or email [admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org) with any questions you have around launching a campaign.
- 2) Review FTCU's [Guide to Implementing a Fair Trade Campaign for Food Service](#) for tips!

## Sodexo Manager Action Steps

Advocates for Fair Trade on campus, often students, are encouraged to work in partnership with their food service providers. The partnership seeks to highlight the past accomplishments of dining services and provide a space for continued conversation. Food service providers can help support Fair Trade student advocates by:

- ✓ Reviewing the resources in the Fair Trade section on the [Responsible Sourcing page](#) on SodexoNet
- ✓ Notify Kate Shearer, Director – Sustainability, Sodexo Universities ([Kate.Shearer@sodexo.com](mailto:Kate.Shearer@sodexo.com)) that you are becoming active with FTCU in your segment
- ✓ Ask to join the FTCU team or committee to be a part of the organization’s discussions
- ✓ Highlight currently available Fair Trade products through clear and prominent signage
- ✓ Provide information on current purchasing of Fair Trade products in your dining area
- ✓ Research the viability of switching conventional products to Fair Trade where possible
- ✓ Partner with advocates to host events to educate customers and staff about Fair Trade
- ✓ Ensure key frontline employees (i.e., baristas) have a basic understanding of Fair Trade

## Resources

***Use these resources to increase Fair Trade purchases at your account, understand Sodexo’s Better Tomorrow 2025 progress and highlight Sodexo’s fair trade commitment on your campus!***

### Sodexo-specific:

- Fair Trade Section of the [Responsible Sourcing page on SodexoNet](#)
- [Sodexo’s Better Tomorrow 2025](#) Continue making progress on our Better Tomorrow 2025 commitments.
- Better [Tomorrow 2025 Brought to Life](#) This report covers 2020 Corporate Social Responsibility highlights from Sodexo USA.
- [Supplier Code of Conduct](#) Conducting business with high ethical standards is fundamental to Sodexo. In light of this, we formalized this Supplier Code of Conduct to articulate our expectations of those with whom we conduct business including those businesses with which we have continuing supply relationships.

### **Fair Trade Campaigns general:**

- Fair Trade Consumer Insights: <https://bit.ly/2021FTConsumerInsights>
- Fair Trade College/University Resource Hub: <http://bit.ly/FTCUResources>
- Fair Trade Impact: <https://www.fairtradecertified.org/why-fair-trade/our-impact>
- Fair Trade 101 Library: <http://bit.ly/FairTrade101s>
- Fair Trade Campaign Guide for Food Service: <http://bit.ly/FTFoodServiceGuide>
- Fair Trade Colleges & Universities Toolkit: <http://bit.ly/FTCollegesUniversities>
- Fair Trade Campus Advocacy for Long-Term Impact: <http://bit.ly/CampusAdvocacyGuide>
- Navigating Fair Trade Labels: <https://bit.ly/NavigatingFTLabels>
- Fair Trade promotional and event materials: <https://promote.fairtradecertified.org/>  
Commonly Found Fair Trade Products on Campus: <http://bit.ly/FTProductList>

## Frequently Asked Questions

### **1. How will my institution benefit from Fair Trade designation?**

Fair Trade designation recognizes your institution's commitment to social and economic justice. The Fair Trade program also offers individuals valuable leadership experience designing and implementing a multifaceted campaign. For dining service providers, Fair Trade Status recognizes the ongoing commitment of the food service provider to sustainability and social justice initiatives. Furthermore, [recent consumer insights](#) have shown that Fair Trade products are becoming increasingly appealing to consumers, and millennials in particular.

### **2. Who created and oversees the Fair Trade Colleges & Universities (FTCU) program?**

The Fair Trade Colleges & Universities (FTCU) program began in 2008 after the University of Wisconsin Oshkosh announced Fair Trade status. Today, a National Leadership Team of students, alumni, faculty, and Fair Trade advocates manages and guides the program. Fair Trade USA has dedicated staff at its Oakland, CA headquarters that manage the network.

**3. How is the program funded?** Fair Trade USA raises funds to sponsor. Also, in 2011 Ben & Jerry's introduced a new flavor ("Late Nite Snack") and committed the royalties to FTCU.

### **4. How may Sodexo institutions have earned Fair Trade College or University (FTCU) status?**

Up to 30 Sodexo institutions have had active student groups and 12 of those campuses have earned Fair Trade status. Visit the [website](#) to view a map of Fair Trade campuses across the country and review this [list of current Sodexo accounts with active campaigns](#). Reach out to your counterparts at these schools to see what is going well, lessons learned, challenges, etc.

### **5. How do you keep the momentum going after achieving Fair Trade Status?**

Campuses earning Fair Trade Status have a responsibility to fulfill and uphold the commitments outlined in their Fair Trade Resolution. Advocates periodically check with dining groups to ensure sourcing agreements are fulfilled, Fair Trade signage is visible and to partner to host educational events. Check out this guide for an idea of activities and commitments institutions may choose to pursue post-designation: <http://bit.ly/FTCUPostDeclarationToolkit>.

### **6. How do I navigate different Fair Trade labels?**

There are [four different Fair Trade labels currently recognized by Fair Trade Campaigns](#) as meeting the requirements for sourcing Fair Trade products. You can learn more about the different labels [here](#). The most common label in the U.S. is Fair Trade Certified (Fair Trade USA), and this is the label that Aspetto coffee and tea carries.

### **7. How do I increase availability of Fair Trade products at my account?**

Refer to the Fair Trade section on the [Responsible Sourcing page on SodexoNet](#) to identify products currently available through Sodexo. The most accessible products include coffee, tea, sugar, and chocolate – all of which are available using the Aspetto program. Connect with your RAM in Supply for support sourcing Fair Trade items in your region. You can also reference Fair Trade Campaigns' list of commonly found Fair Trade products on college campuses [here](#).

### **8. How do I tell my customers about the Fair Trade products we are using in dining?**

You can advertise Fair Trade products by fully utilizing branding materials through programs such as Aspetto.

### **9. Are there certain times of the year I can leverage to promote Fair Trade?**

- Fair Trade USA Just One Cup Campaign (September 27<sup>th</sup> – October 1<sup>st</sup>)
- International Coffee Day (October 1<sup>st</sup>)
- Fair Trade Month (October)
- Valentine's Day (February)
- World Fair Trade Day (2<sup>nd</sup> Saturday in May)
- Fair Trade Finals at the end of the semester (only at campus accounts).

## Contact

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*“Berea College Dining worked with the student-led campus organization, People Who Care, to source and provide Fair Trade chocolate bars in our retail Café and grains, sugar and tea for campus dining and catering. A Berea College Dining Manager attends Fair Trade Committee meetings organized by students and supports several annual campaign awareness tabling events each year in the resident dining hall on campus.”*

– Caitlin McClanahan  
Sustainability Manager, Berea College Dining Services



*Students at Lynn University, a Sodexo account in Boca Raton, FL, display their Fair Trade Universities certificates after the campus earned designation in 2016.*