



PROMOTIONAL TIPS

- Initiate a conversation about what your community is doing to help farmers this year—use the New York Times **article** and **discussion guide** enclosed here as a starting point.
- Hand out **gift cards** with every coffee purchase.
- Display Red Cherry Challenge **posters** and **flyers** in your community.
- Add Red Cherry Challenge **stickers** to coffee bags.
- Fill in your **thermometer** as you make progress toward your goal.
- Print and share copies of the informative articles linked on the Red Cherry Challenge page: equalexchange.coop/rcc.
- Screen the documentary “Connected By Coffee”. Find it at connectedbycoffee.com.



COMMON QUESTIONS & Talking Points

WHAT IS THE *Red Cherry Challenge*? WHAT DOES MY COFFEE PURCHASE DO?

The Red Cherry Challenge is running from May 2014 to June 2015. During that time, 10 cents for every pound of coffee purchased here will go to the Red Cherry Fund. Our community goal is to sell [your goal] pounds. The end goal of the Red Cherry Challenge is to raise \$15,000 for the Fund.

WHAT IS THE RED CHERRY *Fund*?

The Red Cherry Fund will help coffee farmers in Guatemala and El Salvador make their farms stronger and more resilient in the face of climate change, and help them recover from recent damages. The Fund will specifically help Equal Exchange’s partner co-ops Manos Campesinas, Chajul and Las Colinas.

WHY “Red Cherry”?

Coffee beans are actually the seed of a fruit known as a “coffee cherry.” When coffee trees are healthy, these coffee cherries are a vibrant red. For us, it is a symbol of vitality and well-being for our farmer partners.

WHAT *challenges* ARE FARMERS FACING?

Recently, coffee farmers have suffered substantial losses from climate change-related problems. This includes unpredictable weather patterns throwing off their crop cycles, natural disasters damaging the land, and diseases like coffee leaf rust.

WHAT IS *coffee leaf rust*?

Coffee leaf rust, or la roya in Spanish, is a destructive fungus that attacks coffee trees and severely weakens or kills them. It spreads rapidly and can easily destroy many trees if farmers are not prepared or trained to fight it. Some of our farmer partners have lost up to 80% of their harvests because of it.

WHO IS *Equal Exchange*? WHAT DO THEY DO?

Equal Exchange trades and works directly with small farmer co-operatives around the world to provide Fair Trade coffee, tea, chocolate and snacks.

WHAT *more* CAN I DO TO HELP?

You can participate in the Red Cherry Challenge in two ways. First, you can help by contributing to our community goal by continuing to purchase coffee right here! Or, you can sign up to take the Red Cherry Challenge as an individual and set your own coffee goal for the year. Visit equalexchange.coop/rcc.